

# In-App Advertising and Children:

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An eBook on Privacy and Compliance



## Google Play Families Policy Requirements

- **Content:** If app is accessible to children, content must be appropriate for children
- **Google Play Console Answers:** Must answer questions regarding age group
- **Ads:** Use Google-certified ad networks to display ads to children or users of unknown age
- **APIs and SDKs:** App must not contain APIs or SDKs that are not approved for child-directed services
- **Data Collection:** Disclose the use and collection of personally identifiable information (PII) from children
- **Privacy Policy:** Provide a link to your privacy policy on the app's store listing page
- **Augmented Reality:** Must include a safety warning
- **Legal Compliance:** COPPA, GDPR, CCPA, etc.



## Apple App Store Policy Requirements

- **Links Out of App:** Must not include links out of the app
- **Purchasing Opportunities:** Must not include purchasing opportunities, "or other distractions to kids unless reserved for a designated area behind a parental gate."
- **PII to Third Parties:** May not send PII or device information to third parties
- **Legal Compliance:** COPPA, GDPR, CCPA, etc.
- **Third Parties:** Apps in the Kids category should not include third-party analytics or third-party advertising

*Product names, company logos, and app screenshots used in this document are the property of their respective owners.*

# What's the Difference Between App Store Ratings?



## Content Rating

- Based on the app developer's responses to the content rating questionnaire
- Minimum maturity level of the content of the app
- Age Rating in app stores is based on this rating.

## Age Rating

- Determined by content questionnaire **and** independent rating authorities (IARC, ESRB, PEGI, etc.)
- Helps advertisers determine brand safety

## Target Age Group

- Seeks to determine:
  - What is the intended audience of this app?
  - Does any of the content unintentionally appeal to children?
- For Google Play: Fill out the form in the console
- For Apple App Store: Does app belong in the Kids Category?

# Three Options for Serving Ads



## 100% Children-Only Ads

- All ads shown to all users will be suitable for children
- No targeted or personalized ads can be shown (i.e. no open-market monetization)
- Complies with Google Families policy or Apple Kids Category requirements



## Age-specific Ads

- Comply with COPPA, CCPA, GDPR, etc.
- Use neutral age screen to identify user age
- Google: Ad networks not certified by Google can only be used to serve ads to adult users



## Change Target Audience

- Change your target audience age group
- Ensure that there are no elements of your app that may unintentionally appeal to children

# Publishers and App Developers Must Consider:



## User Experience (UX)

An additional screen will impact the user experience, but the neutral age screen may reduce the potential for non-compliance.



## Audience Size

(Kids, Teen, Adults)

By limiting your app to certain target groups you may exclude potential audiences, lowering the reach.



## Monetization

Open-market monetization and targeted advertising is only permitted for non-child users.

# Implications for Advertisers

**Value 1:**  
All Audiences

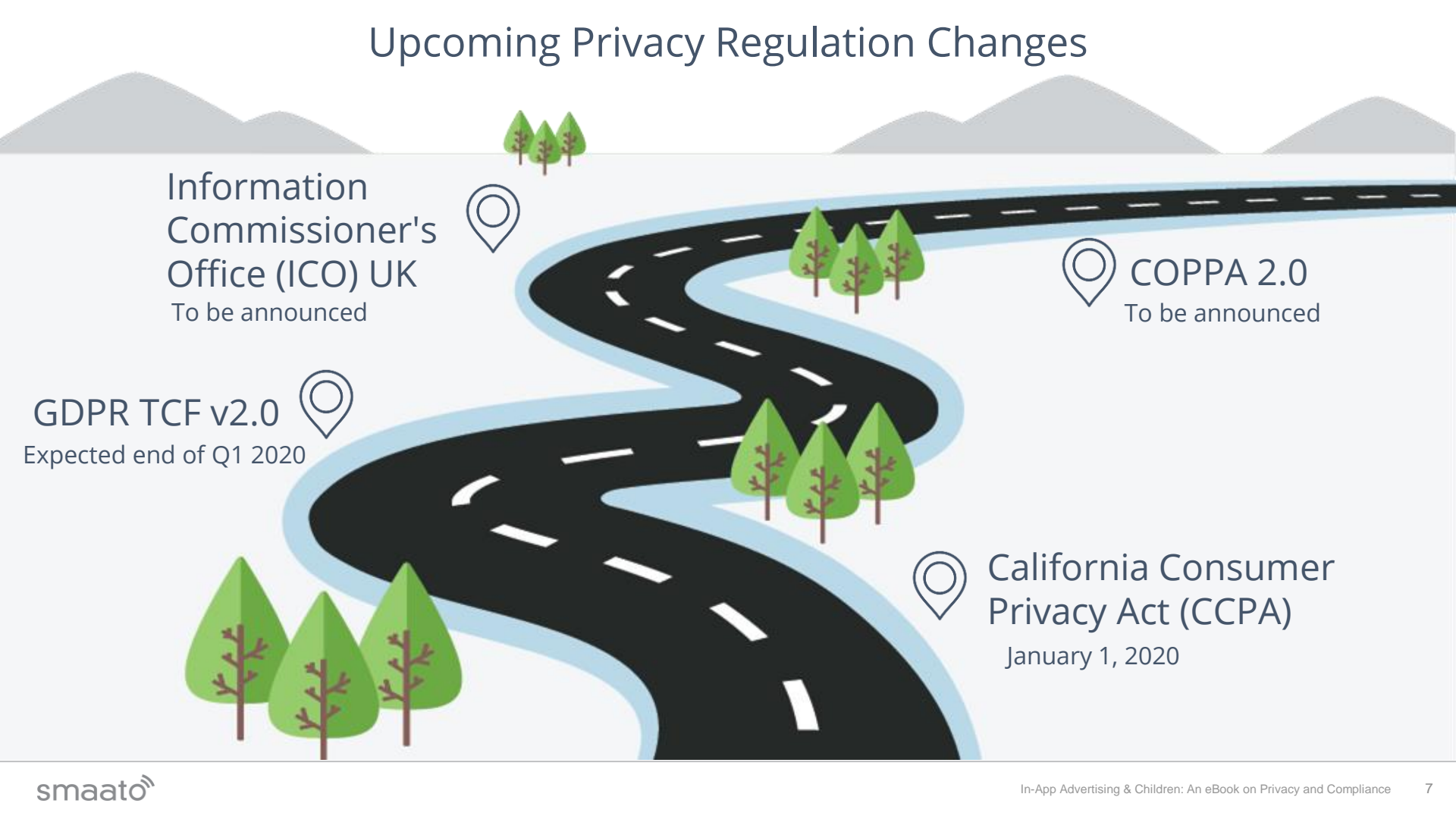


- ❑ Determine the age-suitability of the content of the creative
- ❑ Publishers may send a maximum allowed QAG rating value for that specific request
- ❑ Send the age classification of the creative in the bid response (QAG Media Rating):

Value	Description
1	All Audiences
2	Everyone Over 12
3	Mature Audiences

*\* Only creatives with QAG rating will be able to be served to apps with mixed audiences.*

# Upcoming Privacy Regulation Changes



Information  
Commissioner's  
Office (ICO) UK  
To be announced



COPPA 2.0  
To be announced

GDPR TCF v2.0  
Expected end of Q1 2020



California Consumer  
Privacy Act (CCPA)  
January 1, 2020

## Thank You

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