

DENISE G. TAYLOE- BIOGRAPHY

Denise G. Tayloe is a recognized leader and authority in online identity, permission and privacy management with more than a decade of experience in the online privacy industry. As Co-Founder and CEO of PRIVO, founded in 2001, Tayloe helps companies navigate the opportunities and challenges of implementing the Children's Online Privacy Protection Act (COPPA) and other children and student privacy laws.

Tayloe has positioned PRIVO as the most trusted FTC-approved COPPA Safe Harbor, developing a COPPA certification program and proprietary technology solutions, including a federated identity, helping companies obtain and manage verifiable parental consent. As a recent recipient of a NSTIC grant award, Tayloe has spearheaded the development of the Minors Trust Framework (MTF), a complete set of technical, operational, and legal policies consistent with NSTIC's vision of creating a secure, privacy enhancing identity ecosystem helping to protect minors and their parents' privacy.

Prior to founding PRIVO, Tayloe was a senior auditing consultant with Arthur Andersen for small business and developing technology companies, gaining insights and a view of the type of organizations PRIVO serves today. She completed her CPA after graduating Magna Cum Laude from George Mason University.

Since 2013, Ms. Tayloe has been an active member of the IDESG and contributes to both the privacy and trust framework committees and most recently, joined the Future of Privacy Forum as a subject matter expert. Tayloe continues to work consulting companies to help them understand the intricacies of COPPA and other privacy laws protecting children (FERPA, SOPIPA, GDPR, etc.) and how to maintain customer relationships within legal boundaries. Over the years, she has worked directly with companies such as A&E Networks, PBS Kids, LEGO, Toca Boca, Mind Candy, Outfit 7, Burger King, Buena Vista Home Studios, Barnes and Noble and NASA to name a few.

She is an invited speaker at conferences regarding children's privacy issues across the globe, and has been featured in the Huffington Post, Wall Street Journal, Fast Company and Entrepreneur, among others, for her subject matter expertise in children's online privacy.