

# Safe surfing

In association with the Home Office

FOUR  
ESSENTIAL  
PAGES TO  
KEEP YOUR  
KIDS SAFE



## Parents are the key to safety on the internet

says **BILL GATES**

CHAIRMAN AND CHIEF SOFTWARE ARCHITECT, MICROSOFT CORPORATION

BY opening up an exciting new world of information and ideas, the internet is greatly expanding our children's horizons.

But while it offers endless possibilities for learning, entertainment and communication, it can also expose young people to dangerous situations and inappropriate content.

Technology companies have a key role to play in building tools that give parents and teachers control over what children see and do online.

For example, they have already made great strides by working together to classify websites in a similar way to films or computer games and blocking undesirable content.

We also recognise the need to work closely with government, law-enforcement agencies and local police forces to defeat online criminals.

Microsoft and MSN are proud to work alongside the Virtual Global Taskforce, which brings together police teams worldwide to track down and prosecute online criminals.

### Education

While this work is vital, we believe the best way to keep children safe is through education — both at home and at school. The recent Microsoft-backed "Getting To Know IT All" campaign, developed with Childnet and the police, provided internet-safety resources to 4.7million children in 6,000 secondary schools across the UK. We aim to help parents and children stay safe at home with our website [www.msn.co.uk/youngpeoplesafeonline](http://www.msn.co.uk/youngpeoplesafeonline).

Microsoft and MSN strongly support The Sun and Home Office campaign.

*We wish it every success in its bid to provide information and advice that helps educate parents on the dangers of the Internet, while reassuring them about its amazing benefits and potential.*

**'I strongly support the new Home Office and Sun campaign'**

FOR FURTHER INTERNET SAFETY INFORMATION AND ADVICE FOR BOTH YOU AND YOUR CHILD VISIT [www.internetsafetyzone.com](http://www.internetsafetyzone.com)