

WPP, SuperAwesome partner to advance cybersecurity for kids

Kid-tech platform SuperAwesome and WPP have partnered to enhance the standards of privacy for children in the global digital ecosystem.

With children making up 40% of all new internet users, the partnership seeks to address the imbalances of today's internet infrastructure, which was designed for adults. The collaboration will further support brands on how to engage responsibly and in compliance with new global privacy laws passed by regulators which have been specifically designed to protect children online and ensure that only zero-data technology is used for digital engagement.

WPP agencies and clients will have access to SuperAwesome and its platform and insights tools, including the company's KidAware certification programme that ensures online engagement complies with the latest privacy legislation and advertising standards. The partnership builds on existing controls GroupM has helped to establish that excludes or minimises the risk of exposure to unsuitable content for children in social media.

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