

CHILD ONLINE SAFETY

MICROSOFT

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Key threats children face online

- Exposure to adult, racist or other disturbing or inappropriate material
- Meeting predators online or in person.
- Invasion of privacy
- Careless downloading of software
- Cyberbullying



Reality check

- In recent i-SAFE surveys...
 - *almost one-third of children* in grades 5 – 12 have visited an inappropriate Web site and *more than half of kids trust people with whom they chat online*, even if they have never met that person before
 - Even though **76 percent of parents** say that they would like to make the Internet a safer place for kids (according to National Attitudinal Poll by Common Sense Media in June 2006), recent data also highlights parents lack of understanding on best practices and available technology for keeping kids safe online



Our commitment

- Technology:
 - Offer innovative technology designed to help protect children when they are using the Internet
 - Education and awareness:
 - Educate parents and children about ways to help stay safe online
 - Educate law enforcement, judge and prosecutors
 - Partnerships:
 - Partnering with Law Enforcement to Identify, Investigate and Prosecute Child Pornography and Exploitation
 - Legislative support to countries through our involvement with NGOs like ICMEC
 - Best practices sharing between countries
- 



Our family safety investments

- E-mail and instant messaging.
 - Using Windows Live OneCare Family Safety, parents can limit their children's e-mail and instant messaging to a pre-approved list of contacts on the Windows Live Mail (Hotmail) and Windows Live Messenger services. Parents can also entirely block IM applications.
- Social networking sites.
 - Using Windows Live OneCare Family Safety, parents can limit their children's interactions on the Windows Live Spaces social networking service. Also, Windows Live Spaces does not let adult users (age 18 and over) look for users under age 18, and vice versa.



Our family safety investments

- Search technology.
 - Windows Live Search has a “safe search” mode, which allows users to self-filter search results for sexually explicit images and text.
- Web sites.
 - Windows Vista and Windows Live OneCare Family Safety enable families to filter Web content within defined subject categories or restrict access to Web sites. Standard settings (low, medium, high filtering) can be selected, or customized settings can be created (e.g., to block hate speech or unrated sites). Standard settings are based on recommendations from regional organizations (such as the American Academy of Pediatrics for U.S. recommendations).



Our family safety investments

- Games.

- Windows Vista and Xbox 360 enable parents to select the games their children can play both on and offline based on industry game rating systems. Users can be prevented from playing unrated games or those with specified ratings. Game ratings are from the prevailing industry rating organization for a region.

- Online games.

- The ability to play with others online can add exciting new dimensions to a game. Xbox Live gives parents tools to let children play online more safely, by limiting play to pre-approved users.



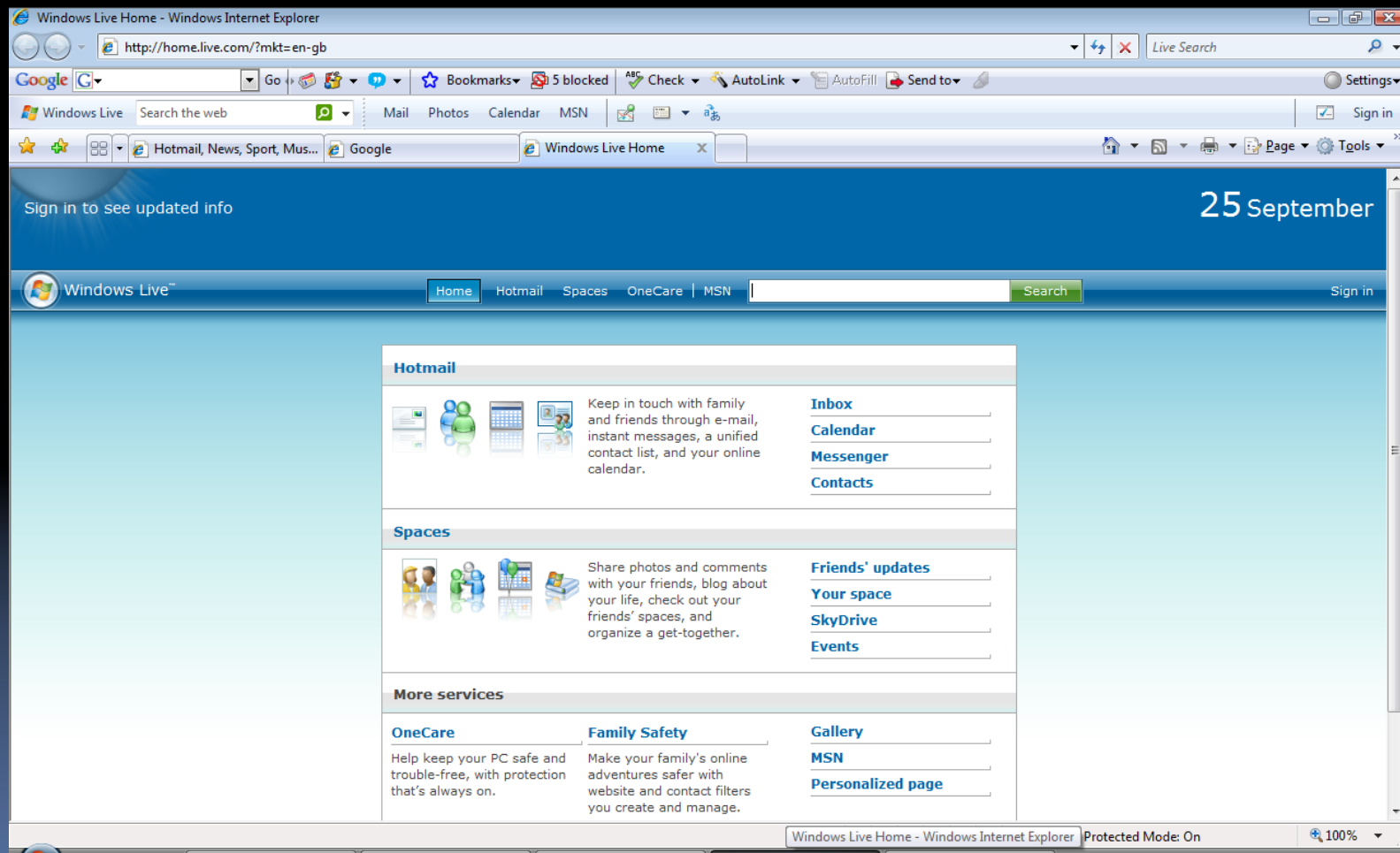
Our technology

- Windows Live Family Safety
 - managing what types of websites children can visit
 - who they can contact online
 - receive reports on what websites their children are visiting
 - Parents can also do this from almost anywhere – from their own PC or almost any web browser on devices connected to the web.

Our technology ... beta

- Windows Live Family Safety
 - managing what types of websites children can visit
 - who they can contact online
 - receive reports on what websites their children are visiting
 - Parents can also do this from almost anywhere – from their own PC or almost any web browser on devices connected to the web.
- Improved and simplified sign up process which makes it easier to configure and manage your kids online (ex: now you don't need to provide your child's Windows Live ID in order to be able to use web filtering, all that's needed is one ID for the parent managing the account)
- Improved performance. The updated application and website are faster than previous versions.

very



easy

Family Safety - Windows Live OneCare - Windows Internet Explorer

https://fss.live.com/Default.aspx?mkt=en-gb

Google C Go Bookmarks 5 blocked Check AutoLink Autofill Send to Settings

Windows Live Search the web Mail Photos Calendar MSN Sign in

Hotmail, News, Sport, Mus... Google Family Safety - Windo... Page Tools

Windows Live Home Hotmail Spaces OneCare MSN Search Sign in Help

Family Safety from Windows Live OneCare can help protect your children online

With Family Safety, you can specify the people your children can communicate with, the websites they can view, and the search results they are shown.

To begin using Family Safety, click **Get started**. If you've already set up Family Safety, and want to manage your account, click **Sign in**.

Get started **Sign in**

Who are my kids talking to?

- You can manage or just monitor your children's contact lists.
- When you manage the lists, your children ask you for permission to communicate with new people.
- Contact list settings can help you make instant messaging safer in Windows Live Messenger, blogging safer in Windows Live Spaces, and e-mail safer in Windows Live Hotmail.

What are my kids looking at?

- You can block all sites except kid-friendly sites and those you specify.
- Or, you can allow all sites except specific categories and sites you block.
- You can view activity reports to keep tabs on the sites your children visit.
- Get recommendations from National Society for the Prevention of Cruelty to Children (NSPCC) based on your children's ages.

Requirements

Family Safety has the following system requirements:

- Microsoft Windows XP with Service Pack 2 (SP2) or later
- Internet Explorer 6 or later or Firefox 1.5 or later recommended for all users, required for parents

Family Safety requires that the parent and each child have a Windows Live ID. If you don't already have these IDs, you can create them during setup.

A safer experience

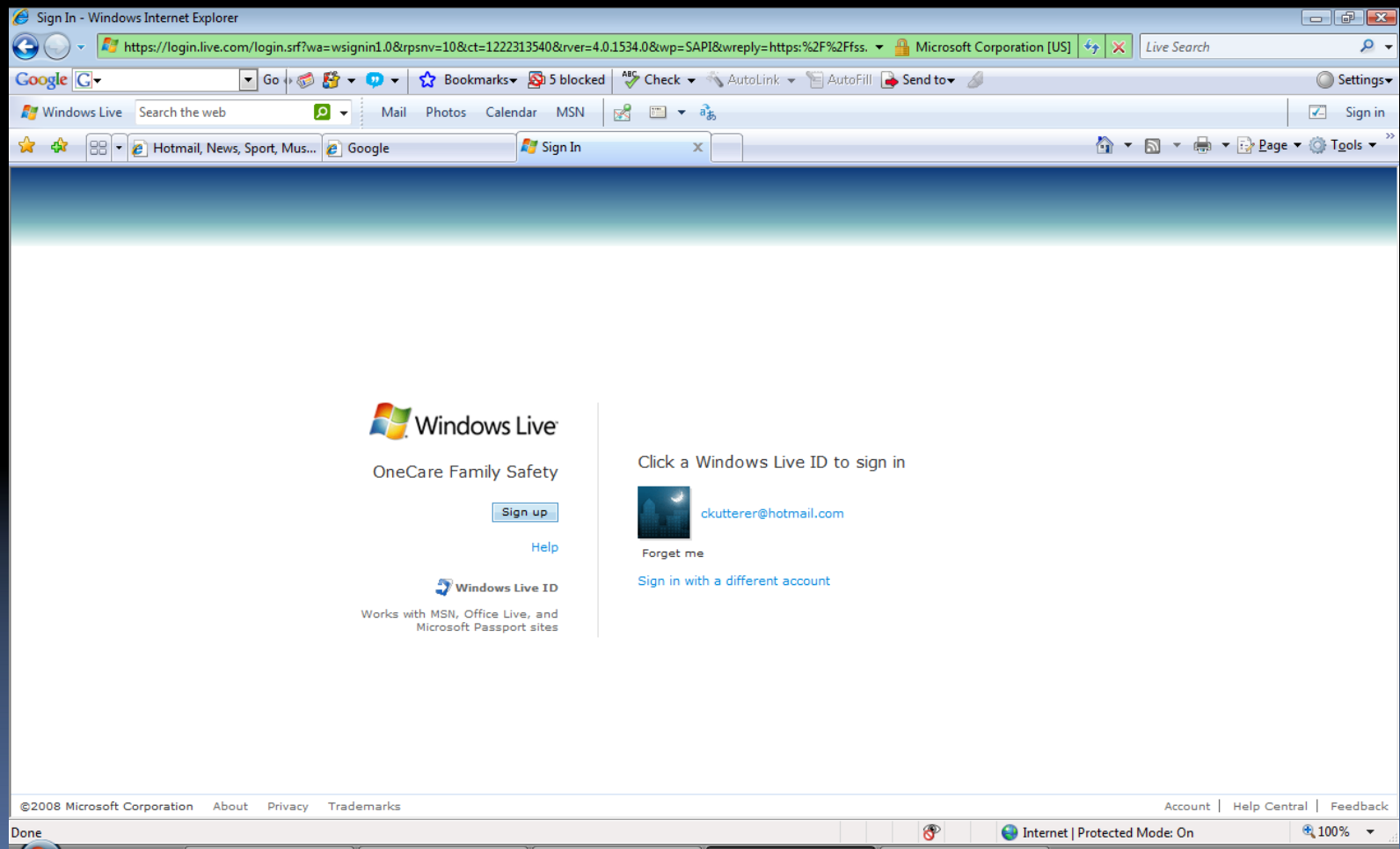
The Internet is a great place for children to learn and have fun. As a parent, you want to ensure that your children's online experiences are safer, more secure and done with your guidance.

Step one – Understand online risks and engage with your children.

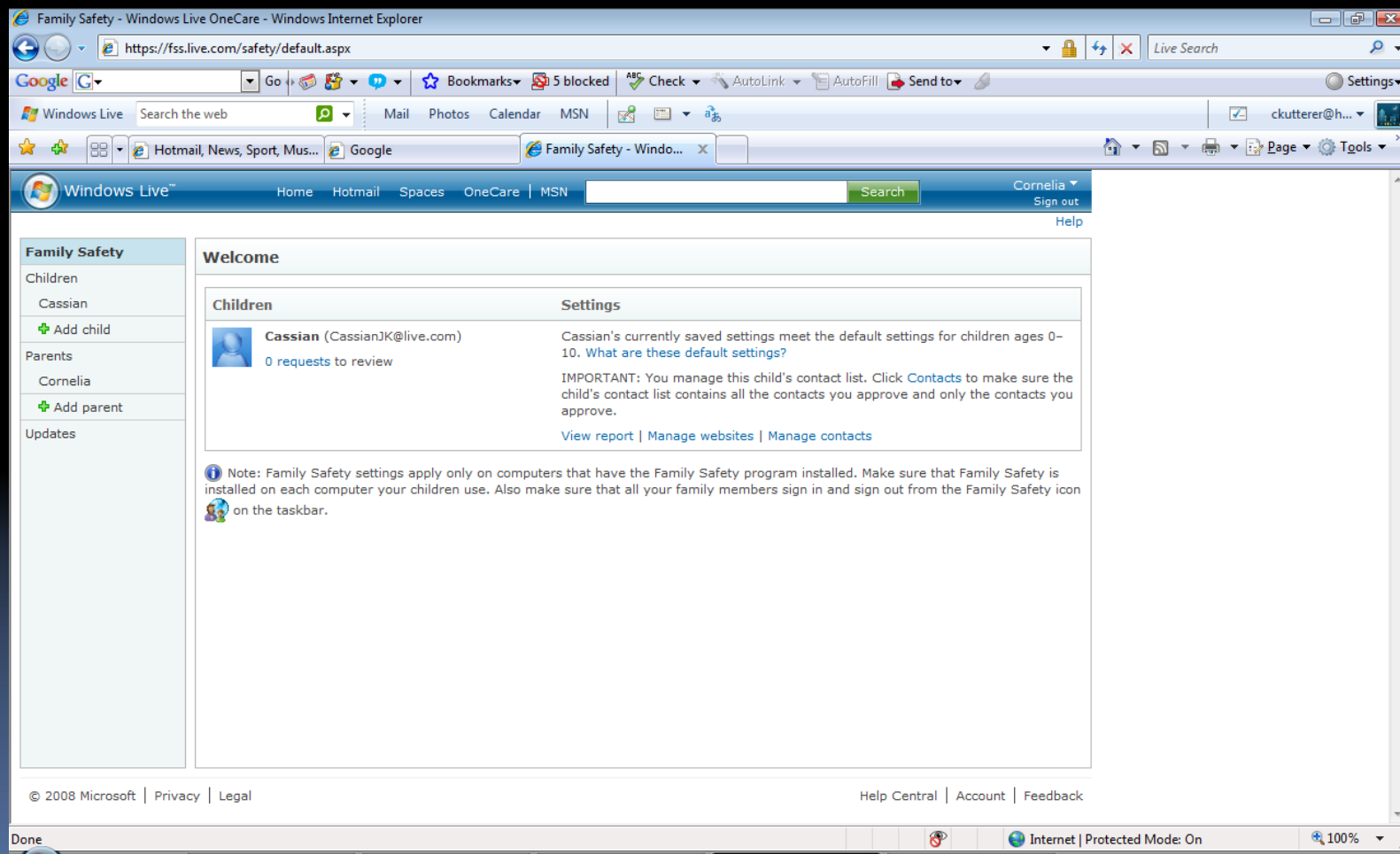
Step two – Implement strategies and tools such as Family Safety that help you provide the level of protection you feel is right for your family.

Done Internet | Protected Mode: On 100%

to



manage





parents

- Keep communication open between parents and children
- Remind children to not share any personal information online
- Set clear rules for Internet use
- Use technology for added safety and protection



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