

NEWS RELEASE

Shaw Rocket Fund kick-starts online kids' safety program for Canadian digital content in partnership with kidSAFE Seal

BANFF, June 11, 2018—The Shaw Rocket Fund is proud to announce a new kids' digital safety program to help Canadian producers ensure a safe environment for kids when creating digital experiences: the **Rocket Online Safety Program**. The announcement was made at the Banff World Media Festival with President & CEO of the Shaw Rocket Fund, **Agnes Augustin** and kidSAFE Seal founder, **Shai Samet**.

Online safety and privacy for kids has been an increasing concern for the production industry. The **Rocket Online Safety Program** will ensure that all Canadian digital content receiving Rocket Fund investment be certified based on established online safety and/or privacy standards through the kidSAFE Seal Program, an independent safety certification service designed exclusively for children-friendly websites and technologies. Online game sites, educational services, virtual worlds, social networks, mobile apps, tablet devices, connected toys, and other similar online and interactive services will all be eligible for this program. The **Rocket Online Safety Program** will launch in September 2018.

Understanding that online safety for kids is of utmost importance, the Shaw Rocket Fund will open the **Rocket Online Safety Program** to all Canadian producers of kids' digital content to encourage the certification of any kids' digital content being made in Canada.

Rocket Fund will finance 100 per cent of the cost of kidSAFE Seal Certification over the first year of the program, further demonstrating the Shaw Rocket Fund's commitment to supporting producers in an evolving digital environment.

"The Shaw Rocket Fund believes that a safe online environment for kids is paramount. We want to help Canadian creators of kids' digital content take this very important step towards a safer online experience for our children. We're excited to offer the **Rocket Online Safety Program** to help set the stage by funding the cost of kidSAFE Seal Certification over the first year," says Agnes Augustin, Shaw Rocket Fund President & CEO.

Additionally, the Rocket Fund will provide funding assistance of up to 75% of the cost of certification required in foreign regions for programs that the Fund has invested in, such as COPPA in the U.S. or GDPR in Europe, should a producer require it. Supporting certification in other countries will help to ensure that Canadian digital content acknowledges established safety standards for kids around the world.



“kidSAFE Seal is a business-friendly organization that works with content creators to keep kids safe online. We help make sure that technology meets online safety and privacy standards, with the intent to reduce the need for more regulation,” says Shai Samet, kidSAFE Seal founder. “This partnership will create an efficient certification process for producers of the Shaw Rocket Fund Online Safety Program, including audits and consultations for safety and privacy compliance.”

Eligibility criteria established by the Fund for investment in the creation of digital content remains unchanged. The Rocket Fund will continue supporting high quality associated digital content as set out in the Fund’s current Guidelines. The **Rocket Online Safety Program** is an extension of the Fund’s commitment to excellence in creating Canadian content for children, and the technology that fuels the content today.

-30-

About the Shaw Rocket Fund

The Shaw Rocket Fund is a vital partner of the Canadian children’s media sector in offering children robust world-leading content on all platforms. The company invests in and supports Canadian-made media that reflects Canadian values and diversity, and most of all respects and speaks to children, while positively showcasing Canadian leadership on the world stage. By working with producers, regulators and government, the Shaw Rocket Fund aims to make quality content for kids a global priority. Contributors to the Fund are Shaw Communications and Shaw Direct. Find out more at rocketfund.ca.

About the kidSAFE Seal Program

The kidSAFE Seal Program is an independent safety certification service and seal-of-approval program designed exclusively for children-friendly websites and technologies, including online game sites, educational services, virtual worlds, social networks, mobile apps, tablet devices, connected toys, and other similar online and interactive services. Products that meet established online safety and/or privacy standards are added to a distinguished list of kidSAFE member products and awarded a kidSAFE Seal for display on the website, mobile app, or technology. Find out more at kidsafeseal.com.

For more information

Lisa Amato, Shaw Rocket Fund Manager, Strategic Communications
lisa@rocketfund.ca