

Comments Before Children's Online Protection Commission  
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Cyber Patrol

Cyber Patrol was one of the first Internet filtering tools introduced into the marketplace, which provides us with a unique perspective that I'd like to share with you this morning. I hope to make three important points that demonstrate that Internet filtering is widely used, very effective and improving in response to demand from an increasingly sophisticated audience of parents and educators.

First, Internet filtering software is very widely used despite some misconceptions that families don't understand that technology is available to help manage their children's time online.

- More than 9 million families are using Cyber Patrol directly through us or through online services like America Online.
- There are more than 17,000 installations of Cyber Patrol in schools or school districts across the country.
- We have seen roughly 50 percent year-over-year growth in online purchases of Cyber Patrol through our Web site.
- And, this growth is just Cyber Patrol alone and just in the United States.
- SurfWatch is installed in over 8 million homes across the nation and a growing list of online services including ISPs (like excite @ home), ASPs, Internet Appliances (like WebTV and Netpliance's iOpener), and Search Engines (like Alta Vista and Google)

Second, Internet filtering software works. Filtering software today is very sophisticated, effective and easy-to-use.

- Filtering software products that have been in the market for a few years are mature products that strike the balance between sophistication and ease of use.
- Cyber Patrol allows the filter to be tailored to the maturity of the individual child.
- Critics accuse Internet filters of either being overbroad and filtering too much or being too narrow and not filtering enough. Some critics confuse censorship, which is imposed by the government, with technology that a family or school can choose to use and then set to implement an individual policy.
- But the point is to empower parents and schools to make the choices that are right for their individual kids or students. And that's what filtering software does very very well.
- This is our role and it is a role that the U.S. Supreme Court believed was a less intrusive way than government censorship for safeguarding kids and protecting the First Amendment.

Finally, Internet filtering software meets the needs of increasingly Net savvy customers.

- When we began selling software five years ago, we were often marketing to parents and schools that were fearful of a new and unknown medium portrayed by the media as a cesspool of pornography.
- Today, five years later, a lot has changed. Families now shop online, book vacations and check their stocks, schools set up Web sites, have Net access in every classroom and are filled with kids who can surf as soon as they can read.
- People are no longer fearful, they are knowledgeable and understand how to use technology.
- I'm not just the head of Cyber Patrol, I'm also a new mother and I can tell you for sure that parents learn what they need to learn to take care of their

kids – from heating a baby bottle to safeguarding their children in cyberspace.

- Parents and educators are using filtering software without the government telling them to and I believe they will continue to do so.

To underscore this point, we recently surveyed schools using Cyber Patrol and found that about 80 percent had adopted acceptable use policies before they installed filtering software. These schools found that combining technology with clearly stated use policy was most effective in protecting kids. It's common sense.

Cyber Patrol has recently become part of SurfControl Software, a maker of filtering products for the corporate market. This new marriage presents new opportunities for educating the public. For example, we hope to develop programs for educating corporate employees who have children about technologies for protecting their children from inappropriate content. We believe the now mature Internet filtering industry should work together to educate the public. And, we call on the government to help create a public-private partnership geared toward better informing families, schools and other computer users about the best technologies available today.

I thank you for this opportunity to speak with you, appreciate your listening and am happy to answer any questions you may have now or in the future.