Where In The World Wide Web Is Your Child?
Web-Based Product Helps Parents Protect Kids

(NAPSA)—If your children surf the Web, odds are you've got a lot to talk about.

Nearly half of all kids (47 percent) admit to looking up or reading about "touchy" subjects online, but far fewer (35 percent) have spoken with their parents about them.

Experts say that communication gap could leave kids and parents at a loss, according to the Norton Online Living Family Survey.

In fact, as more youngsters lead online lives, family advocates say it's increasingly important for parents to not only monitor their surfing, but also to talk with their children about their virtual world, just as they would discuss school and other real-world issues.

Teachable Moments

Now a new Web-based product could help parents do just that. It sends customized e-mail alerts when a child breaks a parent's preset rule for the Net, helping moms and dads identify "teachable moments" when they can talk with their children about online behavior. Called OnlineFamily.Norton, it's free from Symantec at www.onlinefamily.norton.com.

"Parents talk to their kids about what's appropriate behavior in the real world; it's time to do the same online. The idea isn't to spy, it's to have a conversation about what they're actually doing online," says Marian Merritt, an Internet safety advocate. She offers these tips:

• **Set House Rules—**Set rules and explain to your children what type of Web content and behavior are and are not appropriate. If you need some guidance, the Norton product automatically creates age-appropriate settings for each child—all of which parents can easily change.

• **Seize Opportunities—**If house rules forbid a child from sending IMs to strangers, the product will send an alert if he attempts

A new Web-based product could help keep young surfers safe and connected to parents.

to do so. Parents can then use the e-mail to gain insight into their child's Web life and as a starting point for a conversation about safely communicating online.

• **Lines Of Communication—** Building trust with kids is key to keeping the lines of communication open. The product does not have a "stealth" mode, which means kids always know when the service is on, just like they always know what the "house rules" are. Plus, the product provides built-in messaging that lets kids send information to their parents about their intentions if they've attempted to visit a blocked site. "It's all about communicating with one another," says Merritt.

Valuable Insight

Since its launch, Merritt says the security service has provided parents with more than 90 million teachable moments. These moments are opportunities that parents are craving—according to research from the Norton Online Living Family Survey, moms and dads are more concerned about Internet threats than even the threat of drugs. So if you're concerned about finding a time to talk with your kids about online safety, Online Family.Norton can help.

For more information or to use the product for free, visit www.online family.norton.com.