

# Laura VanDruff Quoted on FTC Policy Statement

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Partner [Laura Riposo VanDruff](#) was quoted by IAPP in their article, "FTC Policy Statement Signals COPPA Enforcement Flexibility Around Age Verification Practices." The article covers a new policy statement issued by the Federal Trade Commission that announced the FTC will not take enforcement action against organizations that collect, use and disclose individuals' personal data for age verification purposes, which means they will not enforce elements of the Children's Online Privacy Protection Act (COPPA).

Laura told the IAPP the policy statement is allowing companies to better identify their customers, while staking them to COPPA's actual knowledge standard and the "high bar" for compliance with the rest of the statute. "That dynamic puts companies in a bind," she said. "Adopting age verification tools aligns with the FTC's policy direction, but it also increases regulatory exposure if their COPPA programs are anything short of regulator-ready."

Read the full article [here](#).