ZyalinGroup®

Creators of **ikydz**

The Current Position and Our Solution to the Internet Safety Situation in Ireland

Dublin based Zyalin Group, is Europe's leading Internet control company and the creators of iKydz. **We are the experts in internet safety.** Providing parents with Wi-Fi and mobile Internet controls to manage their children's Internet access.

We work with telco network operators around Europe and the Middle-East. Our software can identify all devices to deliver parental Internet control and security suites to their customers. **A unique feature.**

The Internet and Our Children

The Internet is here to stay and with it comes great possibilities and opportunities, but also great dangers for our children.

There are 3 principal parties involved in providing access to the Internet for our children. The Internet Service Provider [ISP], who provides access to the Internet. The parent, who pays for the service and who cares and worries. And, of course, the child who accesses the Internet with youthful enthusiasm, wonder and curiosity and who also must be given the freedom to learn, develop and grow.

The Internet is where our children play, learn, develop and interact today. This must be encouraged as the internet can deliver boundless possibilities for them. But we are facing serious problems in how we, as a society, protect our children in a very adult online world.

"States now need to get involved in putting in appropriate levels of regulation to ensure that we can protect vulnerable people and in particular children"
–Simon Coveney, Tanaiste

ZyalinGroup®

The Problem

No one owns the Internet, and so it cannot be regulated. The infrastructure is shared across providers so regulation cannot be imposed commercially or geographically. The Internet is key to the global marketplace and cannot be structurally changed. Like the deepest oceans, much of the Internet is unknown.

Legislation

- Legislating takes a long time; the internet moves much faster – by the time regulators have enacted legislation, the Internet may have moved beyond it.
- Legislation is limited – for example, the UK's age verification system is deferred, it has serious flaws, and it will deal poorly with only one issue (no access to "regulated" porn sites). What about other issues like the amount of time children spend online?

Fractured Solutions for Parents

- Parents are totally confused because Internet security is being sold wrapped in fear of the unknown.
- There are partial solutions, but to what problem? Does the solution fix the complete problem or just one component on a single device type?
- Access to the Internet is gained on different devices using different operating systems and different networks – most current parental control solutions cannot solve this problem.
- Children are usually more tech savvy than parents and will push the boundaries of Internet usage and experimentation.

The main problem is that no one is managing the gate to the Internet or how each device opens that gate.

"While the web has created opportunity, given marginalized groups a voice and made our daily lives easier, it has also created opportunity for scammers, given a voice to those who spread hatred and made all kinds of crime easier to commit,"

- Tim Berners-Lee, inventor of the World Wide Web

The Solution

As a society we need to act quickly, or else this generation and future generations of children will continue to be exposed to an adult online world. What impact will this have on our society in the future?

The Solution is simple, quick and currently available:

- Internet Services Providers (ISPs) must provide comprehensive Internet access control systems for every customer, giving those customers the ability to apply appropriate controls to specific devices across any network, WIFI or mobile.
- Parents are given the tools to easily monitor and control their children's online behaviour. Blocking adult content or social media access is a push of a button, limiting online time is simple.
- There will be pushback, with ISPs saying that this cannot be done. It can be done. It is being done and Zyalin Group are providing this service in other jurisdictions.
- The State must develop an education programme in schools to help children manage and negotiate the online world. Civics for the Internet.

What can legislators do?

- Require that ISPs provide a proper Internet control system for their customers, both parents and children. Such a service is available and currently operational with ISPs in the Middle East. The Zyalin Group service sits outside their network but delivers the security via their network.
- Require that retailers do not sell internet enabled devices to children under 16 without parental consent. We don't sell alcohol or tobacco to u18s, so why can we not apply some controls over the sale of mobile phones or the Internet to children?

Any Device
Everyone is in the playground

Parental Controller App
The entrance is a simple gate that is closed when you enter

Schedules
Parent watching over the child, telling them when it's time to go home

Content Filtering
Basic courtesy around the playground

Social Media Management
Meeting with children in a natural way

Safe Internet Access
The playground is fenced off and outsiders can't get in

Zyalin technology is the fence around the playground and the gateway to a safe play area

The Internet Playground: Safe Internet Access

In a playground, we have slides, swings, see saws, climbing frames and all manner of challenges that deliver enjoyment and intrigue to our children. However in our playgrounds we have safety features and soft surfaces to avoid them getting injured, enclosed fencing to stop them from running out on to a road and parental supervision. Now we need to provide those safety features for the Internet playground.

ZyalinGroup®

ZyalinGroup®

Would someone like to talk to us?

- Society has an immediate problem with children's access and use of the Internet.

- There is a simple, available solution to this universal problem.

- Our Middle-East partners are employing the solution, today.

As a country, we were the first to apply the smoking ban, to levy the use of plastic bags and the first to legalise same-sex marriage. Let's be the next country to provide proper safety for the Internet Playground.
The Zyalin Group are ready, are you?

Contact us today on +353 1 612 0560 | actnow@zyalin.com