

Case Study

IDology is the Key to Automated Age and Identity Verification for Zoey'sroom.com

When you are running an online social network for girls ages 10-14, safety for your interactive members is of the up most concern. Zoey's Room at zoey'sroom.com already has extensive procedures both at the point of registration and for ongoing interaction to ensure each online member is who they say they are and is kept safe during their membership in the program. As a technology leader and provider of a national educational Science, Technology Math and Engineering (STEM) network for the 'tween girl market, Zoey'sroom.com jumped on the opportunity to take advantage of a proven, automated verification solution that serves to further protect its members.

Enter IDology.

Since forming a relationship with IDology, Platform Shoes, the umbrella non-profit organization in-charge at Zoey's Room, has devoted time and resources necessary to design a comprehensive membership approval program utilizing IDology's technology solutions. The complete program helps determine that the participating adults are legitimate and do not appear on government sexual offender registries. As Erin Reilly, Executive Director at Platform Shoe's explains:

"We allow participation at Zoey's Room from the parents that enroll their children in the program and youth club leaders that include us as part of their after school activities. In an environment where interaction between adults and kids occurs regularly, leveraging the proven technology IDology has to offer is mission critical."

IDology designed an electronic verification program to verify the age and identity of existing adult participants, including club leaders, parents, and the existing employees of Zoey's Room. This phase of the program includes a nation wide sexual offender and sexual predator's review based on publicly available information published by States across the nation.

Based in Maine, Zoey's Room interactive technology community has been incorporated into after school programs in 70 cities across the country. Once a girl joins, either under a Zoey's Club Leader or independently, she's able to interact online with Zoey and other girls around the country as well as stay engaged with her Club Leader and parents through offline activities.

"We've always relied on intensive and time-consuming manual processes for evaluating potential members because accepting the honesty policy or performing credit card verification just isn't enough to ensure Zoey's friends are safe. As we continue to grow, IDology's solution will automate and mirror our best efforts to keep our children safe."

Zoey's Room's acceptance of the IDVerified program marks the first online social network to voluntarily deploy and perform age and identity verification along with an offender sexual predator review in an effort to further protect its members.

Situation

Zoey's Room needed to verify that its members were networking in an appropriate forum for 10-14 year old girls.

Solution

Selected IDology to verify the identity of its existing adult membership which included a review of known sexual offender and predators from publicly available information.

Result

IDology's solution supports and automates Zoey's Room's best effort standards to keep children safe.