

NEWS RELEASE

Shaw Rocket Fund opens Rocket Online Safety Program for Canadian digital kids' content in partnership with kidSAFE Seal

OTTAWA, Sept. 26, 2018—Today, the Shaw Rocket Fund opened its **Rocket Online Safety Program**, a certification program that will help Canadian producers ensure a safe environment for kids when creating digital experiences.

The **Rocket Online Safety Program** ensures that all Canadian digital content receiving Rocket Fund investment is certified based on established online safety, privacy and security standards through the kidSAFE Seal Program, an independent safety certification service designed exclusively for children-friendly websites and technologies.

Acknowledging that online safety for kids is paramount, the Shaw Rocket Fund has opened the program to all Canadian producers of kids' digital content, regardless of Rocket Fund investment. The Rocket Fund will finance 100% of the cost of kidSAFE Seal Certification over the first year of the program, further demonstrating its commitment to supporting producers in an evolving digital environment.

“The well-being of children is the number one priority at the Shaw Rocket Fund, whether through media entertainment or online experiences,” says Agnes Augustin, Shaw Rocket Fund President & CEO. “With the growing concern for online safety, we are excited that this partnership with kidSAFE Seal to certify digital content as safe for kids has come to fruition. We look forward to guiding Canadian creators through this important step towards safer online experiences for kids.”

During this pilot period, the Rocket Fund will also provide up to 75% of the cost of certification required in foreign regions, such as COPPA in the U.S. or GDPR in Europe, for programs receiving Rocket Fund investment, helping to ensure that Canadian digital content acknowledges safety standards for kids around the world.

“The Rocket Online Safety Program provides an efficient opportunity for Canadian creators to receive certification that their technology meets online safety and privacy standards with the kidSAFE Seal, giving parents peace of mind that their children are connecting with digital content that is designed with child-friendly safety and privacy controls,” says Shai Samet, kidSAFE Seal founder and president.

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.

Applications are being accepted on an ongoing basis. For more information or to apply, visit rocketfund.ca.

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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

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