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# Moms With Apps Launches Know What’s Inside™ Program for Family Friendly App Developers

## Doodahboo – Dreamware Solutions of Casalecchio di Reno (BO) - Italy is founding member

Moms with Apps, part of the ACT 4 Apps community of app developers, today launched a new Know What’s Inside™ program dedicated to helping family-friendly app developers implement best practices around privacy and comply with new privacy rules including the new COPPA rules that take effect July 1st. The program will not only provide developers with guidance on best practices, but will require each developer to implement those best practices in order to display the Know What’s Inside™ seal on their apps.

Paolino Nobile, CEO and founder of Doodahboo – Dreamware Solutions, in Casalecchio di Reno (BO) - Italy is a founding member of this program. The Doodahboo Dreamware Solutions project was born in Italy on early 2011 out of the genuine enthusiasm of a small group of highly skilled individuals who had been engaged in different business areas. We decided to put together our skills and different experiences to start this venture in the Mobile App business. Each individual has a specific task for the team, even if coming from completely different professional backgrounds: some of us worked for over 20 years in the Music Business as a Publisher, others have multi experience working as a Graphic Designer and as an Illustrator for Children’s Books, and others are experts on Software Development. We all have kids who are our best fans and App testers, nonetheless our inspiration for a better world ahead … we really hope to have the chance to transmit to you the love, passion and joy we put into our work.

Paolino Nobile says, “I’m proud to be a member of ACT and Moms with Apps. I look forward to working together with ACT, MWA and other developers to bring forward transparent and beneficial apps into the hands of consumers. My apps include "Peek-A-Boo Play 'N' Learn" series which you can find on the iTunes store”.

Member developers pledge to follow all applicable laws, including the Children’s Online Privacy Protection Act (COPPA), which goes into effect on Monday, July 1, 2013. They will also feature up-to-date privacy policies and disclosures within the app stores, benefiting both developers and the children we serve by offering a central location for the community to find and promote apps that respect online privacy.

“Our community of educational developers are building transformational apps that are improving the education and lives of children around the world. These developers are committed to developing trusted relationships with parents, and we want to provide them with both the guidance and tools to create that trust, but also a way to brag about it,” said Morgan Reed, executive director of the Association for Competitive Technology.

“One of the biggest services Moms With Apps can provide for parents, and children, is to support a community of developers who value how to make apps with privacy, trust, and transparency in mind, and understand relevant regulations. ” said Lorraine Akemann, founder of Moms with Apps.

MWA will establish the industry standards and best practices for transparency, regulatory compliance, and promotion within apps directed for children under the age of 13. The community will look for and develop tools to assist with targeted promotions of apps, crowd sourced beta testing, and other helpful tools for developers as technology continues to evolve.

Moms with Apps is the largest community of family friendly app developers in the world and a part of the Association for Competitive Technology’s ACT 4 Apps Initiative. ACT 4 Apps is supported by many of the largest names in mobile including Apple, AT&T, Blackberry, Facebook, Microsoft, PayPal, and Verizon.

Further information visiting [Moms with Apps](http://momswithapps.com/)

Further information visiting [Association for Competitive Technology’s ACT 4 Apps](http://actonline.org/)

Further information visiting [Doodahboo – Dreamware Solutions](http://www.doodahboo.com/)

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