

Protecting children and families

SMARTguard Software:

FTC Peer-to-Peer Workshop

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Our History

- Founded by two tech-savvy physicians with an interest in the physical and psychological effects of current computing practices
- Managed by software industry veterans – Microsoft, Apple, Intel
- Developed software that allowed for controls of what, how, and when of computer use
- Discovered that the same technology would solve P2P related concerns for parents

Blockster's Approach

- Runs on local computer
 - Installed by a parent
 - Will allow parents to limit access to P2P *applications*
- Parents control P2P program launches
 - Password protected
 - Emails parents
 - Detects hacking

Blockster's Reports

From: Jerald Block **To:** Jerald Block
Subject: Fw: Message from Blockster.net



Dear Jerald Block,

On 12/03/2004 at 07:04 PM EST, your override password was used to gain access to an application named Shareaza. Your customer profile indicates that this is a blocked P2P program and should not be accessed from your computer.

It's possible that this activity occurred with your permission. If so, Blockster functioned as you requested, notifying you of the download and that your password was used.

If the application was used without your permission, it is likely that your account and password have been improperly accessed. Browse to <http://www.smartguardsoftware.com> if you suspect that a blocked program was accessed without your approval.

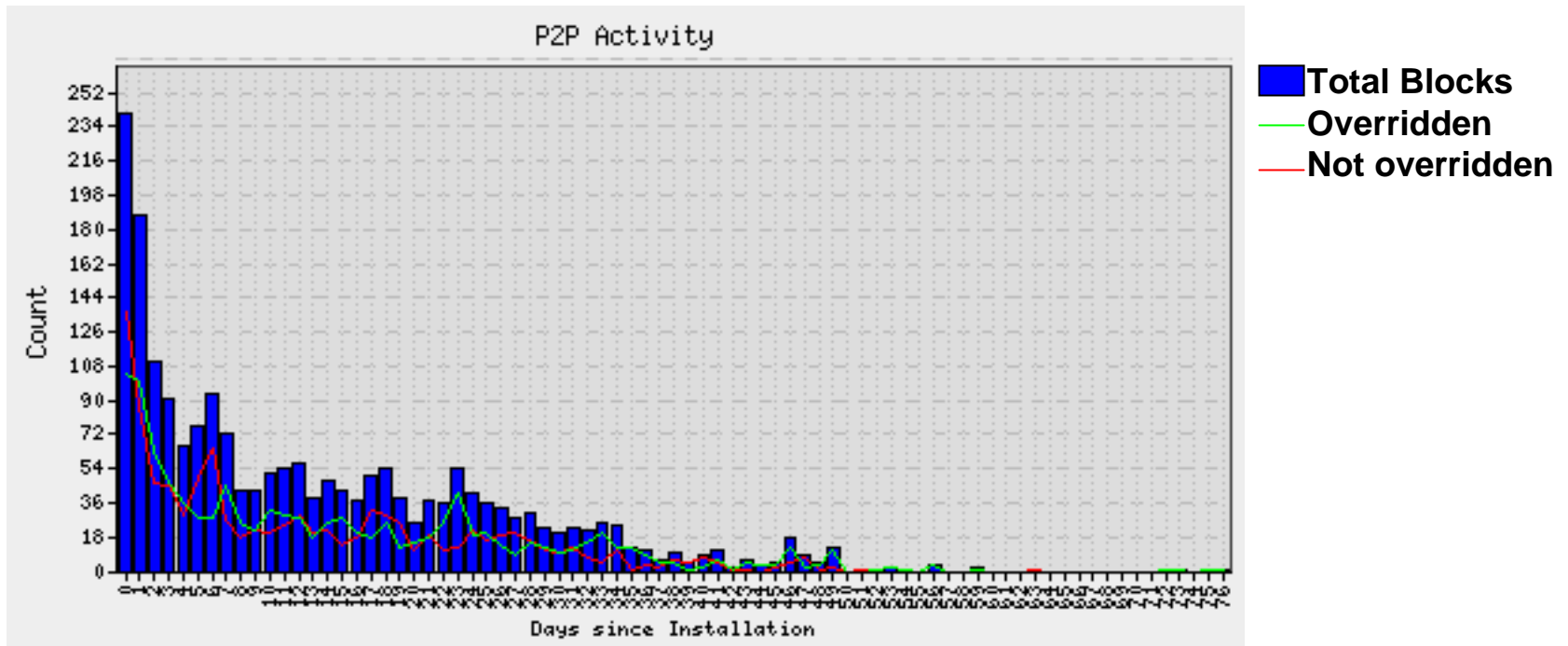
Thanks!

SMARTGuard Software

Blockster's Strengths

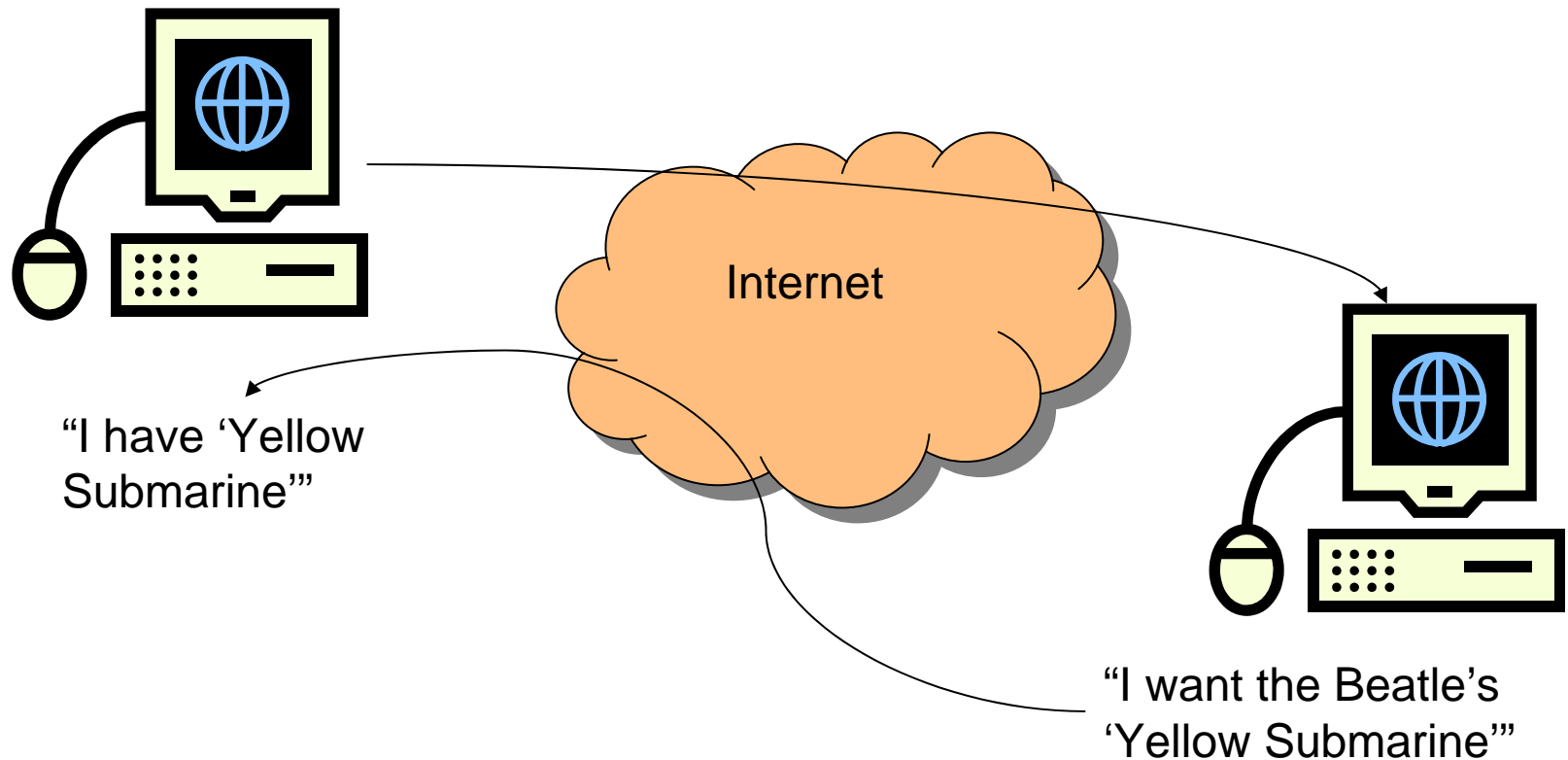
- Blockster is simple to install and use.
 - Not complicated
 - Set it and forget it
- Self learning
 - Automatically updates its database
 - Parents don't need to know anything about P2P
- Tamper resistant
 - Fights attempts to hack or otherwise disable the program
 - Sends notices to parents

Effective Results



- Number of overrides falls rapidly at first
- P2P attempts decline over time – users learn not to access these programs

General Overview



Thank You

For more information contact:

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Norton
Protecte...



Applications



Shareaza



Notepad



C:\Program Files\Sha...



2:15 AM