

# Internet Safety Technical Task Force Technology Submission Template

McGruff SafeGuard / David Spector

<http://www.GoMcGruff.com>

## ABSTRACT

The Internet has changed parenting forever.

Our children now spend countless hours everyday in a provocative new alternative universe that enables them to engage in behavior they would never exhibit in the real world.

How do we maintain our responsibility to protect our children if we have no visibility to their online behavior?

Blocking websites or age verification are imperfect solutions at best. The most effective way to solve this dilemma is to harness the collective watchfulness of concerned parents worldwide.

This submission describes a fully operational Service whereby parents are notified of dangerous Internet activity and empowered to collaborate with other parents and law enforcement.

The Service is provided in conjunction with The National Crime Prevention Council. Tens of thousands of families already using the service have detected and prevented Internet predators, sexual assault, teen drug abuse, crime, and suicide.

## Keywords

Monitoring, parental controls, Internet safety

## Functional Goals

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

- ✓ Limit harmful contact between adults and minors
- ✓ Limit harmful contact between minors
- ✓ Limit/prevent minors from accessing inappropriate content on the Internet
- ✓ Limit/prevent minors from creating inappropriate content on the Internet
- ✓ Prevent minors from accessing particular sites without parental consent
- ✓ Prevent harassment, unwanted solicitation, and bullying of minors on the Internet
- ✓ Other –
  - Empower parents to monitor and protect their kids' online, rather than trusting commercial service providers (ie: MySpace) to safeguard kids
  - Alert parents to potentially dangerous activity
  - Connect parents with Law Enforcement

## PROBLEM INTRODUCTION

There are actually two elements to The Problem:

1. Parents have no visibility to their kids' online behavior. When a child attempts to register with a social network, the parent has no way of knowing. The parent is equally ignorant when a child is unknowingly communicating with a sexual predator.
2. Even after a parent gains visibility, they have no standardized way to work together in conjunction with Law Enforcement to solve their common problem.

## PROPOSED SOLUTION

Our Service solves the first part of The Problem by providing real time intelligent monitoring and alerts. We notify parents regarding any dangerous online activity, including: social networks, chat rooms, virtual worlds, instant messaging sites, email and online games.

Once parents are aware of potentially dangerous activity, they can take action and collaborate with other parents using the Service for the common good.

For example: the Service will notify the parent when a suspicious conversation has occurred. The parent then reviews the child's online communications and determines if a suspicious person is communicating with their child.

If so, the Service enables the parent to report the suspicious person's screen name to NCMEC. Once reported, the suspicious person's screen name is blocked from communicating with any other child also protected by Service. This concept of "Collaborative Predator Blocking" harnesses the combined watchfulness of concerned parents worldwide and enables parents to electronically "join hands" with each other and Law Enforcement.

Once a report is filed, deep data mining is also used to discover if the suspicious person has aliases or identities on other social networks or systems. If any such aliases are found, the parents of children communicating with those aliases are contacted and encouraged to review their child's archived conversations. Further, the Service also notifies service providers when deep data mining discovers activity on their platform.

The following components of the Service are protected by corresponding patent(s):

- The entire process under which conversations on any Internet-based virtual world, social network, chat system or online game can be monitored
- The method for reporting the suspicious person to law enforcement
- The prevention of conversations between children and the suspicious person after the suspicious person has been reported and blocked
- Deep data mining to find alias and other children that may have been contacted by the suspicious person

#### **EXPERTISE**

The Company's mission is to help parents monitor and manage their kids' increasingly problematic online behavior. Subsequently, the Company is managed by deeply experienced software engineers capable of extracting key data and delivering activity reports to tech-phobic parents. The Company's developers are expert in deep packet inspection and web 2.0 infrastructure.

#### **COMPANY OVERVIEW**

The Company's fully operational service already protects tens of thousands of families in more than 25 countries. Now three years old, the Company is managed by concerned parents who also happen to be veteran technologists and proven business executives. The principals have started and grown three previous firms to more than \$100 Million in revenue.

Additionally, the Company is advised and guided by law enforcement agencies and experts, including the National Crime Prevention Council in Washington DC, from whom the Company licenses the legendary McGruff brand icon.

The National Crime Prevention Council (NCPC) is a private, nonprofit organization whose primary mission is to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime. NCPC manages public service advertising under the National Citizens' Crime Prevention Campaign—symbolized by McGruff the Crime Dog® and his "Take A Bite Out Of Crime®" slogan—and acts as secretariat for the Crime Prevention Coalition of America, more than 400 national, federal, state, and local organizations representing thousands of constituents who are committed to preventing crime.

#### **BUSINESS MODEL OVERVIEW**

The Company provides a permanently free basic service and derives revenue from upgrades to a premium service with enhanced features.

The Company's core, free service is distributed/bundled via partnerships with well-known computer manufacturers, Fortune 500 companies and major youth groups, including The Boy Scouts.

The Company welcomes supports any organization and distribution partner seeking to offer the Company's free service to its constituents.

#### **MORE INFORMATION**

The Company's website: [www.GoMcGruff.com](http://www.GoMcGruff.com)

For a compelling look at the Problem we solve, visit: [www.GoMcGruff.com/MOVIE](http://www.GoMcGruff.com/MOVIE)

A quick video about how our Service works: [www.gomcgruff.com/m/HowItWorks.asp](http://www.gomcgruff.com/m/HowItWorks.asp)

Testimonials from dozens of parents using our Service: [www.GoMcGruff.com/m/testimonials.asp](http://www.GoMcGruff.com/m/testimonials.asp)

#### **CONTACT INFORMATION**

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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. The IP Policy can be found at <http://cyber.law.harvard.edu/research/isttf/ippolicy>.



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