



www.yahoo.com

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### **Yahooligans**

Launched in January 1996, Yahooligans is a mini version of Yahoo! providing a safe area for kids, and a resource for parents and teachers. All websites and content listed in the Yahooligans directory have been reviewed by a trained staff of surfers comprised of former teachers and librarians.

### **Online Safety Information**

Yahoo! online resource centers, including family.yahoo.com and security.yahoo.com, focus on safe surfing for kids, interacting online with strangers, parental controls, and filtering tools. Yahooligans includes interactive online safety information specifically designed for kids and young teens provided by the National Center for Missing and Exploited Children's NetSMART program. There is promotion of online security sites such as wiresafety.org and the FTC's OnGuard Online on the Yahoo! network. In addition, we have partnered with GetNetwise to provide parents with online safety information. Yahoo! also does community-based safety education with the Sunnyvale Police Department in schools near Yahoo!'s headquarters.

### **Ratings/Filtering/Monitoring**

The Yahoo! network is labeled with Internet Content Rating Association (ICRA) labels. In addition, Yahoo! has incorporated filtering and privacy options into its products, including Instant Messaging (IM), Message Boards, and Search. "Family Accounts" provides parents with safety information during the registration process for children under 13 and allows parents to manage their child's account. Yahoo!, in conjunction with our access partners AT&T and Verizon, provides parents with parental control software.

### **Law Enforcement**

Yahoo! partners closely with law enforcement on investigations to protect children. We have a team in place to handle emergencies 24 hours a day, every day. We provide training materials about the Yahoo! network for law enforcement and regularly participate in law enforcement training events sponsored by Internet Crimes Against Children (ICAC) task forces, the American Prosecutor's Research Institute, and the National Association of Attorneys General. Yahoo! also provides sponsorship for local and national ICAC Conferences and Crimes Against Children Conferences. We are a member of the newly launched Financial Coalition Against Child Porn.

### **National Center for Missing and Exploited Children (NCMEC) Support**

Yahoo! is an active partner with NCMEC on child pornography reporting. We provide geo-targeted Amber Alerts on the Yahoo! network. Since 2002, we have sponsored the Annual Hope Awards and Congressional Breakfast. We also have provided NCMEC with free banner and search marketing advertising to help drive traffic to the NCMEC site and promote awareness of NCMEC safety content.

### **Ikeepsafe.org**

Yahoo! is a "Gold Medal" financial sponsor of ikeepsafe.org. We also provide sponsorship of the DARE internet safety and the "Train the Trainers" events for DARE officers.