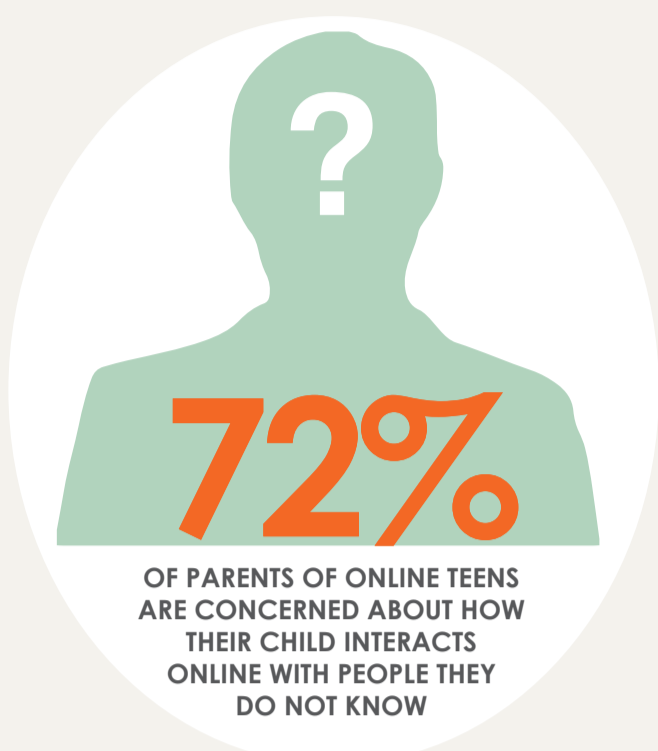


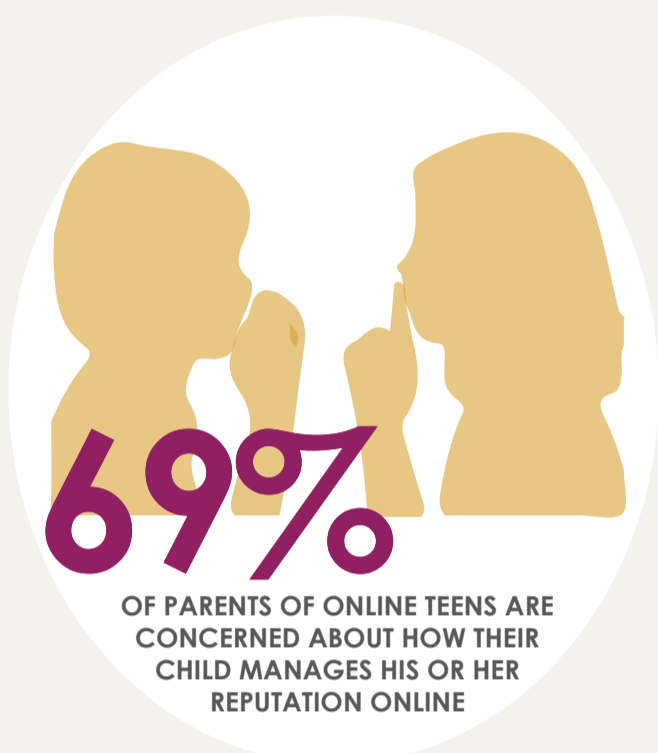
SafetyNet

A PARENT'S GUIDE TO INTERNET AND MOBILE SAFETY FOR KIDS FROM THE INDUSTRY'S LEADERS AND EXPERTS



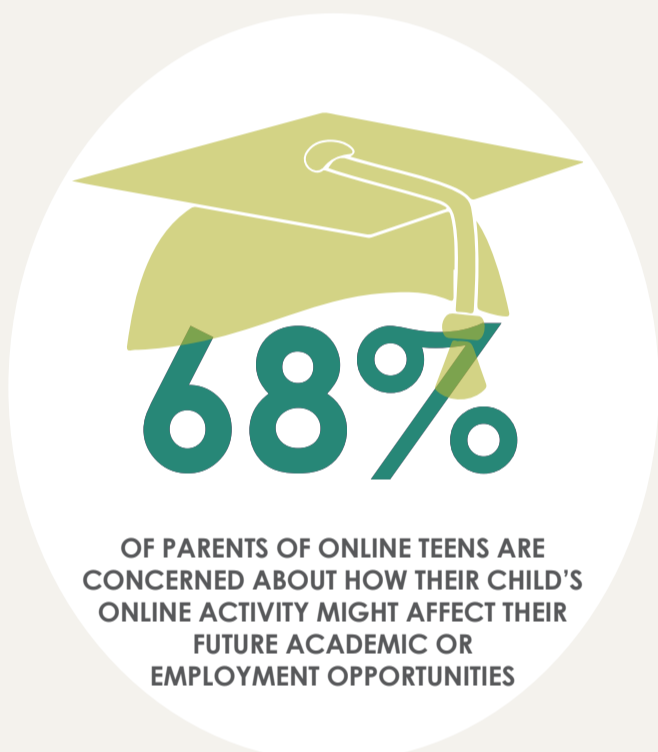
Parents need to participate in their children's digital world. Rules are not enough. Parental control software is not enough. We need to teach our kids how to use and enjoy technology responsibly and that is best achieved by engaging early and often.

Tim Woda, Internet and mobile safety expert, co-founder of uKnow.com



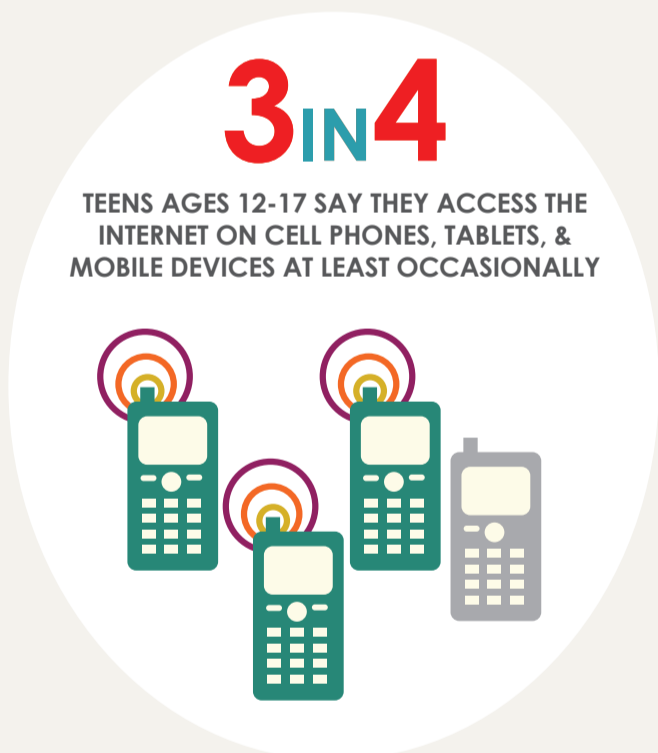
We live in an age where messages can live forever. Never send anything you'd be embarrassed for the world to learn about you.

Stefano Sassu, General Manager, Mobile Product Development at Mindspark



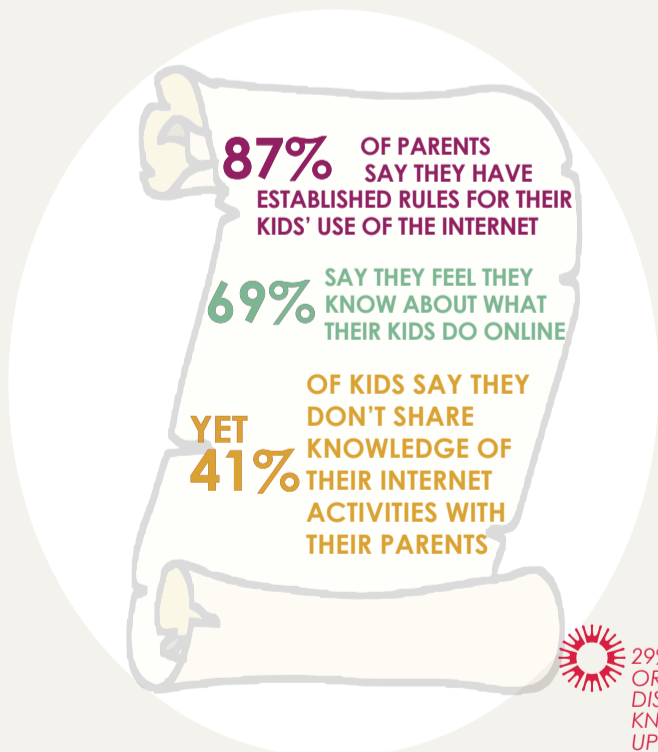
Help make the Internet a family activity and ask your child to help plan family events using the Internet.

Jayne A. Hitchcock, President, Working to Halt Online Abuse



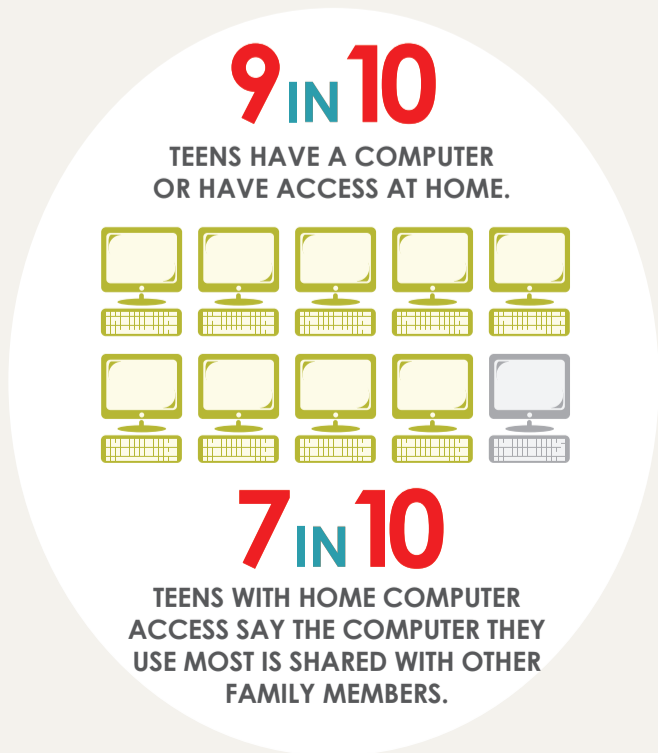
Just because you have internet safety software, it doesn't mean that your job is done. Parents need to talk to their children about the potential pitfalls of the internet.

Russ Warner, CEO ContentWatch



Even if you have your kids internet locked down, please be aware that many of their friends have open access to the internet. Keep in mind, that if they go over to a friend's house you have no control on what they view.

Patrick Coombe, CEO Elite Strategies



One simple and low-tech step parents can follow to help ensure their children stay safe online is to keep the family computer in a shared room and not in the child's bedroom. This can work wonders for preventing inappropriate content from being viewed.

Ann Biddlecom, Senior Product Manager, Kaspersky Lab

Parents should set up "house rules" for their kids, which should include proper guidelines for using smartphones - items like when they're allowed to use the phones, if they need permission to download apps or purchase items, and how you plan to monitor their activity.

Marian Merritt, Internet Safety Advocate for Norton by Symantec

Parents can change security settings on the phones of their children and use apps that allow parental control on content access on mobile devices. To foster a keen interest in technology, parents can consider enrolling their kids to tech camps to learn about programming on these devices.

Dr. Ziqian Dong, assistant professor in NYIT's School of Engineering and Computing Sciences

Parents or guardians should be monitoring and have access to the online accounts their children have.

Amanda Brace, counselor for children and adolescents