



Cable Puts You in Control: PointSmart.ClickSafe.

Cable's Online Safety Code of Conduct

We, the members of the **National Cable & Telecommunications Association (NCTA)**, pledge to help parents, families, customers and consumers create a better, safer online media environment and foster a better understanding and working knowledge of the digital media landscape. We will:

- Offer **parental controls or filters** to help families manage online content and help customers block content that they may determine is unsuitable for their use.

We are offering or will offer complimentary screening/blocking programs with our high-speed Internet service to empower families to make decisions about what forms of content are appropriate for their lives.

Where applicable, we are providing or will provide links or contact information for sites and services that offer additional assistance or types of controls.

- Offer various **educational resources** for parents, children, and other consumers.

We are providing or will provide clearly displayed links, buttons or phone numbers for parental/child assistance.

Where possible, we are offering or will offer "how-to" guides to help users enable online blocking and filtering technology.

We will distribute public service information and sponsor other parental/consumer education in efforts to promote awareness.

Where possible, we will provide programming and content focusing on Internet safety and literacy issues.

We are offering or will offer easily-accessible resources promoting a better understanding of digital media and will sponsor community- and school-based meetings to highlight Internet literacy.

We currently provide or will provide clearly worded acceptable-use policies that make clear what responsibilities rest with our customers.

- Participate through Cable in the Classroom in **partnerships** with school-based and community-based education groups to ensure that information on Internet safety and literacy is available to teachers, parents and caregivers.
- In conformity with all legal requirements, **cooperate with law enforcement officials** to help them prevent, police and prosecute potential criminal activity online. On our websites, we will offer links to organizations to enable users to report potential abuse.