

# Internet Safety Technical Task Force Technology Submission Template

Net Nanny/ContentWatch - Peter Ferioli

<http://www.netnanny.com>

## ABSTRACT

The issues and dangers facing kids on the Internet today are continually evolving as technology continues to impact their lives, whether at home, school or enjoying entertainment. The earliest dangers on the Internet, of underage exposure to pornography continues to be a problem for all parents and teachers. Along with the dangers of inappropriate content (hate speech, suicide, anorexia, gambling, porn, illegal P2P files, etc), comes the newer issues of inappropriate contact (cyberbullies, predators, phishers) and inappropriate conduct - everyone participating in Web 2.0 leaves a digital footprint that can be tracked and stored.

## Keywords

Filtering, parental controls, family safety software

## Functional Goals

Please indicate the functional goals of the submitted technology by checking the relevant box(es):

- X Limit harmful contact between adults and minors
- X Limit harmful contact between minors
- X Limit/prevent minors from accessing inappropriate content on the Internet
- Limit/prevent minors from creating inappropriate content on the Internet
- X Limit the availability of illegal content on the Internet
- X Prevent minors from accessing particular sites without parental consent
- X Prevent harassment, unwanted solicitation, and bullying of minors on the Internet
- X Other – Manage the amount of time allowed on the Internet and which games may be played

## PROBLEM INTRODUCTION

The main issue is children being exposed to inappropriate content online based on their age. This takes the form of pornography, violence, hate, games, instant messages, chat, etc. Other issues include online predators, cyberbullying, Internet addiction, gaming addiction, and the downloading of illegal content. Parents, educators and caregivers must have some type of parental controls/monitoring that will allow them to address these issues.

## PROPOSED SOLUTION

Net Nanny is a robust and flexible set of parental controls and filters that allow the installer (admin) to set controls based on age appropriateness. Net Nanny (NN) is designed to address all of the issues mentioned above through a

desktop client software installation. ContentWatch (CW) delivers award-winning filtering technology in their consumer product, Net Nanny and their back-end network solution, the ContentProtect Appliance. The approach is quite different from the other competitors and products in the market, in that it uses a contextual dynamic filtering engine to assess content on the fly. This differs from traditional blacklist, whitelist and keyword technologies found in today's Internet filters. Having the breadth and depth to have customers in the home, education, business and government markets gives us a big advantage in developing filtering solutions tailored to meet end-users needs.

Net Nanny's core technology is its Dynamic Contextual Analysis engine, which allows NN to filter web content as it is loaded into the browser. This analysis engine uses a highly optimized patent pending search tree technology combined with a sophisticated rule set to enable our product to quickly and accurately analyze and categorize the content of any web page, regardless of how frequently the content may change or how recently the web site came online. This also allows NN to provide multiple categories for any given web page. Most of the competition relies on static URL list technology to categorize web pages. Because the content is not analyzed dynamically, the results are often outdated and/or less comprehensive. Other competitors rely on keyword technology, which produces a high degree of over- and under-blocking of web sites.

**Performance** – Net Nanny is approximately 400% faster at dynamic contextual filtering than previous versions.

**Integration With Popular Search Engines** – NN leverages "Safe Search" type options found in popular search engines such as Google, Yahoo, Dogpile, AltaVista, Lycos, AllTheWeb, and MSN. This new feature will enable better protection against pornographic images when doing an image only search.

**Remote Management** – Powerful Remote Management tools exist to help parents to manage and maintain Internet policies remotely if an Internet connection exists.

**Enhanced Reporting** – NN reports have been enhanced through the use of Flash technology. Reports are dynamic in nature and provide parents with a first class presentation of Internet activity of children. Reports track where, when and how often children visiting certain web sites by category.

**Time Management** – NN includes a powerful time management feature that permits administrators to set the

time of day when users can access the Internet as well as a time quota feature that permits administrators to assign a block of time to a user. Once that user's time quota is used up, they can no longer access the Internet.

**Customized Lists** – NN permits parents to create customized lists of unacceptable or acceptable Web sites. For example, parents could set up a list (white list) of friendly sites that don't necessarily get filtered.

**E-mail Notifications** – Parents can be notified via e-mail when certain users are trying to violate or override the defined Internet Usage Policy.

**Instant Messaging** – NN provides better tools for managing access to popular Instant Messaging applications.

**Internet Game Management** – NN permits administrators to block access to certain Internet games.

**Peer-to-Peer Management** – NN permits admins to block access to certain Peer-to-peer (P2P) sites.

**Customization** – NN is highly customizable permitting each family member to have their own filtering settings, rather than forcing them into a "one size fits all" scenario like some products do.

**Integration With Windows Login** – Administrators can choose to simplify the login process by combining the NN login with the Windows login.

**Multi-Language Support** – To increase Internet protection NN now filters Internet content in multiple languages

**Automatic Updates** – With state-of-the-art technology, NN updates users with the latest lists, definitions, and technology, as they become available. This process can happen automatically or manually depending on the user preference enabling the customer to have the most current version of the software available.

### **Net Nanny Web Filtering**

NN is the most effective and flexible Internet filter available today. NN is the only family-oriented filter that allows you to manage your home Internet use from anywhere at any time through powerful Remote Management tools. NN can be used as configured right "out of the box" or you can adjust the filter settings according to your personal preferences and needs.

### **How does Net Nanny Work?**

NN uses dynamic analysis (in conjunction with word and URL lists) to filter Web content. As Web pages are requested, NN's dynamic analyzing engine has the ability to understand content in context and filter appropriately. Based on the user's filter settings, content is either filtered or blocked.

NN is the only desktop client filter that is the appropriate solution. Net Nanny is a Children's Internet Protection Act (CIPA) compliant filter. CIPA is a federal law enacted by Congress in December 2000 to address concerns about access to offensive content over the Internet on school and library computers. CIPA imposes certain types of requirements on any school or library that receives funding

for Internet access or internal connections from the E-rate program – a program that makes certain communications technology more affordable for eligible schools and libraries. In early 2001, the FCC issued rules implementing CIPA.

Net Nanny is client software installed from a downloaded binary or from CD to a desktop or laptop computer running Windows 2000, ME, XP or Vista. It is 23 MB in size and requires 100 MB of free disk space, 32 MB RAM minimum, an Internet connection and a web browser.

### **EXPERTISE**

Net Nanny has been in the marketplace since 1993, the first consumer internet filter. The main competitors in the consumer filter market are Safe Eyes, CyberSitter, CyberPatrol, Webroot's Parental Controls and a list of smaller players. The first way we differ from each competitor is our Contextual Dynamic Analysis Engine, which unlike our competitors allows us to filter the content as it is loaded into the browser. Net Nanny also provides remote reporting, remote management and allows "Warnings" of potentially inappropriate content as opposed to only blocking or allowing. Net Nanny is a full, robust parental control offering with a wide set of features, while the competition is typically strong in only one of these areas.

### **COMPANY OVERVIEW**

ContentWatch, headquartered in Salt Lake City, Utah, is an innovative company focused on delivering Internet management solution for families, schools, businesses and government. It is a world leading provider of Internet filtering and management solutions with customers in more than 157 countries. It is available in English, Spanish, Turkish and Japanese. With nearly 200,000 users in Turkey alone and partnerships in Australia, Japan, and the UK, Net Nanny has proven its global market appeal.

CW's mission is to be the world leader in thought and technology in creating Internet management tools and services that provide users with a safe Internet experience. Our value lies in our core content analysis engine that has the potential for many uses beyond Internet filtering. We are the only company in the market place who provides flexible client side and server-based solutions for customers. Both NN and ContentProtect are built upon the company's proprietary dynamic contextual analysis patent-pending technology platform.

CW acquired Net Nanny in January 2007 as a key step towards realizing the company's vision for continued leadership in providing Internet management tools and services that provide homes and businesses throughout the world with a safer, more productive Internet experience.

CW is a privately held company with a customer base of over 600,000 users. ContentWatch has seen 10x growth in sales over the last 4 years.

The CW management team has more than 120 years of collective technology management experience with companies such as Hewlett-Packard, Novell, Verizon, Digital Equipment Corporation, Franklin Covey and Qwest Communications, among others.

Jack W. Sunderlage serves as President and Chief Executive Officer of ContentWatch Inc.

Jack has enjoyed a long and successful career in the Information Technology industry. He has held key sales and marketing executive positions with Burroughs, UNISYS, Digital Equipment, Compaq Computer, and Hewlett-Packard. He was Vice President of Global Accounts, West Region for Compaq, a part of HP. Jack took an early retirement from HP in July 2002.

Jack is the Past Chairman of the Board of Trustees for the Utah Technology Council. He currently serves as Chairman of the Board for the World Trade Center Utah. In 2006, he was appointed to the Utah Science Technology and Research (USTAR) Governing Board for the State of Utah..

Jack received his bachelor's degree in Business Administration and Economics from Cornell College, Mt. Vernon, IA.

Scott Cleghorn joined CW in January 2004. As Chief Operating Officer, Scott is responsible for the Company's day-to-day financial management as well as long-term planning. Scott brings more than 16 years of financial management and planning experience in the global communications and Internet services sector.

Prior to joining CW, Scott was Director of Finance at Qwest Communications, where he managed planning and analysis of revenue and operational results for a complex array of data, voice and IP products in Qwest's Business Markets Group. Previous to his work at Qwest, Scott was Director of Finance at Verizon Communications, where he managed financial operations and planning for Verizon Online, the Company's Internet Service Provider, including the launch of DSL. Scott began his career with GTE (now Verizon), where he held several key financial positions in business analysis, planning and accounting.

Scott received a bachelor's degree in Accounting from Brigham Young University.

Louie DiCristofano serves as the Vice President of Engineering at ContentWatch.

Louie brings 19 years of management experience to the position. Sixteen years of that is in the computer software industry. His last position was at at Novell as a Director of Engineering. His organization includes 60+ development and QA engineers, engineering managers, and project managers in Utah, San Jose, the UK, and the Ukraine. He has extensive experience building and leading large organizations of highly diverse people. His proven track record of releasing high-quality, enterprise level products makes him a strong fit for our executive position at ContentWatch.

Louie has a Bachelor of Science degree in Computer Science from Weber State University. He also earned an MBA from Brigham Young University where he distinguished himself as Phi Beta Kappa.

## **BUSINESS MODEL OVERVIEW**

### **Costs of using the products include:**

- 1) Purchase of annual subscription for each computer to be managed. The software subscription is renewed annually at the same price as the initial subscription. A discounted multi-year subscription may also be purchased.
- 2) Setting up profiles for user groups (e.g., children, adults and staff) consistent with the organization's Acceptable Use Policy. These profiles will address web browsing, use of instant messaging and email, and use of peer-to-peer applications and file sharing.
- 3) Installation of the software on each computer. This may be done in several ways.
  - a. Creation a standard computer image that is copied to machines at time of initial setup or during periodic maintenance.
  - b. Pushing the software over the organization's network using software deployment tools like Active Directory.
  - c. Copying the software to each computer from a CD.
  - d. Downloading the software to each computer.
- 4) Administration of the profiles.
  - a. Periodic review of reports and user feedback.
  - b. Make any adjustments to sites that should always be allowed.
  - c. Make any adjustments to sites that should always be blocked.

These costs are offset by reduction in staff time spent attempting to enforce the Acceptable Use policy by manual review and "walking around".

**Distribution Model**

ContentWatch offers approximately 50% off MSRP for non-profit and education customers. This special pricing is available directly from ContentWatch and also through many authorized Resellers and Distributors.

ContentWatch offers a free two-week evaluation of Net Nanny on netnanny.com.

**MORE INFORMATION**

<http://www.netnanny.com>

<http://www.contentwatch.com>

<http://www.pcmag.com/article2/0,2817,2254798,00.asp>

<http://internet-filter-review.toptenreviews.com/>

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**CERTIFICATION**

“I certify that I have read and agree to the terms of the Internet Safety Technical Task Force Intellectual Property Policy.”