

The Key To Internet Safety

(NAPSA)—It's important for parents to know where the information superhighway takes their children. One reason is that experts say more and more children are unwittingly reaching offensive or inappropriate Web sites.

According to the Safe America Foundation, over half of school-aged children have encountered offensive Web sites, and almost all of them did so unintentionally.

To help control what gets through the Net, a number of families use what's called a "content filter." The programs let people determine what specific sites and what types of sites are and are not appropriate for their children.

"Content filtering has become a necessity for families wanting to safeguard their children online," says David Orshan, who spearheaded the development of MyWebWatcher. "It is also an essential component of every school and business's efforts to manage the risk of Internet abuse," he says.

Most filtering products and services are quickly outdated by the daily proliferation of new Web sites. Orshan's service is currently the only Web-based Internet filtering service that combines real-time evaluation with a large list of Web sites that have already been rated. It evaluates sites before users see them, and lets the administrator (usually the parent or guardian, grade supervisor or human resource director) customize the filtering process.

MyWebWatcher's customization feature allows every family and school to set up their own



Internet filtering systems can help protect children from inappropriate Web sites.

Internet policies and filtering guidelines. It also allows the administrator to override the blocking of individual Web sites when that block should not happen. And the service tracks Internet usage, with reports available online, 24-hours a day.

The statistics were disturbing enough to cause Congress to pass the Children's Internet Protection Act (CIPA) last year, requiring schools and libraries who receive federal funding for their Internet connections to have Internet policies as well as filtering technology in place. MyWebWatcher is CIPA-compliant and, to help schools with their never-ending fundraising efforts, the service pays a portion of every monthly paid subscription back to the school when its students' families sign up at home.

Administrators can use family member, student, grade, faculty, employee or work group as a user-criteria.

For more information, visit www.mywebwatcher.net.