



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **The Government Chooses Local Technology to Protect Australian Kids on the Web**

The Australian Government has chosen ContentKeeper Web as the first endorsed Web content filtering solution for ISP's to protect our children from inappropriate content of the World Wide Web.

Following the latest release of the Internet Industry Association's guide for 'Responsible Australian Internet Business Practice' a new 'ladybird' trustmark has been created that can be displayed by companies that have proven they adhere to the IIA's requirements. The initiative, endorsed by the Australian Government, aims to improve the standards for ethical practices within the internet industry, for the protections of Australian users.

ContentKeeper Technologies, a local Canberra Internet security solution provider has produced the first internet content filter to meet the requirements of the IIA, after undergoing months of rigorous testing for criteria including; effectiveness and ease of use and installation. The web content filter should now be provided by all compliant ISP's displaying the 'ladybird' trustmark and will allow for greater security of the internet in the home.

Internet Industry Association chief executive Peter Coroneos welcomed ContentKeeper's accreditation 'The new IIA scheme is an important part of protecting families online', by providing better security, Web content filters will enable parents to maintain better protection of their child whilst they are online.

## **About ContentKeeper Web**

ContentKeeper Web provides revolutionary technology that allows it's users to Monitor, Manage, Control and Secure access to the Internet and enforce the Acceptable Usage policies developed by the user themselves.

Closed Loop Collaborative Filtering™ is ContentKeeper Technologies exclusive closed circuit system designed to collect, analyse, categorise, edit and distribute web site URL's worldwide. It is this unique technology that provides the basis for our award winning product. With additional features such as the ease of implementation, ease of use, with simple point and click policy maintenance and multiple report format options ContentKeeper Web will maintain our position as a leader in innovation in the Internet security industry.

ContentKeeper is supplied as an appliance device, and is designed to fit easily and transparently into all network environments, including ISPs. The design of ContentKeeper's standalone system removes filtering load from the proxy server or firewall, increasing speed, reliability and security, and eliminating latency from the network. ContentKeeper Web is completely scalable and has the flexibility to suit all systems, in large and small organisations in all sectors.

ContentKeeper Technologies has a range of Internet security products available in addition to ContentKeeper Web. Please visit our website for more information [www.contentkeeper.com](http://www.contentkeeper.com).