McAFEE'S 10-STEP INTERNET SAFETY PLAN FOR YOUR FAMILY

How to talk to kids, tweens, teens, and novices of any age about online security

McAfee

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INTRODUCTION

Millions of families worldwide use the Internet every day to learn, research, shop, buy, bank, invest, share photos, play games, download movies and music, connect with friends, meet new people, and engage in a host of other activities. Though cyberspace offers numerous benefits, opportunities, and conveniences, it is also increasingly risky, with many new threats emerging daily.

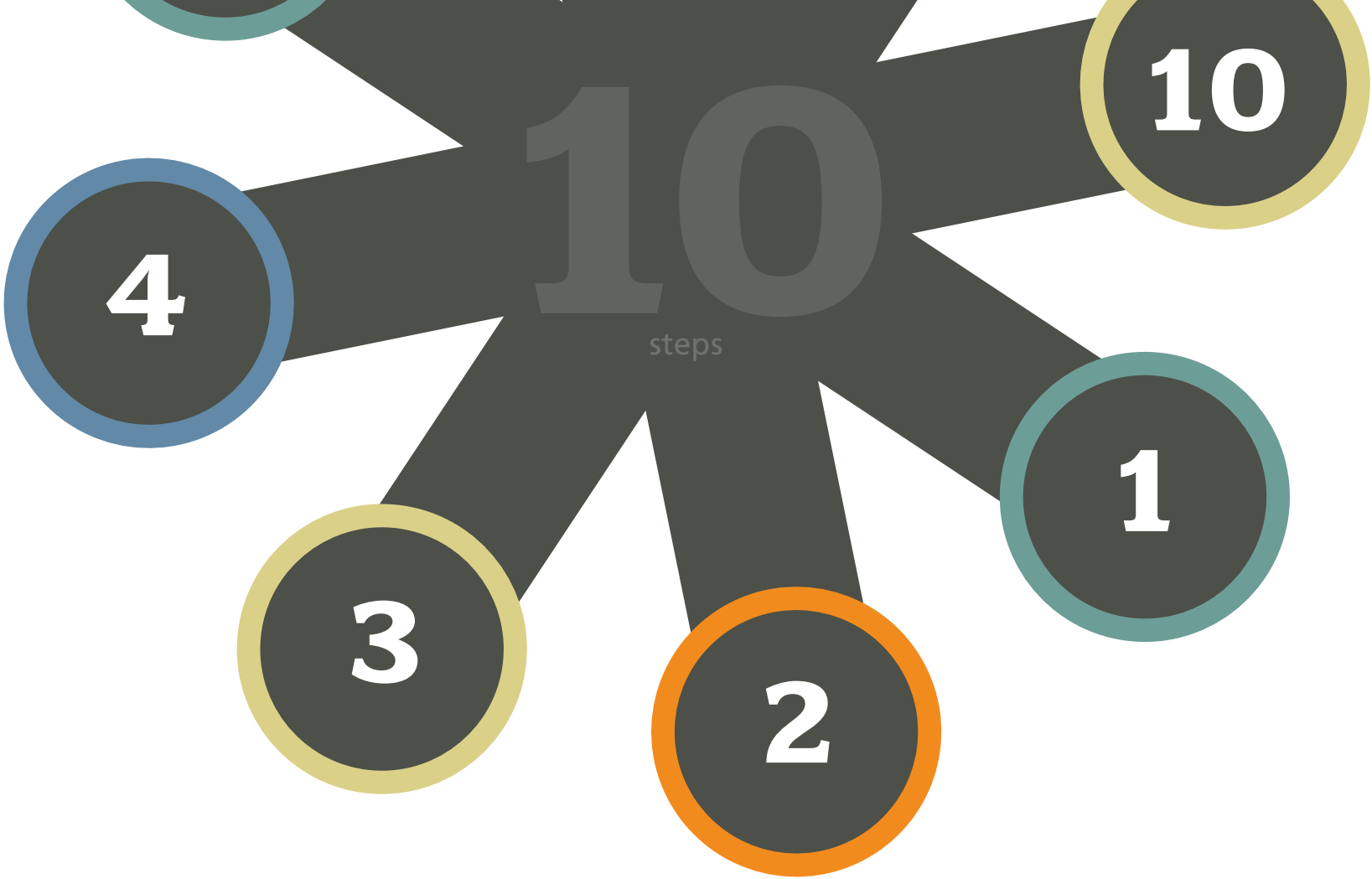
It is no surprise that cybercriminals are taking advantage of the Internet and the people who use it. You and your family members need to be on guard whenever you go online. In addition to installing robust security software from a trusted company to defend your family against hackers, identity thieves, email con artists, and predators, you need to follow some basic Internet safety rules and use good old-fashioned, real-world common sense. You need an Internet safety plan for your family.

As soon as a family member becomes active online, it's time to educate them—no matter what age they are—about cyber safety. You should be aware that even if you do not have a computer at home, PCs are available almost everywhere—at schools, libraries, friends' homes, and even in church basements. It's important for everyone to know the basics about protecting themselves in cyberspace.

TODAY'S INTERNET:
proceed with caution

- Your chances of becoming a victim of cybercrime are about 1 in 4[1]
- Hackers are attacking PCs with Internet access every 39 seconds[2]
- According to McAfee® Avert® Labs, there are 222,000 known computer viruses out there now, and the number of threats is growing daily
- Virus infections have prompted 1.8 million households to replace their PCs in the past two years[3]
- In 2006, 8.9 million Americans have become victims of identity fraud[4]
- 71% of 13- to 17-year-olds have received messages online from someone they didn't know[5]

1 Consumer Reports, State of the Net 2007, September 2007
2 Hackers Attack Every 39 Seconds – James Clark School of Engineering at the University of Maryland
3 Consumer Reports, State of the Net 2007, September 2007
4 2006 Identity Fraud Survey Consumer Report, Javelin Strategy & Research
5 "Teen Safety Search," Cox Communications and Teen Research Unlimited, March 2006



A 10-Step Safety Plan to Help Protect Everyone in Your Family

step 1

COMPUTER PLACEMENT

In a home with children, where you place the family computer is one of the most important decisions you can make. We recommend that you set up the computer in a high-traffic family area and limit the number of hours your children spend on it. Be sure you have computer security software with parental controls like those found in McAfee products.

step 2

WORK AS A TEAM
to set boundaries

Decide exactly what is okay and what is not okay with regard to:

- The kinds of web sites that are appropriate to visit
- The chat rooms and forums that are appropriate to participate in:
  - Use only monitored chat rooms
  - Make sure your children avoid ".alt" chat rooms, which focus on alternative topics that may be inappropriate for young people
- The kinds of things your children can discuss online and language that is considered inappropriate

step 3

TOGETHER, AGREE UPON
family pc rules

We recommend the following:

- Never log in with user names that reveal true identity or that are provocative
- Never reveal your passwords
- Never reveal phone numbers or addresses
- Never post information that reveals your identity
- Never post inappropriate photos or ones that my reveal your identity (for example: city or school names on shirts)
- Never share any information with strangers met online
- Never meet face-to-face with strangers met online
- Never open attachments from strangers

Once you have established the rules, make a poster listing them, and put it next to the computer.

step 4

SIGN AN AGREEMENT
for appropriate online behavior

Write up a agreement or use the one on the following page, so that there is a clear understanding among all family members on appropriate computer use and online behavior.

ONLINE SAFETY PLEDGE

Because using the computer and the Internet is a privilege I do not want to lose,

- I will surf, search, work, play and chat safely whenever I go online.
- I will follow all of the rules that we have agreed on.
- I will not reveal my real name, my phone number, my address, or my passwords with online "friends."
- I will never meet in person with people I met online.
- If I find myself in an online situation where I am unsafe or uncomfortable, I promise to let you (my parent/guardian/teacher) know so that you can assist me.
- I commit to this pledge and recognize that there are consequences to every decision I make.

Child's Signature _____

- As your parent/guardian/teacher, I promise to make myself available to you when you ask for assistance and will help you resolve any problems that may arise in any way that I can.

Parent/Guardian/Teacher Signature _____

step 5

INSTALL SECURITY SOFTWARE

Make sure you have robust security software that protects your computer against viruses, hackers, and spyware. It should also filter offensive content, pictures, and web sites. This software should be updated frequently, as new threats are emerging daily. Ideally, security that updates automatically—like McAfee's set-it-and-forget-it software—is the best choice.

step 6

USE PARENTAL CONTROLS

All the major security software providers offer parental controls. Be sure to enable them. If you are using freeware or software that doesn't have parental controls, consider purchasing software that does. Take time to learn how these controls work, and use options that filter and block inappropriate material. Of course, these tools have their limitations. Nothing can take the place of attentive and responsive parents who monitor their children when they are online.

step 7

REMIND FAMILY MEMBERS THAT
people met online are strangers

Everyone who goes online must understand this:

No matter how often you chat with online "friends," no matter how long you've been chatting, and no matter how well you think you know them, people you meet online are strangers. It is easy to lie and pretend you are someone else when you are online. Kids especially need to know that a new "friend" may really be a 40-year-old man rather than someone their own age.

Social networking web sites like www.MySpace.com and www.Facebook.com are an ideal way to meet new people online. Therefore, parents must visit these sites and check out their children's profile to ensure that inappropriate conversations are not taking place and that unacceptable photos are not being posted. Parents should monitor their children's instant messaging conversations to make sure they aren't being pursued by an online predator.

step 8

CREATE STRONG PASSWORDS

To create passwords that are difficult to crack, start by using at least 8 characters and then use a combination of letters, numbers, and symbols. Passwords should be changed periodically to reduce the likelihood of a particular password being compromised over time.

Techniques for strong passwords:

- Use a vanity license plate: “GR8way2B”
- Use several small words with punctuation marks: “betty,boop$car”
- Put punctuation in the middle of a word: “Roos%velt”
- Use an unusual way of contracting a word: “ppcrnbll”
- Use the first letter of each word in a phrase, with a random number: “hard to crack this password” = “htc5tp”
- Don’t share your passwords!

step 9

CHECK YOUR COMPUTER'S SECURITY SOFTWARE

Open whatever security software you are using and verify that your computer is protected by the following three core protections: anti-virus, anti-spyware, and a firewall.

These core protections should be augmented by anti-spam and safe search software like McAfee SiteAdvisor® that features anti-phishing protection and safety ratings. It is a very good idea for families to have a suite of protections on home PCs that also includes parental controls and identity theft prevention tools.

step 10

STAY INFORMED

The more you know, the safer you will be. Check out McAfee's Security Advice Center for easy-to-read computer and Internet security educational material at www.mcafee.com/advice.

The ABCs of Online Security
FOR KIDS

3–7 Years Old

KIDS

10

steps

A

Talking to young kids

When you talk to young children about Internet safety, do it with the computer turned off, so that you have their undivided attention. Start off by explaining that a computer is a tool and that the Internet is like a giant electronic library full of information.

Explain why it's important to be safe online because the computer can be an open door to your important personal information. Talk to them about how bad people can take control of your PC and break it, so that you have to buy a new one.

Explain to them why it's important not to share personal information with people online. Tell them not to use their real names and not to talk about where they live or what school they go to.

B

Create a special list of rules for computer use by young kids

The list should include:

- Do not download music or program files from web sites without parental permission
- Use only monitored chat rooms like Disney's Virtual Magic Kingdom, where an adult actually monitors the chat
- Never send out a picture of yourself without talking to your parents first
- Do not use bad language

- Do not visit adult web sites
- Share information only with people you know from the real world, such as classmates, friends, and family members
- Do not fill out online forms or surveys without a parent's help
- Use only special search engines for children like Ask for Kids and Yahoo! Kids

C

Use browsers and search engines especially designed for children

Make sure that your children are using browsers that do not display inappropriate words or images. Check that they come preloaded with safe web sites and preset word filters. All you need do is review and approve the default web sites and words.

The ABCs of Online Security
FOR TWEENS

8–12 Years Old

TWEENS

10

steps

A Talking to your tween-ager

Youngsters between the ages of eight and twelve are far more sophisticated than children in that age range used to be. The term "tween" was coined to accurately reflect this population of kids who are no longer considered "young" but are not yet teenagers. Understand that tweens are quite comfortable using a computer, having grown up with one at home and/or at school.

Before you speak to tweens, you need to make some decisions so that you can create boundaries surrounding their Internet use. In order to clearly communicate what the rules are, you need to first define them. To help keep your tween safe, you need to know the answers to the following questions:

- Is the computer in a public area of the home?
- What web sites are safe for your tween to visit?
- How long should their online sessions be?
- What can they do while they are online?
- Who are they allowed to interact with?
- If you are not going to monitor your tweens, when should they seek your help and approval?

Once you know the answers to the above questions, you can proceed with the talk. With the computer turned off, so that you have their undivided attention, you should explain to your tween-ager that a computer is a tool and that it's important to be safe online.

Be sure to cover the following points:

- Discuss viruses, spyware, and hackers
- Discuss how child predators like to lure kids into talking about themselves
- Explain why it's important to be safe online because the computer can be an open door to your important personal information
- Discuss how identity theft occurs
- Discuss the fact that you or a computer expert (if you're not one) can track every single thing that is done on your computer
- Talk about how criminals can take control of your PC and break it, so that you have to buy a new one

B

Ask for assistance if something upsetting occurs online

Stress to your tweens that they need to tell you if they receive any odd or upsetting messages while chatting and that you will not be angry with them or ban them from using the Internet as a result. Make it clear to the child that you understand that they cannot control what other people say to them and that they are not to blame if this happens.

Also, be sure that your tween is not being bullied or bullying other children online. When school children leave campus, they don't necessarily leave their classmates and their conflicts behind. Using computers, text pagers, and cell phones, students can be in touch with each other at all times and they may abuse this technology to pester, bully, and harm others.

C

How to block users and how to report problems

You can save sessions by copying and pasting the text message into a word processing program. Most chat programs allow you to block a user by right clicking on their name in your contact list and choosing the “Block” or “Ignore” feature. If your child has an online incident with the individual, send the copied log to the chat room moderator or administrator. You can find the contact information in the help or reporting section of the program.

The ABCs of Online Security
FOR TEENS

13–19 Years Old

TEENS

10

steps

A Talking to Your Teens

Just like you have to teach teenagers road safety before they drive a car, you also have to teach them about Internet safety before you let them surf the web unmonitored.

A major difference between hopping in a car and hopping on the Internet is that there are no real "rules of the road" on the Internet. This makes it both a very powerful and very dangerous vehicle. So, to avoid computer crashes or worse, you need to make the rules and enforce them. The goal here is to teach teens common sense to steer clear of online dangers.

Talk to your teenager about why it's important to be safe online. Be sure to cover the following points:

- Discuss viruses, spyware, and hackers and how they operate
- Discuss how predators like to lure vulnerable young people into talking about themselves
- Explain why it's important to be safe online because the computer can be an open door to all of your important personal information
- Discuss how identity theft occurs
- Discuss the fact that you or a computer expert (if you're not one) and can track every single thing that is done on your computer
- Talk about how criminals can take control of your PC and break it, so that you have to buy a new one

B Remind your teen that the people they meet online are strangers

No matter how often they chat with them and no matter how well they think they know them, people your teens meet online are strangers. People can lie about who they are, and your teenager's new "friend" may really be a 40-year-old man instead of someone their own age.

C Check your teen's profile on social networking sites

Make sure your teens are not posting too much information about themselves on MySpace.com or Facebook. Be sure that the photographs they post are not provocative. Remind them that they might draw interest from online predators, embarrass friends and family, disappoint a potential college admissions representative, or negatively influence a future employer.

The ABCs of Online Security
FOR NOVICES

Any Age

NOVICES

10

steps

Your spouse, your partner, your parents, your in-laws, or your grandparents may be new to using a computer and the Internet. They may not be as savvy as you think and could fall victim to online scams and cyber attacks. Therefore, they will need a little guidance from you. Your web safety discussion should include the following:

A

Viruses, spyware, and hackers

If you want definitions of these terms you can find them easily through online searches or the glossary at www.mcafee.com/advice.

B

Identity theft dangers and phishing

Phishing: criminals spoof a web site and email of a legitimate company, trying to steal passwords and credit card numbers. It may be a good idea to subscribe to a credit monitoring service. Be sure to check your credit card and banking statements frequently.

C

The importance of using caution when downloading “free” items

Remind your loved ones of the old axiom that everything comes with a price, even if it’s free! Also, warn them that if they download software, they may get adware and spyware along with it the application.

More Advice on PC and Internet Security

To learn more about online protection, visit the McAfee Security Advice Center at http://www.mcafee.com/advice.

About McAfee

McAfee, Inc., the leading dedicated security technology company, headquartered in Santa Clara, California, delivers proactive and proven solutions and services that secure systems and networks around the world. With its unmatched security expertise and commitment to innovation, McAfee® empowers home users, businesses, the public sector, and service providers with the ability to block attacks, prevent disruptions, and continuously track and improve their security.

http://www.mcafee.com