

Buddy.ai, the Leading Conversational AI Tutor for Kids, Joins a Small Group of AI Companies in Achieving kidSAFE COPPA Certification

Rio de Janeiro, Brazil, April 28, 2025 - [Buddy.ai](#), the world's first conversational AI tutor for kids, today announces from Web Summit Rio that it was recently recognized as officially fully compliant with the Children's Online Privacy Protection Act (COPPA) as certified by the [kidSAFE Seal Program](#). This means that the parents of Buddy's 20 million annual users can rest assured that learning English with Buddy is a safe and privacy-friendly choice.

This news comes at a time when online safety and privacy are top of mind for many parents as generative AI chatbots become more readily available. Concerns include exposure to inappropriate content, misinformation due to [hallucinations](#), dangerous [parasocial relationships](#), and the lack of privacy and data protections.

Because AI tools are dependent on data, off-the-shelf platforms are designed to collect as much as possible. In fact, the creation of these tools has required ingesting so much data, they are already hitting [availability roadblocks](#).

But for minors, some user data cannot be collected without parental consent. When consent is obtained, collected data is still subject to strict storage and handling requirements. This is why even the most popular voice assistants struggle to understand children – they can't safely collect the needed training data (children's voices) on their platforms.

Designing an effective, speech-based interactive tutor for children, then, required Buddy.ai to build its proprietary full stack AI technology from the ground up. This process required a team of speech technology experts over four years of development and \$13 million in VC fundraising. The success of this bespoke approach is today reflected in over 50M downloads of the app since launch.

In response to their recent COPPA-certification, Buddy.ai's CEO and Co-founder [Ivan Crewkov](#) said, "My co-founder and I created Buddy with the goal to help our own children learn English. When we started, we could not have imagined the scale of development ahead of us. Although this was a lengthy and challenging process, attaining kidSAFE and COPPA compliance was important to us as parents — we wanted to build AI technology that prioritized safety and privacy complemented by design."

Shai Samet, Founder and President of the kidSAFE Seal Program, echoed Ivan's comments by saying, "Ivan and the Buddy.ai team have demonstrated from day one of our work together that they are serious about the well-being of their users, and will take every reasonable measure to create an enjoyable, yet highly ethical play and learning experience for children. We are proud to have them as a member in our program and are confident they will continue to innovate responsibly in our niche industry."

Buddy.ai's privacy policy and data security practices can be found on [its website](#), but in brief the kidSAFE COPPA certification signifies:

- **Childrens'privacy is protected:** Buddy.ai follows strict rules to keep kids' personal information safe. Its entire stack of AI technology was built in-house to avoid sharing data with any vendors or third-parties.
- **No sneaky data collection:** Personal user information is not tracked or shared without clear parental consent. If allowed by parents, Buddy.ai collects speech data, which is used to further improve Buddy.ai's AI technology, advancing its educational mission.
- **A trustworthy platform:** kidSAFE and COPPA compliance requires meeting high standards for online child safety and privacy.

To learn more about the Children's Online Privacy Protection Act, you can visit the FTC's frequently asked questions page [found here](#).

About Buddy.ai

Buddy.ai provides affordable, high-quality 1:1 instruction to over 20 million children worldwide annually using our interactive, voice-based AI tutor, Buddy the Robot, in a mobile app. Our mission is to make 1:1 tutoring available for every child worldwide and help resolve the global teacher shortage using AI. Powered by proprietary AI technology for children, Buddy is safe, fast, and compliant with kidSAFE Seal standards, COPPA, and other regulations. Buddy teaches using voice- and tap-based games in a fun-filled world created by educational experts and top game designers. To learn more visit [Buddy.ai](#) or download our app in the [Apple App Store](#) or [Google Play](#).

About the kidSAFE Seal Program

The kidSAFE Seal Program is a fast-growing seal program designed exclusively for child-friendly websites, apps, and technologies, including AI-enabled products. kidSAFE offers a variety of auditing, certification, and badging services aligned with online safety best practices and legal privacy frameworks, including its flagship COPPA program which has been granted Safe Harbor status by the Federal Trade Commission. Hundreds of child and student-centric digital brands and developers around the globe, including many well-known companies, participate in the program or utilize kidSAFE's services. This has resulted in the kidSAFE badges reaching millions of parents and educators across more than 200 countries since the program's inception. To learn more, visit www.kidsafe.com.