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Safer Internet Forum
September 25-26 2008

 **INTEGRITY :**

Alcohol Industry

<https://www.bud.tv/public/registration.aspx>



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Swear Jar

@#\$\$! sweet!

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Let's take a look behind the scenes as the clock ticks down to game time.

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IT'S FREE! NO SPAM. YOU MUST BE 21+.



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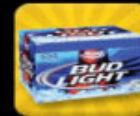
Alcohol Industry

<https://www.bud.tv/public/registration.aspx>



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Great Beer Give Away
Dreams do come true.
Everyday until Dec. 31, two
lucky people can win free beer.
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**AGE
VERIFICATION**

Required fields are indicated by an asterisk.

Our products and this website are intended for those of legal drinking age.

Please submit the following information about yourself:

Please enter your first and last name as it appears on an official ID, like a driver's license. For instance, if your ID shows a first name of Robert, use Robert instead of Bob.

* first name:

* last name:

* date of birth:
(MM / DD / YYYY)

* home zip code:

☐ * By checking this box and clicking the "Submit" button, I certify that:

- the information I submitted on this page is truthful and accurate
- I am of legal age to consume alcohol
- I have read and agree to both the [Privacy Policy](#) and [Terms of Use](#) for this web site.

BACK

Submit

access code:

Use this box only if you received a code as a result of faxing in your identification.



Get the @#\$
Make t
Light s
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Swear Jar

the widget!

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Ron Linden | Web Designer
Davis, CA USA

where worlds are born.

Linden Lab was founded in 1999 by Philip Rosedale to create a revolutionary new form of shared experience known as [Second Life](#)®. Second Life is a 3D virtual world created by its Residents (people like you) that's bursting with entertainment, experiences, and opportunity. The [Second Life Grid](#)™ provides the platform where the Second Life world resides and offers the tools for business, educators, nonprofits, and entrepreneurs to develop a virtual presence. Headquartered in San Francisco, Linden Lab has over 200 employees spread across the U.S., Europe, and Asia. We welcome you to learn more about [Linden Lab](#) and invite you to explore our exciting [employment opportunities](#).

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Online Virtual World



Virtual World Platform

be part of the team

Software Engineer - Web

Linden Lab is looking for a software engineer to help us bring Second Life and the Web closer together.





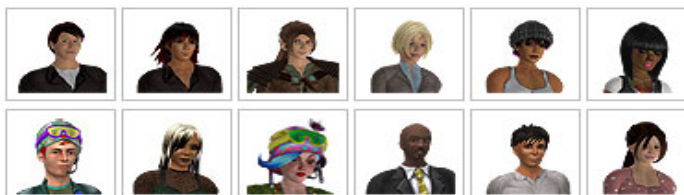
Your World. Your Imagination.

1 Create an Account

2 Confirm Email Address

3 Download and Install

Choose a starting look



Click on an image to select a starting look for your avatar. [More...](#)

Create a First Name

Select a Last Name

[Get Available Last Names](#)

Email Address

I live in

I was born

I am

☐ Male ☐ Female

Password

Confirm Password

Security Question

 **INTEGRITY :**

Movie Industry

<https://www.bud.tv/public/registration.aspx>



WANTED



GET TICKETS AND SHOWTIMES



ENTER

OR

ENTER FULLSCREEN

CHOOSE YOUR DESTINY
NOW PLAYING

WATCH THE TRAILER

**WATCH THE RESTRICTED TRAILER
AND OTHER CONTENT**

FRATERNITY OF ASSASSINS

JOIN NOW ON FACEBOOK 

GET THE OFFICIAL
WANTED MOBILE GAME



ENTER TO WIN THE WANTED MOBILE SWEEPSTAKES ON ZANNE
TEXT "WANTED" TO 58888



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 **INTEGRITY :**

Movie Industry

<https://www.bud.tv/public/registration.aspx>



**LOG IN BELOW
TO ACCESS RESTRICTED CONTENT**

FIRST NAME

LAST NAME

DATE OF BIRTH

ZIP CODE

MM

DD

YYYY

☐ I AM THE PERSON WHOSE NAME APPEARS HERE AND MY INFORMATION
IS TRUE AND CORRECT

SUBMIT



GET TICKETS AND SHOWTIMES



LEARN MORE ABOUT THE GRAPHIC



Tobacco Industry

<http://www.freshcope.com>

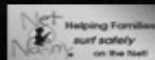
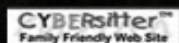


Welcome


This is a tobacco-related website. You must be an age-verified adult to enter.

Enter now to learn more about legendary Copenhagen smokeless tobacco, and be eligible to receive savings, special offers and more!

As a responsible corporate citizen, U.S. Smokeless Tobacco Co. supports the use of filtering software to keep minors from receiving age-restricted materials. The site is registered with the filtering services listed below as an age-restricted site. To find out more about filtering software or about any of the services, click one of the icons below.



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Registered Visitor?

User Name:

Password:

☐ Remember me

 [SUBMIT](#)

Forgot your [USER NAME](#) or [PASSWORD](#)?

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The warning size is based on an average screen size of 145 sq. inches (17-inch monitor).
This web site is designed at a web standard resolution of 1024 x 768 pixels.
OFFER NOT AVAILABLE TO MINORS





INTEGRITY :

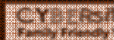
<http://www.freshcope.com/verify.aspx>

<http://www.freshcope.com/verify.aspx>



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to recei



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Step 1: Age Verification

Questions about verifying your age?

***First Name:**

Middle Name:

***Last Name:**

Suffix:

***Address 1:**

Address 2:

*City:

*State:

***ZIP Code:**

***Date of Birth:**

Home Phone:

Have You Moved in the Last Year?

Address 1:

We use this information to ensure that we are in compliance with both the law and our company policy that we market our products only to adults.





Gaming Industry

<http://www.skybet.com/skybet>

SKY BET

09:57:51 [Help & Support](#) [High Contrast](#) [Boss?! Look busy!!](#)

SKY BET

SKY POKER

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SKY BINGO

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Horse Racing

▶ [5:15 Goodwood](#)
Racing UK, 17:15

▶ [5:50 Goodwood](#)
Racing UK, 17:50

Greyhound Racing

▶ [7.40 - Hove](#)
Sky Sports 2, 19:40

▶ [8.00 - Hove](#)
Sky Sports 2, 20:00

▶ [8.15 - Hove](#)
Sky Sports 2, 20:15

▶ [8.35 - Hove](#)
Sky Sports 2, 20:35

▶ [8.50 - Hove](#)
Sky Sports 2, 20:50

▶ [9.10 - Hove](#)
Sky Sports 2, 21:10

▶ [9.25 - Hove](#)
Sky Sports 2, 21:25

▶ [9.45 - Hove](#)
Sky Sports 2, 21:45

Tennis

▶ [Gasquet, R v Llodra, M](#)

▶ [Tinsarevic, T v Moya, C](#)

▶ [Federer, R v Ginepri, R](#)

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All Bets

All Games

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0 Selections

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Next Events

Rugby League

▶ [National Lge 1 Reg Season 2008](#)

▶ [Australian NRL Grand Final](#)

MY ACCOUNT

10:00:34

[Help & Support](#)[High Contrast](#)[Boss?! Look busy!!](#)

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SKY POKER

SKY VEGAS

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FAQs

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- [How do I change my PIN?](#)
- [How do I update my personal details?](#)
- [How do I deposit funds into my account?](#)
- [I have received a new credit/debit card, what do I do?](#)

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How to open an account: Step 1 of 3

Thank you for deciding to register with us. Simply fill in our quick and easy registration form and you will be ready to use: Sky Bet, Sky Vegas, Sky Poker and Sky Bingo. Your new account will give you access to these products via the internet, through your TV or over the phone (including WAP).

If you think you've already got an account with us or if you just want to add a new card, please give us a call on 08000 724 777 or [e-mail us](#) and we'll update your account.

Opening an account with us will only take a few minutes- please complete all the boxes labelled with an asterisk *.

About You

Title*

First Name*

Last Name*

Date Of Birth*

Day

Month

Year

18

To save time you can just enter your house name or number and postcode, click Auto-Complete Address and search for your address.

House Name/Number

Postcode

[Auto-Complete Address](#)

The address you enter must be the same as the billing address for the credit or debit card you will be using.



Self-Exclusion

<http://www.integrity.aristotle.com>



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*Multi-Platform Identity Verification and Authentication,
in Real Time.*



TM

Instant Verification Via Integrity

Comprehensive and cost-effective age and identity verification solutions by Aristotle.

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Your comprehensive age and identity verification solution.

Integrity is a versatile, cost-effective and popular identity and age verification tool. It works by verifying standard issue driver license or other government-issued ID of citizens of 157 nations.

The service is available Direct, OnSite, or OnDemand. More than 50 million consumers have utilized Integrity to verify their identity when transacting with global Fortune 1000 companies, government agencies and merchants.

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- [Jun 2: Tough Alternatives to Cigarette Vending Machine Ban](#)
- [May 22: Wanted: "Must see" trailer...](#)
- [May 21: Net Downloads to Get Age Ratings](#)
- [May 21: Age Verification For Downloads Coming To The UK](#)

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[Contact Us: Request Form](#)

Age Verification - Core Objectives

To deter kids from acting older than they are

Case 1

Child Registers with
Correct Age

Case 2

Child Attempts to Register with
Bogus Details

To deter adult predators from acting younger
than they are

Case 3

Predator Registers with
Correct Details

Case 4

Predator Impersonates a
Child & Adult

Age Verification – How It Works

Case #1: Child Attempts to Register with Correct Details

1. Child attempts to register.
2. Site prompts for permission from a verifiable adult.
3. Adult's identity is verified for valid age and sex offender status.
4. Access granted.
5. Adult is sent a post card or automated phone call made to the residence.



Age Verification – How It Works

Case #2: Child Attempts to Register with Bogus Details

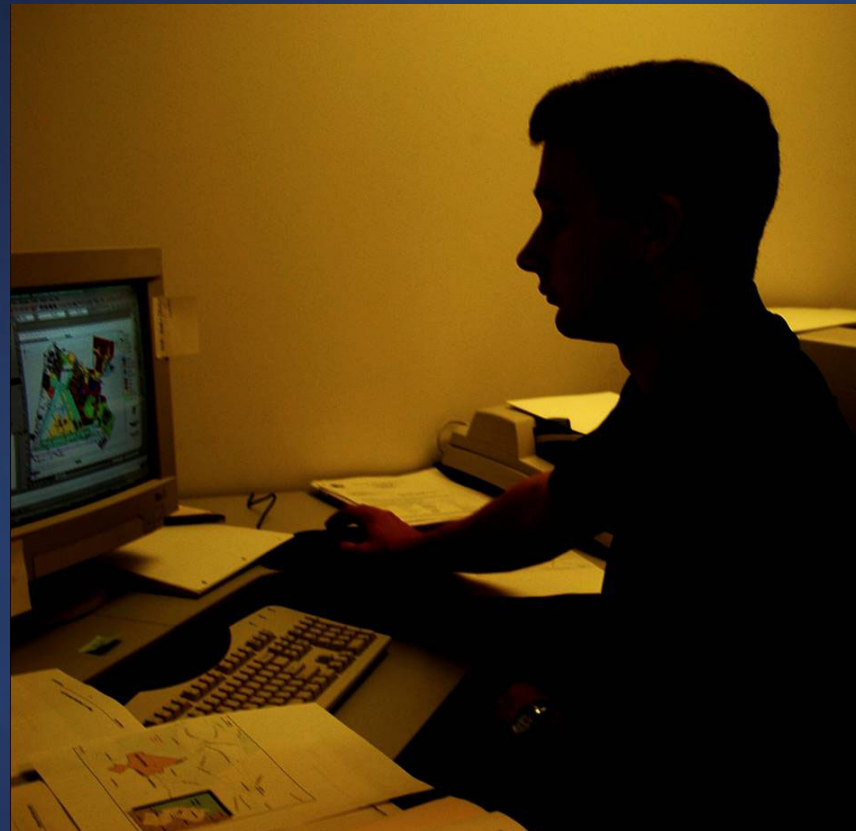
1. Child attempts to register with fabricated or 'borrowed' credentials.
2. Access denied, or, if parent's ID is used, access is temporarily granted.
3. Parent receives automated phone call or postcard alerting them to 'their' registration at the site.
4. Parent suspends access. Child is 'grounded'.



Age Verification – How It Works

Case #3: Predator Tries to Register with Correct Details

1. Sexual predator attempts to register.
2. Identity is scrubbed against registered sex offender database.
3. Access denied or restricted.



Age Verification - How It Works

Case 4: Predator Impersonates a Child & Adult

1. Sexual predator registers as a child, and impersonates an adult who is giving permission for that fictitious child to register.
2. Predator is denied access if the adult is fictitious, OR
3. Predator gains temporary access until the real adult gets the postcard or phone call.
4. Site suspends predator's access & alerts those he contacted to the danger.



The New York Times

MAY 28, 2008

Advertising; For Coor's Light, a Night Out That Begins on MySpace

"...consumers ages 21 and older will be able to send friends "Code blue" alerts on Facebook.com, inviting them to meet up for a beer -a Coors Light, natch.

They can even use Facebook maps to direct their potential brew crew to a nearby bar. "

« HOME
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MILLER LITE
MGD
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EVENTS AND PROMOTIONS
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