



*a initiative from*



**Media contact:**  
**Marc Labelle**  
General Manager,  
Corporate Communications  
Telephone : 514 380-4458  
Cellular : 514 512-4458

## Fact sheet

---

### Overview of *Vigilance on the Net* project

#### Background

- ◆ The news provides frequent reminders of how the Internet can be used for unsavoury purposes instead of worthy ends such as education and opening a window on the world.
- ◆ To limit the spread of online ills such as pedophilia, invasion of privacy, bullying and extreme behaviour, while respecting freedom of expression, citizens, technology providers, Internet service providers (ISPs), government and police must work together. Videotron recognizes that as an ISP it has a responsibility in this effort.
- ◆ Videotron's *Vigilance on the Net* program is designed to educate Québec parents and teens about the dangers of the Internet and to provide them with tools and advice on how to protect themselves.
- ◆ The *Vigilance on the Net* program was launched in spring 2007 with a survey that showed differences in perception between Québec teens and their parents when it comes to what teens aged 12 and 17 do on the Internet. The survey results suggest that while parents are generally well aware of their teens' online habits, they underestimate some practices that could place their kids in danger. The survey also shows that better control and communication helps curb risky behaviour.

### Three components of *Vigilance on the Net*

- ◆ The *Vigilance on the Net* campaign has three components:
  - Creation of a comprehensive **website** on the subject, including
    - information on the risks of Internet use;
    - information on strategies used by unsavoury individuals to make contact with kids online or obtain personal information;
    - recent statistics on Internet risks and online safety;
    - practical advice on how to use the Internet safely;
    - resources and links to organizations that can help parents and kids who are experiencing Internet-related problems and need further assistance: specialists, testimonials, discussion forums, etc.;
    - Internet Use Agreement for parents and their children;
  - free to all Videotron customers who request it: **new parental control software** featuring
    - support for multiple user accounts for users of different ages;
    - content blocking by category (sex, violence, crime, drugs, etc.);
    - blocking of specific sites;
    - browsing controls using scheduling, prohibitions and history logs;
  - large-scale **awareness-raising campaign** in the fall directly targeted at teens aged 12 to 17 across Québec.