

**Denise G. Tayloe – Candidate Statement**  
**IDESG Privacy & Civil Liberties Stakeholder Delegate**

From my unique vantage point, immersed in the children's online privacy space for over a decade, a founding member of the IDESG and my work as Co-Founder and CEO of PRIVO, I'm excited about the opportunity to run for the IDESG Privacy and Civil Liberties Stakeholder Delegate position.

As an early adopter and active deplorer of identity standards (including the Identity Ecosystem Framework), I've worked to build an FTC-approved privacy certification business, as well as developing the first privacy focused identity technology platform available to enterprise for the safe management of minors' identity and delegated consent. Because of this experience, I bring to the IDESG commercial awareness, as well as the ability to foster more cross-collaboration with privacy organizations such as the IAPP and Future of Privacy Forum.

As the Privacy & Civil Liberties Stakeholder Delegate, I also hope to help guide the IDESG in mapping the Identity Ecosystem Framework (IDEF) to the EU's Privacy Shield, as well as other specific privacy frameworks - COPPA, FERPA, HIPAA/HI TECH, GLB. Not only will this strengthen the IDEF, but more importantly provide options for the IDESG's future economic sustainability.

Under a National Strategy for Trusted Identities in Cyberspace (NSTIC) grant, I spearheaded the creation of the Minors Trust Framework (MTF), an online identity trust model, helping organizations adhere to the unique requirements around minor's access and interaction with online information; as well as enable more efficient and privacy enhancing means to conduct transactions with families. It does this by having a complete set of technical, operational, and legal policies that all Federation members adhere to in order to protect minors and their parents' identities and personal information in a secure, privacy-enhancing manner. The MTF also provides a mechanism for additional protection of children afforded under COPPA, students under FERPA, SOPIPA, the Student Privacy Pledge, emerging student online privacy and international regulations (i.e. the EU's newly introduced GDPR), as well as other legal regimes.

The MTF can be found listed at the OiXnet pilot registry and now lives with the Generational Trust Alliance, a membership organization with the mission to enhance trust throughout family online interactions, that my company, PRIVO, is a founding member. More importantly, I am looking forward to being one of the first NSTIC Pilots to list on the IDESG's Self-Assessment Listing Service.

I appreciate your consideration to vote for me as your Privacy & Civil Liberties Stakeholder Delegate.