Protected access[1]

CHILD SAFETY ONLINE

Kitemark® for Child Safety Online

Safeguarding
children online

Home Office

Ofcom
OFFICE OF COMMUNICATIONS

raising standards worldwide[TM]

BSI

Background

Internet access and usage across the population has grown. At the same time the concept of the web as a vast encyclopaedia has changed as internet applications have become more sophisticated and interactive. Although this development is a positive one, users leading busy lives can struggle to keep up with the rate of change. In particular, there is concern that vulnerable members of society, such as children, do not always receive the assistance they need to control the content they access over the internet.

The Home Office Task Force on Child Protection on the Internet, is a partnership between government, industry, law enforcement agencies and children's charities. It aims to make the UK the best and safest place in the world for children to use the internet and help protect children the world over from abuse fuelled by criminal misuse of new technologies.

Following a meeting in February 2004, the Home Office Hi-Tech Crime Team and Ofcom sponsored the development of a standard and Kitemark scheme for Internet Service Providers and software products with the objective of protecting children from undesirable features of internet technology.

The Kitemark will help consumers to identify internet filtering software which has been tested to a high standard and which is both effective and easy to use. At the same time, it will serve to give parents confidence in such products, encourage product development among manufacturers and, most significantly, help to reduce the amount of harmful content seen by children.

Kitemark® benefits for software developers

- Proof that your product is of Kitemark quality

- Increased consumer confidence and trust in your product

- Demonstration of your commitment to quality and child safety

- Enhancement of brand image – **88%*** of UK adults believe a Kitemark shows a reputable company

- Licence to display the Kitemark logo on filtering products

- Competitive advantage through consumer choice of Kitemark products

- Access to wider markets and tenders

What is Kitemark® certification?

The Kitemark is the UK's oldest and most trusted product/service certification mark and is trusted by **93%** of the UK adult population*. Kitemark and the Kitemark symbol are registered trademarks of BSI and as such ONLY BSI can award Kitemark certification.

Based on a standard agreed by a wide range of representative viewpoints, a Kitemark scheme tests and audits a product or service to ensure that it not only meets the requirements detailed in the standard but that it does so consistently, safely and reliably. Because BSI is an independent organisation, it's certification offers a true mark of quality that consumers and business can rely on. With Kitemark products and services regularly audited the presence of a Kitemark symbol shows that the manufacturer is committed to producing and delivering quality, effective and reliable products as well **as taking child safety online seriously.**

What does the Child Safety Online Kitemark® cover?

The scheme covers internet access control products, services, tools or other systems. The integrity of the Kitemark allows for this level of control without compromising parent-child trust and will provide users with:

- Easy installation, configuration and use
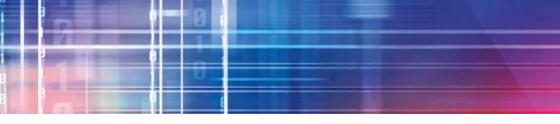- Effective filtering
- Essential features
- Easy updating of software
- Easy to understand instructions
- Consumer communications and support

All such products or services will be tested by BSI for their ability to block specified categories of websites based on their URL. These categories are:

- Adult (sexually explicit) content
- Violence (including weapons and bombs)
- Racist and hate material
- Illegal drug taking and the promotion of illegal drug use
- Criminal skills/activity
- Gambling

Maintaining the integrity and trust of the Kitemark is paramount to BSI. As such the laboratory testing will also check that the product or service:

- Does not unduly block access to suitable internet content
- Configuration settings are adequately protected so that the product or service cannot be disabled
- Security settings are not compromised by any tools provided by the hardware, operating system or browser
- Regain control procedure is effective should the security system fail, such as loss of password.

What will the Child Safety Online Kitemark® do for parents/carers?

By using a Kitemark certified product or service parents/carers will have confidence in the ability of the product or service to:

- Block inappropriate content
- Block communications via internet-based services that are inappropriate
- Prevent unauthorised users from changing or disabling the access control settings

- Provide an appropriate level of protection either through the use of default settings or configuration
- Keep the product updated within the terms of any licensing or subscription requirements

Parents/carers will also have confidence in their ability to:

- Uninstall or remove the product or service
- Obtain suitable system support should they encounter problems with implementing, maintaining or installing/removing the product or service
- Understand the accompanying product documentation

- Install and configure the product or service to an effective level of protection
- Gain access to user education materials providing information to enable them and their children to stay informed of the issues and risks of using the internet.

This is a certification scheme for internet website filtering software produced by software manufacturers. These products can be bought as stand alone products from computer stores or come as part of an operating system or ISP package. Either way, the software's performance, reliability, user-friendliness are tested to the scheme's criteria. Those that achieve the criteria are awarded a Kitemark licence.

As a filtering software manufacturer – why do I need a Kitemark®?

Quite simply, to protect your business. In future organisations may well specify Kitemark to compete in tenders for projects or funding. You could lose out if you don't have the Kitemark certification in place.

With parent's fears rising over the content of websites, the need for reassurance that a product will offer the protection it claims will be more and more important. Kitemark certification will give your customers that reassurance.

The Kitemark's integrity means that your customers will know they are getting a safer and more reliable product, that has been independently tested and will offer the most consistent level of protection currently available on the market. **93%**[*] of the UK adult population trust Kitemark products or services and **88%**[*] of them believe that a Kitemark shows that the product comes from a reputable company.

Apply now for your Child Safety Online Kitemark®

Call **+31 (0)20 346 078** now, email info.nl@bsigroup.com or visit: www.bsigroup.nl

Kitemark® Child Safety Online
Enquiry form

Name of Organisation: ....

Primary Address: ....

.... Postcode: .... Country: ....

Telephone: .... Fax: ....

Email: .... Website: ....

Do you trade under any other names?   Yes/No   If yes, name: ....

Is your organisation part of a larger organisation?   Yes/No   If yes, name: ....

Company registration number: .... VAT number: ....

Nominated Management Representative
responsible for all matters relating to the enquiry: ....

Deputy Management Representative authorised to
act in Nominated Management Representative's absence: ....

How many sites within the UK? .... Outside the UK? ....

How many product/licences are included in this application? ....

Name of product/licence: ....

No. of product/licences sold or in use per annum: ....

Name of product/licence: ....

No. of product/licences sold or in use per annum: ....

Name of product/licence: ....

No. of product/licences sold or in use per annum: ....

Name of product/licence: ....

No. of product/licences sold or in use per annum: ....

Operating system required for submitted product (please tick):   Which version?

☐ Windows   ....

☐ Apple Macintosh   ....

☐ Other (please state)   ....

Browser Compatibility (please tick):   Which version?

☐ MS Internet Explorer   ....

☐ Opera   ....

☐ Safari   ....

☐ Firefox   ....

☐ Others   ....

☐ All/Independent of browser   ....

Category of Product (please tick):   ☐ Type A   ☐ Type B
(Please see PAS 74 clause 4.2 for definitions)

Method(s) of Delivery to Consumer (please tick):

☐ Boxed product available from retailers   ☐ Software download (please state download file size): ....

☐ Provided as a value added access service
    with the following product/service   Name of product/service:..

Which media type will be submitted for testing? ....

Helpline telephone number for consumers (if applicable)**:** ....

Cost: .... Operating times: ....

Email address for consumer help (if applicable): ....

Website URL for consumers: ....

Website URL for consumer on-line help: ....

Method of operation of filter (this question is optional, the answer may help the test laboratory to carry out the test. Answers will be kept in strict confidence and the laboratory can sign a NDA if required) (please tick):

☐ Filtering software (algorithm or lookup list) held on consumer's computer

☐ Filtering carried out on remote server hosted by product supplier

☐ Filtering carried out on remote server hosted by third party supplier

☐ NDA required

How do consumers receive filter content updates?

☐ Downloaded to consumer's computer (please tick)

☐ Regularly (e.g. Daily or weekly as required) ☐ Monthly ☐ Updates not required

☐ Other (please state): ....

Filter content updates are carried out (please tick): ☐ Automatically ☐ Manually

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Method of payment for consumer (see PAS 74 for definition of Type A and Type B) (please tick):

Type A product

☐ One-off purchase price - no further subscription fee

☐ One-off purchase price followed by subscription: ☐ Annual ☐ Monthly ☐ Other

Type B product

☐ Service included in initial purchase price of main product - no additional subscription fee

☐ Service included as part of a main product which requires subscription (please tick as appropriate) ☐ Annual ☐ Monthly ☐ Other

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Signature: .... **Date:** ....

Name: .... **Position:** ....

Apply now for your Child Safety Online Kitemark®…

For more detailed information complete the attached enquiry form and fax back to **+31 (0)20 346 0780** or post to the address on the bottom of the form. Alternatively email your request to **info.nl@bsigroup.com** supplying all the information in the attached form and putting Child Safety Online in the subject bar, or apply online at **www.bsigroup.nl**

Serious about
online protection

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