



Online Safety: Protecting Consumers

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Industry-Wide Efforts

Working together to protect consumers via partnerships, grants, and coalitions

▶ **Coalitions & industry partnerships**

- Family Online Safety Institute
- MySpace Task Force
- StopCyberBullying
- NCTA Blue Ribbon Task Force



▶ **Expanding research into online habits**





Verizon's Position

- ▶ **We feel a responsibility to provide resources and tools to help create a safer, more enjoyable Internet.**

- ▶ **Our approach to online safety:**
 - **Tools: We offer strong cyber-security tools—including firewall and anti-spam/ anti-virus/spyware software — to safeguard customers' personal information and PCs. And we offer effective parental controls for our TV, cell phone and internet services to help keep out offensive content.**

 - **Education & Awareness: We have an active education program about online safety with elements for kids, parents and community organizations.**

 - **Supporting law enforcement: We have a long history of working cooperatively with law enforcement to investigate online criminal activity, including fighting child pornography. We've helped secure the safe return of missing children and even saved lives.**



Consumer Awareness & Education

- ▶ Engaged 2,000+ parents and kids in 2007-08, collaborating with state and civic leaders
- ▶ Empowering people to help themselves
- ▶ <http://responsibility.verizon.com>

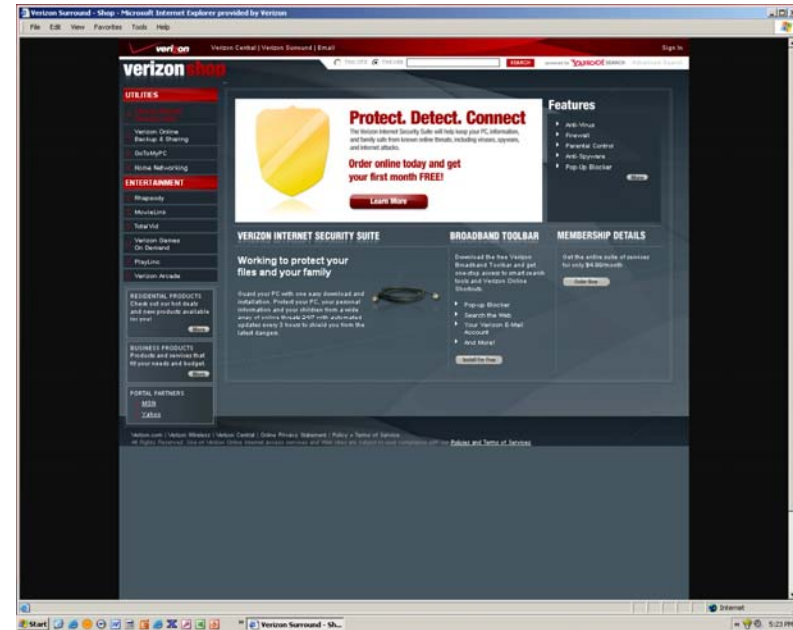




Free Tools for Parents

Arming customers with tools to protect against online threats

- ▶ Free parental control software including a content blocker, application filters, time-of-day controls
- ▶ The Online Security Suite, offered for a monthly fee, provides a full security solution
- ▶ Parental controls for FiOS TV and wireless services
- ▶ Connecting customers to online resources, including product information, tutorials and links to popular education websites





Working with Law Enforcement

- ▶ Supporting investigations into all manner of online criminal activity
- ▶ Working with NCMEC to report and investigate child pornography
- ▶ Maintaining a highly trained staff of investigators and security personnel to respond to legal process
- ▶ Providing training to law enforcement regarding subpoena compliance and forensic investigation

- ▶ **Extensive industry-sponsored education and empowerment campaigns already underway with focus on:**
 - Kids
 - Parents
 - Teachers and schools

- ▶ **We can do more:**
 - More educational outreach
 - Better communication through web based media
 - Continued research into technical approaches to address online safety and security issues

- ▶ **No quick fixes: Online safety is a societal issue demanding a broad-based response through schools, libraries and community outreach**



Appendix

Verizon Online Safety resources



Parental Controls and Online Safety Resources

- ▶ Verizon is committed to helping parents decide what content is suitable for their children. Parental controls are available for Verizon broadband subscribers, FiOS TV, and Verizon Wireless mobile phone accounts.
- ▶ Educational resources on Online Safety are also available for children, parents and teachers.

For Your Wireless Phone

Free Content Filters

Set age-appropriate rating filters for V CAST Video, V CAST Music, Mobile Web 2.0, messaging short codes, and wireless PC Card content.

Usage Controls Suite

Available by subscription, these controls give users additional control over wireless phone use, including:

- ✓ Usage Allowances
- ✓ Time Restrictions
- ✓ Set Blocked Numbers
- ✓ Set Trusted Numbers

Chaperone Family Locator

A simple, secure subscription service that lets you:

- ✓ Locate your family members' wireless phones,
- ✓ Know when your children arrive and leave designated areas.
- ✓ Manage your account online.

For Your PC

Free Parental Control Software

Part of the Verizon Internet Security Suite, the Parental Controls tool creates a safe browsing environment for your family by blocking inappropriate web pages. It is free for Verizon broadband subscribers.

Verizon Internet Security Suite

Available by subscription, the complete Verizon Internet Security Suite helps protect your computer against spyware, viruses, spam, and more.

For Your TV

FiOS TV Parental Controls

FiOS TV Parental Controls let users:

- ✓ Selectively block programming by channel, rating or category.
- ✓ Selectively block Pay-Per-View and On Demand purchases.
- ✓ Set up two different user-defined PINs (one for purchases and one to block programs.)
- ✓ Hide adult programming from the TV Listings.

These features are available through the FiOS TV setup menu.

There is no additional cost.



Learn About Online Safety

▶ Verizon.net Parental Control Center

- An online resource to help you and your family get the most out of the Internet, and stay safe at the same time. Content includes tips, tutorials, and links to Verizon's Parental Control software, free to Verizon broadband subscribers.

▶ Online Safety Resources from Thinkfinity.org

- Resources for educators and parents to help children learn to protect themselves and their identity online. Content includes lesson plans, online activities, and reference material.

▶ Family Safety Resources

- GetNetWise – <http://www.getnetwise.org>
- StopCyberbullying – <http://www.stopcyberbullying.org>
- Progress & Freedom Foundation -- <http://www.pff.org/parentalcontrols>