Press Contacts:
Mara Ritti
National Cyber Security Alliance
415-975-2277
mara.ritti@porternovelli.com

THE NATIONAL CYBER SECURITY ALLIANCE LAUNCHES NATIONAL AWARENESS CAMPAIGN TO KEEP KIDS PROTECTED ONLINE

"Help Keep Kids Connected and Protected"

WASHINGTON, DC – May 4, 2006 – The National Cyber Security Alliance (NCSA), today announced the beginning of a national awareness campaign titled, "*Help Keep Kids Connected and Protected*" to educate teachers and parents about safe online practices for teens using social networking sites or online communities. NCSA is a public-private alliance of companies, associations and government agencies dedicated to cyber security awareness and education for home users, small businesses, and the education community.

Today's hippest meeting place for over 65 million young people are online social networking sites. According to a survey conducted by i-SAFE, 75% of students feel safe while online, and 51% trust those who he/she chats with. While the number of registered members and online activity continues to increase on these sites, teachers and parents are still lacking the basic awareness and knowledge of this new social meeting place and how to communicate with their teens about being responsible and safe when creating profiles, blogging, using Instant Messenger, or socializing online.

"Millions of teens use social networking sites to interact with their peers, but they are unaware of the threats these sites can pose," said Ron Teixeira, executive director of the NCSA. "This collaborative national effort is focused on encouraging teachers and parents to talk to their teens about safe online practices."

Through a collaborative effort with several education, government and cyber security and safety organizations, the NCSA has created a "how-to" guide (http://staysafeonline.org/connectedandprotected.html), called "An Educator, Parent and Guardian's Guide: *How to Teach Young People Safe Online Practices*." This guide provides tailored tips and guidelines for educators and parents to use to keep teens safe while socializing online. Key highlights from the guide include:

Social networking and safe online practices that teachers or parents can communicate to their students and teens:

- **Protect Privacy:** Keep personal information personal.
- **Minimize Negative Publicity:** Posting inappropriate photos can lead to damaged reputations and unwanted attention from others.
- **Don't Talk to Strangers:** Teach students to be careful about adding strangers to IM Buddy or friend lists—people are not always who they say they are.

Security and safety tips that parents can use at home:

- **Supervise Computer Use:** Keep the computer in an open area, be aware of other computers and other devices children may be using outside of the home and consider installing software to control where children go online.
- **Keep the Lines of Communication Open:** Use the Internet with your child and familiarize yourself with their activities online.
- **Be a Technical Geek:** Secure the family computer by regularly updating the operating system and installing a firewall, and up-to-date anti-virus and anti-spyware software.

Participating organizations for this national awareness campaign include:
AOL; BlogSafety.com; Business Software Alliance; CA, Inc.; Carnegie Mellon; Cisco, Inc.; Consortium for School Networking (CoSN); Cyber Security Industry Alliance; Department of Homeland Security; Educational Technology Outreach, University of Maryland; EDUCAUSE/Internet2 Computer & Network Security Task Force; Enough is Enough; Internet Keep Safe Coalition; i-SAFE Inc.; Maryland State Department of Education; McAfee, Inc.; Multi-State ISAC; National School Boards Association's Technology Leadership Network; Symantec Corporation; The CyberSmart! Education Co.; The Socrates Institute; and WebWiseKids.

About the National Cyber Security Alliance

A not-for-profit 501(c)(3) organization, the National Cyber Security Alliance (NCSA) is a central clearinghouse for cyber security awareness and education for home users, small businesses, and the education community. A public-private partnership, NCSA sponsors include the Department of Homeland Security, Federal Trade Commission, and many private-sector corporations and organizations. For more information on safe cyber security practices, visit www.staysafeonline.org.