

A Paradigm Shift In Managing the Internet Experience

**Maintaining First Amendment Rights While
Keeping Our Children Safe**

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It is a pleasure to be here. Today, I am going to address the issues of an Internet experience – this includes freedom, choice and safety for all children. The Internet is a vehicle for the expression of free speech by a wide and diverse group of World Wide Web content publishers and consumers of that information. The Internet by its own merit is a playground of expression, of ideas, of information, of entertainment and of assorted content. The expanse of diversity and worldwide creativity makes the Internet unique to anything throughout the experience of human kind. Everyone is coming to understand and embrace the good that it represents!

The question at hand is how do we provide freedom and choice of the experience for families in an environment of safety? Most products focus on either a client side technology (cst) base or a server side technology (sst) base. CST means that all the technology is located on the computer's drive (which makes it vulnerable to hacking), and SST means that all the technology is located on a corporation's server (which means the user has limited choice in what is viewed on the web). What would happen if the benefits of each could be brought together to provide the user a new more flexible and powerful way of surfing the web? What if the most up to date search technologies filtered out pornography links and offensive search terms? What if every sub-domain of every site had been categorized and classified by its content? What if the categories were descriptive enough for each site through dozens of unique

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characteristics? Wouldn't you agree that everyone could benefit from that combination of technology? Of course, they would.

Now let's walk across the street and view this from the parent's perspective. What if parents were able to determine what the child sees? What would it be like if email, instant messaging, and other computer tools could also be controlled? What if the child could not get around the programming no matter how good a hacker he/she is? What if a product, by its very design, is an all encompassing tool that can be used to manage content for every family member regardless of their value system, moral beliefs, age, ethnicity, cultural background or ethical bent - because the very nature of the product is designed to allow the parent or the administrator to enable selectable web content criteria. Shouldn't parents have the right to surf the web freely with no restrictions yet have the peace of mind to know their child can surf the Web safely? Of course, they should. So, why aren't we looking for the technology and resources to combine these benefits instead of trying to position parents to settle for either an sst product or a cst product that will not satisfy everone?

What would it be like if any Internet Service Provider a family chooses could be used with this technology? What if it didn't matter if the ISP had the capability to filter content? Wouldn't that give the parents even more free choices of what they want?

Why are we not trying to put the responsibility of a child's safety in the parent's hands? Why are we not trying to invoke life, liberty, and the pursuit of

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happiness in the decisions of parents? Let's be very careful to not expose our children to offensive or adult material, but let us be equally careful not to undermine the role of a parent to choose what is appropriate and what is inappropriate for his/her children. We should be striving to empower parents instead of imposing regulations that will impact the values and autonomy of the family!

Now that some of the Internet issues have been addressed, let's focus on legal issues that the Commission posed in its letter of invitation.

First of all, PlanetGood believes the approach of a combined sst/cst process is unique and has next to no downfalls. This technology would be the best solution to provide for Internet safety.

PlanetGood's pricing structure does not pose a financial barrier to most parents with computers in their home. It is only pennies per day.

At its core, PlanetGood is an EMPOWERMENT tool for families as well as schools and libraries. The decisions about what is and is not appropriate for family members should be made in the home. Our approach allows the user to experience all the good and none of the bad, **as defined by the parent or administrator!**

Those who publish content on servers that they do not configure or control can use the PlanetGood technology. Nothing is ever totally or permanently inaccessible while using PlanetGood. A parent always has the choice to override or to preview the site with his/her password. The PlanetGood

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user is alerted onscreen to the fact that there is material online that has been rendered inaccessible and the reason it is inaccessible. Our unique technology can be set to limit access to images as well as to text, audio, video, and chat. It operates in a predictable and transparent way. It works in a seamless way on your computer, so you don't even know it's there - it's just working in the background. Once it's installed The product installs easily and can be customized for each family member. Most of the work is done on the server side. PlanetGood has been developed to also deal with active messages such as incoming e-mail, instant messaging and online chat rooms as well as web surfing.

PlanetGood technology has no side effects on the development of Internet standards or on the conduct of other activities on the net except to encourage rich and safe Internet experiences for families as they see fit. Planet Good does not raise first amendment issues because of the way our product has been developed and used by the customer in a localized manner. PlanetGood is all about freedom and choice. The product simply allows parents to exercise their own judgment on appropriate Internet content for their family. It can be tailored for each and every household, school or library. We believe this to be true whether the product was in widespread use or use was mandated. Although, we believe that it is against our personal freedoms for the federal government to mandate any particular technology or method, the PlanetGood approach is a sound solution for families to keep their children safe.

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PlanetGood could be perceived as a less restrictive measure than COPA and therefore, could be viewed as undermining the constitutional validity of laws imposing more restrictive legal obligations. PlanetGood is a new paradigm in what has traditionally been called the filter space. PlanetGood is not really a filter because people have the complete freedom and choice to choose what content they want. Parents can say, "I don't want any filtration. But for my kids, I would really like to restrict some of their activities online when I am not able to supervise them." It's just like a person can restrict certain movie channels and TV shows via a V-chip. It's really no different. What is really unique about PlanetGood is that web content can be selected for each child based on their age and the value system intrinsic to each family or community throughout the country.

PlanetGood would impact legitimate law enforcement activities positively. Currently, my staff is pursuing various activities with law enforcement and crime prevention organizations that is practical and within the parameters of sound judgment.

The people of PlanetGood Technologies set out to provide an on on-line experience that would protect our freedom and provide safety by offering choice for everyone using our service. PlanetGood has the technology we talked about in this testimony. Our product, PlanetGood, does not pretend to be a filter – it is a web content management tool. Parents, local communities, school board members or librarians establish predetermined content for the children they oversee. PlanetGood empowers them with carefully designed selectable criteria

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to assist decision makers as to what content is appropriate for the children they oversee. A dedicated, well-trained, responsive staff supports the server side technology that enables freedom and choice for management of specific web content. However, it is our highly trained human review team that ensures the integrity of the PlanetGood web content information service. This is true and consistent with our mission statement to be the Internet experience provider offering a unique combination of freedom, choice and web content management for all users accessing our system. We as a company do not set the standard or content for the flow of web information. Simply put, PlanetGood is the tool by which information is disseminated to the end user for an experience that provides all of the Good and none of the Bad.

As a closing thought, this COPA commission has a significant purpose. It needs to act more like the judicial branch than the legislative branch. This commission must weigh the products that filter, rate, etc., and you need to help the Congress/Senate weigh the rights of the family and ultimately that the greater good of the country is ensured. By a legislature's very nature, they want to protect through laws that keep bad things from occurring. The challenge, it seems, lies in the thought of conflicting with the 1st amendment. As you know, whatever this panel decides will ultimately be judged. Judged by legislatures for content, judged by the courts for Constitutionality, and judged by our fellow Americans for the right to be responsible parents. Let us weigh carefully and choose wisely to ensure these inalienable rights that our forefathers entrusted to

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us and many of them died for. Let us go forward ensuring these rights to our children. Let us stand as one body, one Nation that will secure our freedoms and truly protect our children.