



iKeepSafe Privacy Team

Holly Hawkins

Ms. Hawkins leads iKeepSafe's Privacy program with a focus on strengthening protections for student data within educational environments, among other areas. Ms. Hawkins is a passionate advocate for the protection of children both online and in the real world. With more than 20 years' child safety experience in both for profit and nonprofit sectors, she has developed national prevention programs, designed best practices for youth protection and privacy, and built national awareness campaigns.

Ms. Hawkins comes to iKeepSafe after serving most recently as Vice President of Programs and Outreach at the National Center for Missing and Exploited Children (NCMEC). In her role at the NCMEC, Ms. Hawkins was the leading force behind the development of KidSmartz, a national abduction prevention program for children in grades K-5. She also oversaw the expansion of NetSmartz, a leading Internet safety program, and the development of trainings for law enforcement, educators and other professionals focused on reducing child sexual exploitation and preventing child victimization. Prior to NCMEC, Ms. Hawkins served as AOL's Director of Global consumer Policy and Child Safety where she worked closely with both domestic and international child protection and Internet safety organizations to develop best practices for the protection of children online. She was responsible for a wide range of consumer protection and risk management issues for AOL brands including children's safety and privacy, programming and advertising policies as well as community standards and moderation.

Ms. Hawkins served on the National Coalition to Prevent Child Sexual Abuse and Exploitation, the board of the Family Online Safety Institute and was an advisor to Enough is Enough. She was also a member of the European Commission's Social Networking Principles Task Force, Internet Watch Foundation and the UK Council for Children and Internet Safety (UKCCIS).

Linda Criddle

Linda Criddle is founder of LOOK**BOTH**WAYS, LLC. Before establishing the company, Criddle spent 13 years at Microsoft where she was a pioneer in online safety for the MSN division and more broadly for the entire company due to her deep understanding of online predatory behavior and her ability to create practical, technical, and policy-based solutions. The depth and breadth of Linda's online safety expertise is reflected in her creation and filing of numerous

patents on behalf of Microsoft in the areas of emerging technologies and online safety.

Criddle is a tireless advocate for online safety. Her passion and talent for teaching Internet safety principles has benefited youth, parents, and educators, law enforcement and corporations. She is author of the award-winning consumer-oriented book, *Look Both Ways: Help Protect Your Family on the Internet*, and *Using the Internet Safely for Seniors For Dummies*. Criddle has also contributed a chapter titled *How to say YES to your kids' online activities* in the book *Courageous Parents, Confident Kids*, and written "Internet Safety for Educators," a distance-learning course offered through Washington State University and through the University of Alaska, created several booklets on specific topics and created the ebooklet *Internet Safety For Victims of Violence* to help those suffering from domestic violence and those helping them.

Criddle has collaborated with local, state, national and international law enforcement agencies, primarily helping with investigations into the online activities of child predators, and teaching digital forensics. She has also worked with government organizations in the U.S. and around the world to help prepare online safety regulations and legislation. Criddle is also the past president of the Safe Internet Alliance whose mission was to promote a safe Internet, and better educate and protect all users, especially children, teens and the elderly, from online exploitation.

Diana Pentecost

Diana is seasoned privacy, safety and product policy professional with 20+ years of experience in developing and implementing effective internal and external policies and programs that can successfully support an evolving and growing business. As a privacy and online safety consultant for the last few years she has a proven track record in COPPA, FERPA and similar regulatory implementations across a variety of websites, products and apps.

Prior to her role as a consultant, Diana was with AOL as Program Director of Global Consumer Policy & Child Safety where she was responsible for a wide range of consumer protection and risk management issues, in particular those affecting kids and teens. In addition, Diana has worked regularly with child protection and Internet Safety organizations such as the National Center for Missing and Exploited Children, iSafe.org, and Connect Safely.org.

As an attorney and Certified International Privacy Professional (CIPP/US) Diana specializes in the various Child & Student Privacy Laws to ensure that products & content is not only compliant with current regulations but also engaged in industry best practices.