

SUBMISSION No. 51

device connections



Submission to the Joint Committee on Cyber -Safety

June 2010

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Summary

Device Connections Pty Ltd is the exclusive distributor of a product called My Mobile Watchdog in Australia and New Zealand. My Mobile Watchdog (MMWD) is sophisticated safety technology for parents to monitor their child's mobile phone activities. My Mobile Watchdog provides parents with visibility to:

- **Text Messages (SMS)** sent and received along with their full content
- **Photo's** sent and received along with their full content
- **Emails** sent and received along with their full content
- **Log of calls** made and received including time and duration

MMWD works in a way that when a suspicious or unauthorised person tries to call, text, or email a child, the communication is routed through the My Mobile Watchdog Data Centre. Notifications/alerts are subsequently sent to all persons nominated and established from the parents web account.

The technology was established to help parents educate and manage their child's safety and was driven by two major cyber safety issues currently challenging parents which are 'sexting' and cyber bullying:

Sexting Defined

Sexting is the process whereby children/teenagers distribute naked, semi-naked or provocative pictures of themselves to others using their mobile phone.

Cyber bullying Defined

Cyber bullying is a form of bullying which is carried out via an electronic medium such as mobile phone SMS/MMS, email, chat room, discussion group, online social networking, instant messaging or web pages.

How does My Mobile Watchdog help?

My Mobile Watchdog retains a copy of the image/video/SMS/MMS which has been sent or received from the phone being monitored. Parents are also able to use the alert notification feature to advise a picture has been sent to or received from an unauthorised number or view the image via the secure website account. Parents have access to the mobile phone numbers the image/video/SMS/MMS have been sent too or received from. Parents subsequently have the option to discuss the image/video/SMS/MMS and the behaviour directly with their child in an educating, mentoring and coaching capacity. Device Connections, through parental trials, have identified the MMWD technology provides parents a platform and an avenue to be able to communicate and discuss issues such as sexting and cyber bully with their children, thus allowing education around these social issues to occur.

Device Connections Pty Ltd is providing input into the Joint Committee on Cyber-Safety seeking government support specifically relating to the following:

1. Continuing to create awareness within the parliamentary cyber safety initiatives as to the applicability of mobile phone monitoring solutions to support parents and children in addressing cyber safety. MMWD is currently the only monitoring technology available in the market place and can offer a technological solution to parents

2. Providing telecommunications carriers with a clear direction this type of monitoring technology is required to form one option as part of the governments overall cyber safety initiatives
3. Undertaking specific research with educational institutions as to the impact of this technology on cyber safety and on family relationships
4. The potential deployment of the MMWD product within the law enforcement environment to ascertain the benefits of MMWD technology with identifying and apprehending criminals

The specific benefits to the government include:

1. Displaying a clear leadership position on cyber safety by providing parents with a practical option and solution to manage cyber safety today
2. Any research conducted will provide objective and substantiated information regarding perceptions pertaining to mobile phone monitoring as well as the impact of monitoring technology on the child, family interactions, education and overall cyber safety initiatives. It is anticipated research conducted will support and drive future educational programs as a result of understanding how technological solutions such as My Mobile Watchdog manage cyber bullying within the family context
3. Identifying technologies which can be used to assist law enforcement with the identification and apprehension of criminals (as has been the experience in America)
4. Provide potential employment opportunities, as it is expected MMWD will expand reflecting parents demand and therefore, the growth of this type of monitoring product and other potential products in this emerging industry

Prior to launching the product in Australia, Device Connections held discussions with the Australian Privacy Commission relating to the product's applicability under the *Privacy Act 1988* and the Australian Attorney Generals Department relating to the products applicability under the *Telecommunications (Inception and Access) Act 1979*.

The Attorney General's Department has provided a written response advising the product does not involve inception of a communication in its passage over a telecommunications system.

The Australian Privacy Commission has authorised its use within Australia.

Terms of Reference

The Terms of Reference for the Joint Select Committee on Cyber-Safety are addressed with the specific relevance of MMWD provided against each Term.

Terms of Reference Criteria	MMWD Relevance
<p>The online environment in which Australian children currently engage, including key physical points of access (schools, libraries, internet cafes, homes, mobiles) and stakeholders controlling or able to influence that engagement (governments, parents, teachers, traders, internet service providers, content service providers)</p>	<p>Research commissioned by Acision (<i>1000 Australian families interviewed</i>) reveals a market need for tools to curb unwanted & inappropriate mobile messages:</p> <ul style="list-style-type: none"> • Over 80 per cent of parents want more control over their children’s mobile messaging • 14 per cent of children under ten own a mobile phone • 40 per cent of parents are discouraged from providing their children with a mobile phone, largely due to concerns about their children receiving messages from inappropriate people, or their children exchanging messages that were unsuitable <p>The 2007-2008 AMCA Communications Report revealed the following Mobile Ownerships statistics:</p> <ul style="list-style-type: none"> • Aged 15-17 years, 99% of girls and 80% of boys owned their own mobiles • Ages 12-14 years, 81% of girls and 70% of boys owned their own mobiles • Ages 8-11 years, 22% of girls and 15% of boys owned their own mobiles <p>The growth of SMS messaging between children as their preferred communication method; accessibility to the internet from mobile phones has changed how parents communicate with their children and how children communicate with each other. This new communication landscape has changed how children bully each other and created new social behaviours such as “sexting”. The global reach of the internet and the interconnectivity of mobile phones with the internet provide a powerful global medium for children to harass each other.</p>

Terms of Reference Criteria	MMWD Relevance
<p>The nature, prevalence, implications of and level of risk associated with cyber-safety threats, such as:</p> <ul style="list-style-type: none"> • abuse of children online (cyber-bullying, cyber-stalking and sexual grooming); • exposure to illegal and inappropriate content; • inappropriate social and health behaviours in an online environment (e.g. technology addiction, online promotion of anorexia, drug usage, underage drinking and smoking); • identity theft; and • breaches of privacy 	<p>The growth of SMS as the preferred form of peer to peer communication has indirectly created an underground social structure between children and has resulted in the majority of communication being hidden from parents and/or guardians.</p> <p>A summary of the key risk factors</p> <ul style="list-style-type: none"> • Children on average send approximately 500 SMS messages per month, one in four will receive a bullying message (Campbell, M., 2008. <i>Cyber bullying: An old problem in a new guise</i>) • One in seven will receive some form of sexual solicitation (<i>YISS Internet Safety Survey 2005 NCMEC</i>). • Generation Next reports 69% of teenagers have engaged in 'sexting' their girlfriends or boyfriends <p>American Law Enforcement Agencies experience when using MMWD in their investigations indicates sexual predators are quick to transition children away from the family computer and on to their mobile phone. Major reasons include:</p> <ul style="list-style-type: none"> • Child has the phone with them all the time • Access to the child is not monitored via the child's mobile phone • Predators can talk with the child all the time enhancing 'grooming' opportunities <p>MMWD has assisted Law Enforcement Agencies in the US with the initial ninety day trial of the product capturing in excess of 40 paedophiles. Refer Appendix A</p>
<p>Australian and international responses to current cyber-safety threats (education, filtering, regulation, enforcement) their effectiveness and costs to stakeholders, including business</p>	<p>MMWD is operational in the United States, Australia, New Zealand and South Africa.</p> <p>MMWD is not limited by geographical boundaries and will work as long as the user has mobile phone coverage.</p> <p>The Law Enforcement module of MMWD is already operational in many countries and provides law enforcement agencies with the technology to capture all relevant cross country communication.</p>

Terms of Reference Criteria	MMWD Relevance
<p>Opportunities for cooperation across Australian stakeholders and with international stakeholders in dealing with cyber-safety issues</p>	<p>As above</p>
<p>Examining the need to ensure that the opportunities presented by, and economic benefits of, new technologies are maximised</p>	<p>The continued adoption by families to provide their children with mobile phones and mobile phone manufacturers providing functionally rich mobiles will only enhance the need for development of technology to protect our children from the current social risks and issues in owning a mobile.</p> <p>Technologies such as MMWD (currently the only non-spyware mobile monitoring solution available in Australia) will need to emerge in conjunction with education programs to maximise their benefits to the broader community.</p>
<p>Ways to support schools to change their culture to reduce the incidence and harmful effects of cyber-bullying including by:</p> <ul style="list-style-type: none"> • increasing awareness of cyber-safety good practice; • encouraging schools to work with the broader school community, especially parents, to develop consistent, whole school approaches; and • analysing best practice approaches to training and professional development programs and resources that are available to enable school staff to effectively respond to cyber-bullying; 	<p>MMWD provides parents and educators with visibility into the communication stream of children who own and use a mobile phone regularly. It is this visibility which will:</p> <ul style="list-style-type: none"> • Provide schools, parents and the broader community with the intelligence to develop community frameworks for managing cyber-safety • Provide a whole of school approach to managing cyber safety • Allow training and professional development approaches to be developed to maximise their impact on managing cyber safety • Provide school staff with the knowledge and training to effectively deal with and respond to cyber bullying
<p>Analysing information on achieving and continuing world's best practice safeguards</p>	<p>It is proposed research is conducted with educational institutions as to the impact of monitoring technologies such as MMWD on cyber safety and associated impacts on the child and family relationships.</p> <p>The research conducted will provide objective and substantiated information regarding perceptions pertaining to mobile phone monitoring as well as the impact of monitoring technology on the child, family interactions, education and overall cyber safety initiatives. It is anticipated the desired research will support</p>

Terms of Reference Criteria	MMWD Relevance
	<p>and drive future educational programs as a result of understanding how technological solutions such as My Mobile Watchdog manage cyber bullying within the family context.</p> <p>Device Connections focus is to provide practical and accessible options to support parents and children with cyber safety and to promote the use of monitoring technology as part of the education process for young people around cyber safety.</p>
<p>The merit of establishing an Online Ombudsman to investigate, advocate and act on cyber-safety issues</p>	<p>Device Connections is supportive of a co-ordinate national program in managing cyber-safety but has no specific comment relating to the appointment of a cyber-safety Ombudsman.</p>
<p>Such other matters relating to cyber-safety referred by the Minister for Broadband, Communications and the Digital Economy or either House.</p>	<p>In order for monitoring services such as MMWD to be available to all concerned parents its important the nation's telecommunications carriers are supportive and adopt monitoring technologies.</p>

Situation Analysis

Industry Analysis – Mobile Phones

Mobile phones are here to stay. Australia's cellular penetration rate has passed 'natural saturation' indicating anyone that can have a mobile phone has one. "By exceeding 'natural saturation', the industry is entering a new phase of competition characterised by market maturity, forcing carriers to reposition and further differentiate themselves," (Warren Chaisatien, Mobile & Wireless Research Manager for IDC Australia).

The 3G launches by Australia's major wireless network operators has reinvigorated and renewed interest not seen since the transition from analogue to digital mobile communications more than a decade ago. Following, the saturation levels reached in mobile ownership for adults has driven mobile phone carriers, retailers and manufacturers to identify and build product for the emerging and technology savvy market of "tweens" (children aged 8-16 years).

The use of mobile phone technology within the "tween market" is currently experiencing significant growth. The estimated size of this tween market is 2.8 million and the use of mobile phones is expected to double within the next two years. The recent ACMA Communications Report 2007-2008 found the following key statistics (the research sampled 751 Australian families and 1,003 young people aged eight to 17 years):

- Australian family households with young people aged eight to 17 were generally technology rich. Most families had three or more televisions and three or more mobile phones. Almost every household had a computer, DVD player and access to the internet
- Parents reported just over half of children (54%) had their own mobile phone
- Mobile ownership
 - Aged 15-17 years, 99% of girls and 80% of boys owned their own mobiles
 - Ages 12-14 years, 81% of girls and 70% of boys owned their own mobiles
 - Ages 8-11 years, 22% of girls and 15% of boys owned their own mobiles
- Usage Profile
 - Girls spent an average of 23 minutes per day on mobiles
 - (7 minutes talking, 14 minutes texting, 1 minute TV and 1 minute other)
 - Boys spend an average of 13 minutes per day on mobiles
 - (4 minutes talking and 9 minutes texting)

A global study conducted by research firm Habbo across thirty-one countries and 58,480 children in October and November 2007 identified the following:

- 88% of teenagers in the Habbo survey regularly communicate via **SMS**
- 76% of teenagers in the Habbo survey use the internet to **Instant Message** friends; though 72% hold active email accounts, email is generally reserved by teenagers more for non-personal needs such as school or work, or correspondence with family members
- 71% of teenagers in the Habbo survey use their mobiles as a portable **mp3** player, up from 38% in the 2006 Habbo survey
- 70% of teenagers in the Habbo survey take **photos and videos from their mobile phones**, up from 11% in the 2006
- 64% of teenagers in the Habbo survey play **games**, up from 51% in 2006

These statistics confirm mobile phone technology is becoming the epicentre of changing children’s habits involving digital media.

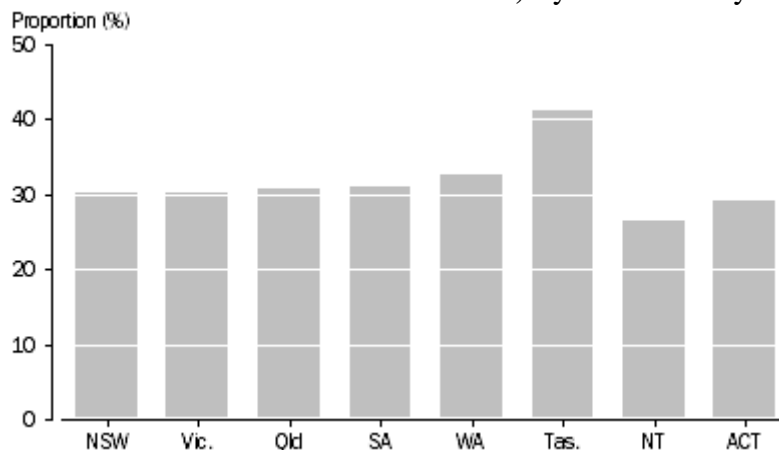
Mobile Phone Ownership

(Extracted from ABS catalogue file)

In 2009, the Australian Bureau of Statistics (ABS) collected data on children's mobile phone ownership for the first time. ABS estimated that 31% (841,400) of children had a mobile phone at the time of interview. A higher proportion of girls had a mobile phone (33%) compared with boys (29%). Older children were most likely to have a mobile phone (76% for 12 to 14 year olds), while amongst the youngest group (5 to 8 year olds) only 2% of children had a mobile phone. (Table 19)

Tasmania had the highest proportion of children with a mobile phone (41%), while in the Northern Territory 27% of children had mobile phones. There was no difference between the proportion of children who had a mobile phone by their location (living in a state capital city or outside of a state capital city (including Northern Territory and Australian Capital Territory)). Mobile phone ownership was 33% for children living in outer regional areas, 31% for children living in major cities and 30% for children living in inner regional areas. Mobile phone ownership also varied by family type, with children in one-parent families more likely to have a mobile phone (38%) than those in couple families (29%). (Table 19)

MOBILE PHONE OWNERSHIP, By state/territory



More children used their mobile phone more for contacting family (60%) than for contacting friends (36%). The proportion of children using their mobile phone more for contacting family varied with age, with 95% of 5 to 8 year olds using it for this purpose compared to 52% of 12 to 14 year olds. Only 4% of children had used their mobile phone to access the Internet in the 12 months prior to interview

Source: Australian Bureau of Statistics

Parental Challenges

Parents are generally not aware of the type of communication and more importantly who their children are communicating with and talking too. The evolution of social networking sites such as Facebook; the growth of SMS messaging between children as their preferred communication method; accessibility to the internet from mobile phones has changed how parents communicate with their children and how children communicate with each other. This new communication landscape has changed how children bully each other and created new social behaviours such as “sexting”. The global reach of the internet and the interconnectivity of mobile phones with the internet provide a powerful global medium for children to harass each other.

The challenges of mobile technology can be summarised into four key categories for parents:

1. Supervision
2. Cyber Bullying
3. Sexual Predators
4. Parental blinders (parents not aware of their child’s online experimentation) e.g. Sexting

Children’s Concerns

The annual report provided by Kids Helpline (2007) identifies the following key issues concerning children at various age groups:

Age Bracket	Female	Male
Five - Nine	<ol style="list-style-type: none"> 1. Family relationships 2. Bullying 3. Relationships with friends and peers 4. Emotional and/or behavioural management 5. Child abuse 	<ol style="list-style-type: none"> 1. Family relationships 2. Bullying 3. Emotional and/or behavioural management 4. Child abuse 5. Relationships with friends and peers
Ten - Fourteen	<ol style="list-style-type: none"> 1. Family relationships 2. Relationships with friends and peers 3. Emotional and/or behavioural management 4. Bullying 5. Child abuse 	<ol style="list-style-type: none"> 1. Family relationships 2. Bullying 3. Emotional and/or behavioural management 4. Child abuse 5. Relationships with friends or peers
Fifteen to Eighteen	<ol style="list-style-type: none"> 1. Family relationships 2. Emotional and/or behavioural management 3. Mental health issues 4. Partner relationships 5. Relationships with friends and peers 	<ol style="list-style-type: none"> 1. Partner relationships 2. Family relationships 3. Relationships with friends and peers 4. Emotional and/or behavioural management 5. Homelessness

Source: Kids HelpLine 2007 Overview – Issues concerning children and young people

Other Key Statistics

- Generation Next (Public Seminar Group on Children & Teenagers) reported 69% of teenagers have engaged in 'sexting' their girlfriends or boyfriends
- A recent survey of girls by the *Department of Education, Science and Training* (year) found 57% had been defamed online, but most were reluctant to tell parents or teachers about it
- A report by *The Australia Institute* in 2007 found 61 per cent of child mobile phone owners demand the latest technology and features on their handsets. Children as young as six reported having their own mobile phone
- According to research by Christian Downie and Kate Glazebrook, cited in a 2007 report by *The Australia Institute*, mobile phone manufacturers are increasingly devoting special attention to the "tween" market – or children aged between six and 13
- 1 in 7 kids (YISS Internet Safety Survey 2005 NCMEC) who receive a sexual solicitation online receive a requests to:
 - Engage in sexual activity
 - Engage in sexual talk
 - Give out personal sexual info
 - 4% are asked to meet somewhere, called, sent mail, money or a gift
- 64% of children seek help from friends rather than parents
- One in four children from Years 4 to 9 say they are bullied at least every few weeks

Product Overview – My Mobile Watchdog

What is My Mobile Watchdog

My Mobile Watchdog (MMWD) is mobile phone technology supporting parents in protecting their children by allowing parents to monitor their child’s mobile phone activities.

MMWD monitoring technology allows parents to gain visibility to:

- **Test Messages (SMS)** sent and received along with their full content
- **Photo’s** sent and received along with their full content
- **Emails** sent and received along with their full content
- **Log of calls** made and received including time and duration

In addition to monitoring activity, the product offers parents an interactive calendar and task management capabilities to assist in managing their families’ commitments.

Product Features

My Mobile Watchdog is designed to be easy for parent to use and has a simple-to-navigate web site making it easy to set up, manage and maintain the child's My Mobile Watchdog account. As MMWD technology is internet based, parents can access My Mobile Watchdog at any time just by going to the nearest web-enabled computer. The following table provides a content overview of the MMWD website:

My Mobile Watchdog Home Page	The technology-friendly home page is the parents starting point from which parents will create their children's My Mobile Watchdog accounts
Parental Notification Controls	The parental controls page makes it easy for parents to establish parental notifications. Parents set up email/text message addresses where they want alerts sent. Parents can turn the notification function on or off using the simple Activate/Deactivate button. Parents can also add, edit and update email and text message addresses to the MMWD monitoring list
Authorised Mobile Phone Contact List	The contact list is the core of My Mobile Watchdog technology. It allows parents to interact and communicate with their son’s or daughter’s to create a master contact list of authorised people for their mobile phone. Only parents have access to the website to add or make changes. Contact from unauthorised people results in alerts being forwarded to parents
Activity Calendar	My Mobile Watchdog provides a daily calendar where parents can schedule and record their child’s appointments and daily tasks (for example) with appointments/tasks being transmitted to the child’s mobile phone making it easy for them to manage their activities.
Alerts and Logs	Another core feature of My Mobile Watchdog is ‘alerting’ parents when ‘unauthorised’ people try to call, email or text message their child. These ‘unauthorised’ activities are logged, allowing parents to view, assess and take action on questionable contacts. Alerts are forwarded via e-mail and/or SMS depending on the parents preference

Support, Administration and Documentation

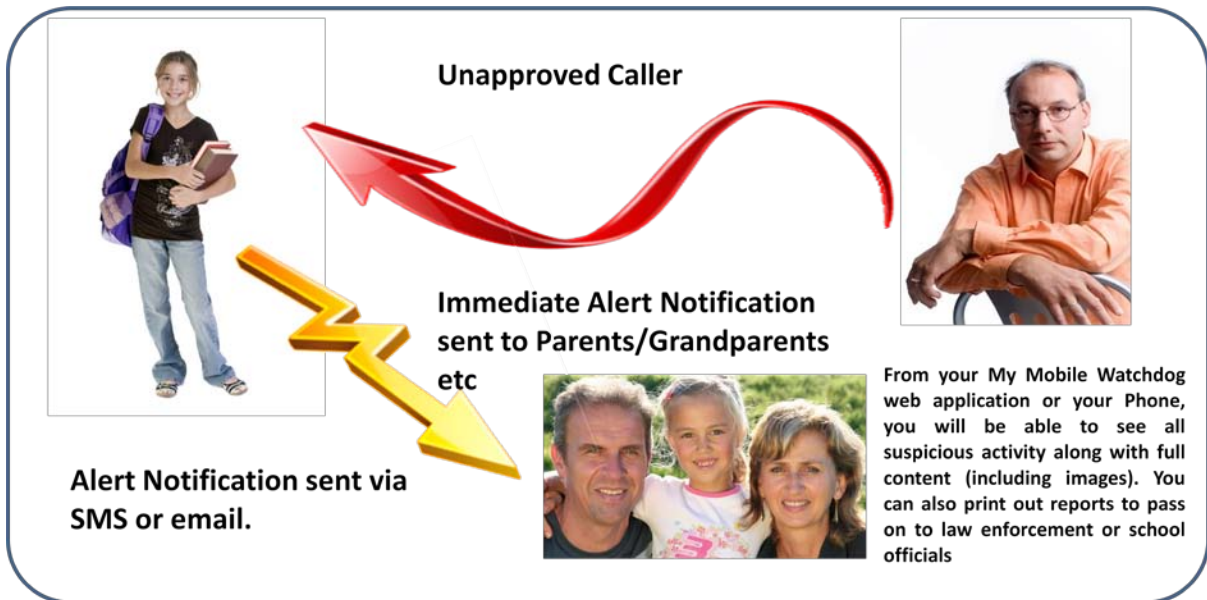
Parents are provided with easy-to-use information making it easy to learn, manage and use My Mobile Watchdog. Parents can:

- Take interactive audio/video tutorials
- Access product manuals and documentation
- Report any problems
- Access and update account and security information

How Does it Work

When a suspicious or unauthorised person tries to call, text, or email a child, the communication is routed through the My Mobile Watchdog Data Centre. Notifications/alerts are subsequently sent to all persons nominated and established from the parents web account.

The diagram below provides a graphical representation of how the product works:

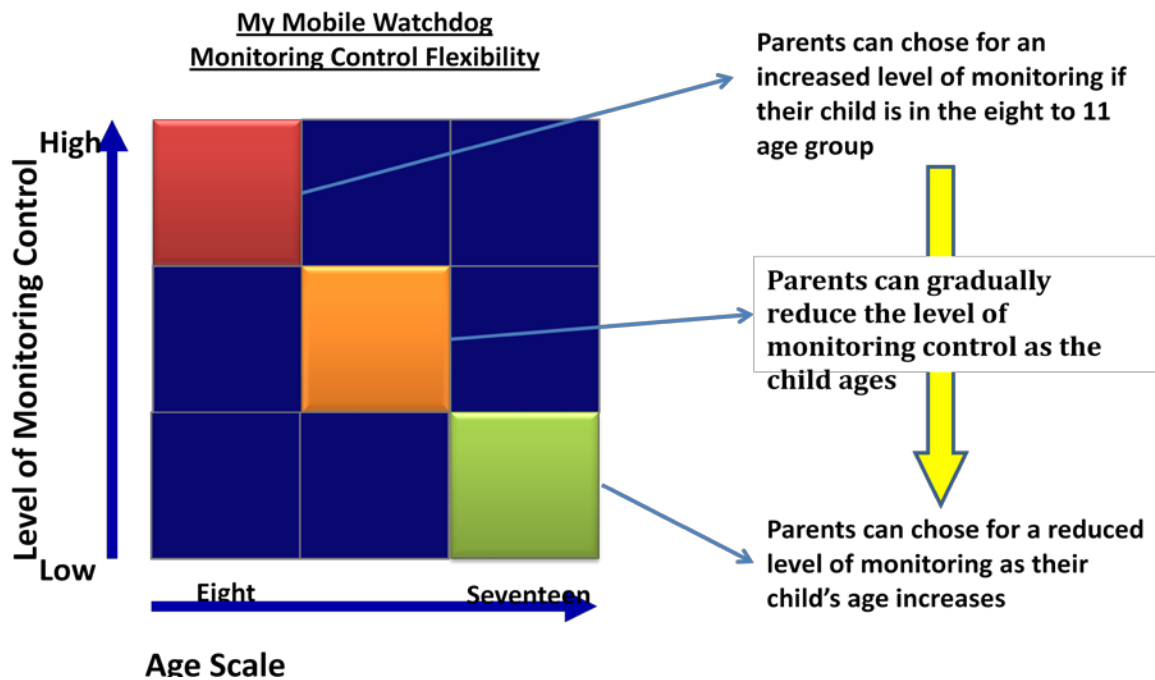


Examples of the alerts generated to parents are outlined in the table below:

<p>----- SMS ----- From: +61488000706 Sent: Oct 16, 2009 3:08 PM Subject: Parental Alert! Parental Alert! Unauthorised SMS: To: 0407580906 Body: Test message for radar for monday</p>	<p>----- SMS ----- From: +61488000706 Sent: Oct 16, 2009 3:06 PM Subject: Parental Alert! Parental Alert! Unauthorised phone call: To: 33495879 Duration: 0</p>
<p>----- SMS ----- From: +61488000706 Sent: Oct 16, 2009 3:08 PM Subject: Parental Alert! Parental Alert! Unauthorised SMS: From: 61407580906 Body: Got it</p>	<p>7/14/2009 8:17 AM Outgoing MMS Matched Contacts: Geoff Sondergeld To: 0448951199 Subject: IMG00061-20090714-0815.jpg Attachments: IMG00061-20090714-0815.jpg Note:</p>

Parental Flexibility

Another key feature of MMWD is it provides parents with flexible monitoring solutions in accordance with their child age and/or maturity levels as described below:



Application in Current Social Issues

There are two major social issues currently challenging parents which are 'sexting' and cyber bullying.

Sexting Defined

Sexting is the process whereby children/teenagers distribute naked, semi-naked or provocative pictures of themselves to others using their mobile phone.

Cyber bullying Defined

Cyber bullying is a form of bullying which is carried out via an electronic medium such as mobile phone SMS/MMS, email, chat room, discussion group, online social networking, instant messaging or web pages.

How does My Mobile Watchdog help?

My Mobile Watchdog retains a copy of the image/video/SMS/MMS which has been sent or received from the phone being monitored. Parents are able to use the alert notification feature to advise a picture has been sent to or received from an unauthorised number or view the image via the secure website account. Parents have access to the mobile phone numbers the image/video/SMS/MMS have been sent too or received from. Parents subsequently have the option to discuss the image/video/SMS/MMS and the behaviour directly with their child in an educating, mentoring and coaching capacity. Device Connections, through parental trials, have identified the MMWD technology provides parents a platform and an avenue to be able to communicate and discuss issues such as sexting and cyber bully with their children thus allowing education around these social issues to occur.

My Mobile Watchdog is currently the only solution available today to support and enable parents with monitoring, detecting and managing their child's mobile phone usage to identify and address the impacts associated with sexting, cyber bullying and other serious issues.

Frequently Asked Questions

- **Is this product Spyware?**
*My Mobile Watchdog is **NOT** Spyware. Spyware is hidden software used to monitor someone without their knowledge. Spyware can be used maliciously and therefore Device Connections do not advocate its use. My Mobile Watchdog notifies the user (child) they are being monitored every 24 hours, making it impossible for MMWD technology to be applied to a person's mobile phone without their knowledge.*
- **Are all approved and unapproved activity monitored?**
All activity on the phone is monitored and a copy retained for viewing via the My Mobile Watchdog internet account. Alert notifications are only sent for unapproved activity.
- **How does it impact parent/child communication?**
Parental evidence and feedback from parental trials and other parts of the world indicate positive impact on communication and parent/child relationships. Both parties are aware communication is being monitored and hence creating an open platform for parent/child communication on issues.
- **Is your child safe when they have installed My Mobile Watchdog?**
The product is a tool in the parental tool kit. It is not a complete solution to Cyber Safety. Parents still need to educate their children in good cyber safety practices. The technology does not provide a substitute for parenting; it provides parents with immediate notification if their child is contacted by an unknown person and allows them to make a parental intervention and associated education.
- **If my child is bullied or contacted by a suspicious person they will tell me?**
In general most young people are reluctant to seek help or advice from their parents as they are worried that their parents will restrict or remove their access to technologies. My Mobile Watchdog is non-intrusive technology providing an opportunity for parents to reduce the child's fear of losing their technology access.

Regulatory Compliance

Privacy Commission

Device Connections Pty Ltd has received two formal letters from the Office of the Privacy Commissioner requesting information in relation to the MMWD technology and its application under the *Privacy Act 1988*.

The Privacy Commissioner has sought to understand the following specific information in relation to the My Mobile Watchdog technology:

1. A description of how My Mobile Watchdog Works
2. Device Connections considerations to its obligations under the Act
3. How Device Connections proposes to identify individuals when contact is made to a child whose mobile phone is monitored by My Mobile Watchdog.
4. Security measure in relation to the protection of personal information
5. An overview of the Device Connections Privacy Policy

Device Connections lodged its response to the Privacy Commissioner on the 27th July 2009 and received formal notification of its compliance from the Commission.

Attorney Generals Department

Device Connections contacted the Office of the Attorneys General's Department to seek clarification on the introduction of My Mobile Watchdog in Australia and with particular reference to the *Telecommunications (Inception and Access) Act 1979*.

A range of technical information was provided to the Office of the Attorney Generals Departments including a technical discussion with the creators of the product from the USA eAgency Inc.

The written response from the Office of the Attorney Generals Department concluded, based on their investigation, the MMWD product does not involve interception of a communication in its passage over a telecommunications system.

Documented evidence of the Departments response can be provided upon request.

Law Enforcement Application

The law enforcement component of the MMWD product provides Police with the ability to manage and utilise the MMWD product capabilities. Specific areas where the product is currently being used within law enforcement relate to Child Protection and Pornography investigations. However, the core technology can be used to enable new avenues of *detection, prevention* and *prosecution* particularly within areas such as:

- Intelligence Gathering
- Domestic Violence
- Vice & narcotics
- Surveillance
- Confidential Informant
- Cooperating Witness
- Stalking
- Internet Crimes Against Children (ICAC)
- Forensic Trails of Evidence

Current international law enforcement agencies using or trialling the product include:

- Denver Police Dept
- Colorado Springs Police Dept
- Orange County Sheriff's Dept
- Orange County SAFE Team
- Los Angeles Police Dept
- Oakland Police Dept
- ICAC Task Forces (California & Colorado)
- Jefferson County Colorado District Attorney's Office

The product is currently being actively used within law enforcement agencies and these agencies have captured and prosecuted in excess of 100 sexual predators since March 2008:

Refer to Appendix A for letter confirming the use and success of MMWD in US Law Enforcement Agencies.

Feedback from Parents Using the Service

MMWD is commercially available to families today within Australia since launching February 2010. Prior to our launch Device Connections Pty Ltd conducted parental trials of the product with a range of families with children between the ages of 8 - 16 years. The trials operated in excess of eight months with feedback from parents being extremely positive. The trials were conducted with the approval of both the parents and the child.

Parents of 12 year old girl:

"It's a great peace of mind. Our daughter now encourages us to meet her friends and their family so we can approve her new contacts. This has been a great benefit which we had not anticipated..."

Parents of 14 year old boy:

"My Mobile Watchdog has been great we have not had so many things to talk about with our son. One benefit has been allowing us to educate and coach him in his decision making. For example, he broke up with his girlfriend and the language he used was inappropriate, we were able to use My Mobile Watchdog to sit down with him and educate him on doing this in a more appropriate manner..."

All parents have indicated they are willing to speak about the trials and specific benefits and challenges they have received from using the product

Research and Education

Device Connections is committed to ensuring technology such as My Mobile Watchdog operates in unison with the government's overall cyber safety plan. Device Connections proposes the Joint Select Committee on Cyber-Safety recommend specific research is conducted with educational institutions as to the impact of this technology on cyber safety and associated impacts on the child and family relationships.

The research conducted will provide objective and substantiated information regarding perceptions pertaining to mobile phone monitoring as well as the impact of monitoring technology on the child, family interactions, education and overall cyber safety initiatives. It is anticipated the desired research will support and drive future educational programs as a result of understanding how technological solutions such as My Mobile Watchdog manage cyber bullying within the family context.

Device Connections focus is to provide practical and accessible options to support parents and children with cyber safety and to promote the use of monitoring technology as part of the education process for young people around cyber safety.

Recommendations

Device Connections Pty Ltd recommends the following for the Joint Committee on Cyber-Safety:

1. Continuing to create awareness within the parliamentary cyber safety initiatives as to the applicability of mobile phone monitoring solutions such as My Mobile Watchdog (MMWD) to support parents and children in addressing cyber safety. MMWD is currently the only mobile phone monitoring technology available in the market place and can offer a practical and technological solution to parents
2. Providing telecommunications carriers with a clear direction this type of mobile phone monitoring technology is required to form one option as part of the governments overall cyber safety initiatives
3. Undertaking specific research with educational institutions as to the impact of this mobile phone monitoring technology on cyber safety and on family relationships
4. The potential deployment of the MMWD product within the law enforcement environment to ascertain the benefits of MMWD technology with identifying and apprehending criminals

The specific benefits to government include:

1. Displaying a clear leadership position on cyber safety by providing parents with a practical option and solution to manage cyber safety today
2. Any research conducted will provide objective and substantiated information regarding perceptions pertaining to mobile phone monitoring as well as the impact of monitoring technology on the child, family interactions, education and overall cyber safety initiatives. It is anticipated research conducted will support and drive future educational programs as a result of understanding how technological solutions such as My Mobile Watchdog manage cyber bullying within the family context
3. Identifying technologies, like MMWD which can be used to assist law enforcement with the identification and apprehension of criminals (as has been the experience in America)
4. Provide potential employment opportunities as it is expected MMWD will reflect parents demand for this type of monitoring and therefore, the growth of this type of monitoring product and other potential products in this emerging industry

APPENDIX A – Law Enforcement Letter

Office of the District Attorney
Jefferson and Gilpin Counties

Scott W. Storey First Judicial
District Attorney



RADAR – “MY MOBILE WATCHDOG”

I am Sr. Investigator Mike Harris with the Jefferson County District Attorney’s Office in Colorado. I am the Supervisor of the Child Sex Offender Internet Investigations Unit. I have 29 years of law enforcement experience and have been investigating child sex crimes since 1991.

In 1996, Investigator Cassandra Harris and I began investigating adults who use the Internet to seek out children for sex. We were the first in Colorado and one of the first in the United States to conduct these types of investigations. We have made over 260 arrests of adults using the Internet to seek out our children.

We have strived to be innovative and keep up with the ever changing technology and trends.

Recently I have seen more adults initially using the Internet to make contact with children, but then moving to cell phones and text messaging to continue the communications with the child. These adults know that it is more difficult to get caught by using text messaging. Children generally are not Online 24 hours a day. Children with cell phones carry those phones everywhere with them. This makes it very easy for a predator to have unlimited access to our children. It also means it is harder for us parents to check on our children and ensure they are safe and not making mistakes with the use of their cell phones.

Computers are usually left behind and there is software or programs which we can routinely check what our children do on computers.

Predators are smart and we need to be smarter and utilize technology against these individuals. Until recently it was difficult to investigate individuals who used cell phones and text messaging. It was hard to preserve the text messages for evidence until I found a program called **RADAR - “My Mobile Watchdog.”** I found that RADAR was a first of its kind designed to help parents monitor and keep their children safer while using their cell phone. I learned that RADAR captured all text messages, pictures and phone numbers used by the cell phone. It not only captured but preserved all this activity and generated a report.