

Watchdog International Ltd

Child On-line Protection in the Pacific Islands
Industry Involvement
September 2014



Presentation Overview

- Introduction
- The Industry
- Industry COP Initiatives
 - Protection
 - Education
 - Awareness
 - Help
- Recommendations for the Way Forward



Introduction – Peter Mancer

- Founder and Managing Director of Watchdog based in New Zealand
- Previously Board Chairman of child protection NGO ECPAT (NZ) Inc
- 34 years experience in the IT industry
- 19 years experience in the internet Industry
- 16 years experience in internet filtering
- Specialist in internet safety
- Father of teenagers



Introduction - Watchdog

- Specialist internet filtering organisation
- Founded in 1999
- Provides managed internet services to 1700 New Zealand schools under govt contract
- Internet service provider
- Watchdog International provides internet filtering solutions to ISPs and governments
- Values-based organisation – we care about children
- Have worked in NZ, Australia, Fiji, South Africa, Canada, UK, Ireland, Sweden, France, Philippines, Mauritius
- Vendor independent



1. The Industry

- Internet service providers
- Telecomms companies
- On-line service providers
 - Gaming environments
 - Social Networks
- Device manufacturers and distributors
- Web sites that children access
- Law enforcement
- Banks





July 2010

Filtering



6

Industry COP Initiatives

- Protection
- Education
- Awareness
- Help



2. Protection

- Using technology to help make the environment safer
 - Internet Filtering
 - Child Sexual Abuse content
 - Other content
 - Safe on-line virtual environments



Child Sexual Abuse (CSA) Content

- Web sites usually commercial ones with subscription
- Drive the demand for children to be abused
- 54% hosted in USA – most of the rest in Eastern Europe, CIS and Asia.
- If takedown is not possible then block
- A few thousand sites on URL list
- Illegal in most countries



ISP Filtering of CSA Content

- Blocking access to known web sites containing CSA
- Typical implementations involve:
 - Internet Service Providers
 - NGOs
 - Organisation providing the blacklist
 - Law enforcement



CSA Filtering Technologies

Technology	Security	Ease of Implementation	Effectiveness	Cost
DNS Poisoning	low	easy	low	Very low
Cleanfeed	high	complex	high	medium
Hybrid BGP and URL Filter	high	easy	high	low



CSA Filtering Implementations

- UK – voluntary BT Cleanfeed since 2004
- Scandinavia – voluntary, mainly DNS poisoning but some hybrid BGP
- Canada – voluntary modified Cleanfeed
- Switzerland – voluntary, DNS poisoning
- Italy – mandatory, DNS poisoning
- France & Germany – laws being passed
- New Zealand – voluntary with BGP
- Australia – voluntary, DNS poisoning
- Mauritius – mandatory, BGP
- Philippines – mandatory, no implementations yet



CSA URL Lists

- UK – Internet Watch Foundation (IWF) and Interpol
- Scandinavia – police in each country and Interpol list
- Mauritius – IWF and Interpol
- Canada – Cybertip.ca hotline
- Australia - Interpol
- New Zealand – DIA list from law enforcement



CSA Organisation Partnerships

- UK – Industry (ISPA), IWF, police, government (Home Office)
- Sweden – Industry, ECPAT (hotline NGO), police, government
- Canada – industry, RCMP, Cybertip.ca
- Australia – industry, AFP, Interpol
- New Zealand - industry, ECPAT (hotline NGO), government (DIA)
- Mauritius – Industry, government (ICTA), IWF, Interpol



Common Misconceptions About Filters

- They will slow the internet down
- They block unwanted sites
- They will log all of my activity
- They can be easily bypassed
- They don't work



CSA Filtering Statistics

- Mauritius 6 - 12,000 attempts per month
- New Zealand – average 28,000
- Australian Trial – 10,000 in a week
- SUNET Sweden 51,624 Attempts blocked during November 05 for 519 different sites - 6938 attempts to the most popular site
- ECPAT Sweden say up to 30,000 attempts per day are blocked
- BT say 35,000 per day in 2006
- NZ Trial blocked 1 Million requests over 2 years from less than 25% of connections



Parental Control Filtering

- Most effective at ISP level as the whole connection is filtered
- Blocking sites such as
 - Pornography
 - Extreme violence
 - Hacking
 - Suicide
 - Malware
- Value-added service that increases customer retention
- Settings on connection so parents can override



Filtering Technologies

- Very different from CSA filtering as we need millions of URLs in the black list
- Performance is crucial
- “Bypass filtering” is best way
- Proxy servers can affect performance – eg: China, Middle East



Parental Control Service

- Maxnet New Zealand Net Guardian
 - NZD \$5.00 and \$10.00 per month per user
- Telstra Australia On-line Security Parental Controls AUD \$9.95 per month

Parental controls

Keep your family safe online.

Parental Controls gives you peace of mind when your family is online. Allow appropriate content but restrict access to anything that isn't.

[> Find out more](#)



3. Education

- Education Authorities
 - Filtering services to schools
 - Watchdog – Ministry of Education
 - COP in school curriculum
 - Digital citizenship
 - Funding of NetSafe
- Educating the public
 - Industry co-operation with government and NGOs



4. Raising Awareness

- Public campaigns
 - Government/industry/NGO partnerships
 - National internet safety days
 - National campaign launches



5. Providing Help

- Hotlines
 - Public reporting of CSA content
 - INHOPE
 - Public reporting of COP issues
 - Help for children in trouble
- Industry
 - Funding and promotion of hotlines
 - Interfacing with their own customer support



INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES

INHOPE

Hotlines in 37 Countries around the world –
ACMA in Australia
Netsafe in New Zealand



Summary

- Protection
 - CSA Filtering
 - Parental Controls
- Education
 - Schools and the Public
- Awareness
 - Public campaigns
- Help
 - Hotlines



6. The Way Forward

- CSA Filtering
 - NGO/Government to drive the project
 - Industry consultation
 - List provider – law enforcement/IWF?
- ISP Parental Controls
 - Industry association?
 - One ISP/Telco to take the lead
- Hotline
 - Local NGO – language etc
- Above projects combined with education and awareness campaigns



