



**MIND**  
WHAT YOU DO  
**ONLINE**  
FOR  
*Kids*





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## Crime Preventing Goes Online

Hi, kids. McGruff the Crime Dog here. I know from preventing crime on the streets and in neighborhoods that you need to be smarter than the crooks. Lately, I've been doing some detective work and it seems bullies, thieves, and strangers have found a new place to start trouble — the Internet. Join me in helping to prevent this kind of trouble. Let's start today!

**McGruff the Crime Dog®**



# Internet Safety

The Internet can be a lot of fun for playing games and doing schoolwork. But sometimes people use the Internet to commit **cybercrimes**.

Cybercrime often involves stealing information, money, goods, and identities. Sometimes cybercriminals use the Internet to prey on children. I'm here to teach you about cybercriminals and how you can stay safe. Together we can take a bite out of cybercrime!



Never Tell Your Password To Anyone Except Your Parents

## Passwords

Your computer has a lot of information in it – some of which may be personal. The best way to stop cybercriminals from getting your information is by **protecting** your computer.

You can **password**-protect your computer by using one of the many antivirus and firewall programs that have a login screen where you have to put in a password before using the computer. If you choose a password, you should make it something you can remember. There are many ways to pick a good, memorable yet hard to guess, password. For example, you could take a sentence and make an acronym. "I chose a Secure Password to protect myself" is a way to create a password like "IcaSP2pm".

Cybercriminal



# Social Networking Sites

Some websites ask you to post personal information before you are able to talk with other people online. These are called **social networking sites**. These sites can be fun to talk with friends, look at pictures, and play games.

If you do have a personal web page on one of these sites, make sure it's set to "private" so only your friends can see it.



Sending someone your picture or giving out your name or address can be just as dangerous as giving it to a stranger at the park! If anyone you don't know asks you for your personal information, you should tell an adult immediately. And don't send anything before you do.





To Stay Safe, Talk  
ONLY To People  
You Already Know

Cyber Predators



## Cyber Predators

If you use social networking sites, chat rooms, or other sites where you can talk with other people online, be aware that **cyber predators** – or adults who are pretending to be kids – might try to contact you. To stay safe, only talk to people that you already know. If someone says anything that makes you uncomfortable, tell a trusted adult.

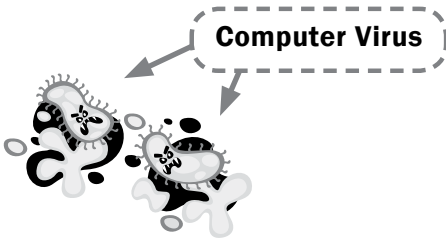




# Crimeware

Browsing the Internet and visiting different sites is fun and educational. But **ALWAYS** think twice before you click on a link. Most of the time they're safe, but sometimes they can end up giving your computer a virus.

Just like we can catch viruses that make us sick, so can our computers. Dangerous links and websites that cause these viruses are called **crimeware**.



*That's Right,  
A Computer Can  
Catch A Virus Too!*

## Here are some types of crimeware:



**Adware** often causes your computer to display annoying popup ads and can slow it down.

**Spyware** is software often saved on your computer without your knowledge that monitors the sites you visit.





## Other Threats

Having your own email account can be a great way to stay in touch with friends and family you may not see often. But your online mailbox may get filled quickly with **spam** or unwanted emails. If you don't know the sender's email address, you shouldn't open the email because it could be from a stranger trying to start trouble.

For example, **phishing** is when someone makes a fake website that asks for your personal information so they can steal it. Or the email might be designed to look like it came from a well-known website. Sometimes the email will ask you to update your personal information and threaten to cancel your account if you don't.

A cybercriminal might send you an email pretending to know you along with a link to a phishing website.



When a cybercriminal uses someone else's personal information to steal from them, it's called **identity theft**.

If you come across an email like this, tell an adult that you trust. And **NEVER** give out your personal information to strangers.

*Just Think  
Twice Before  
you Click!*

# Programs To Protect Yourself Online

Now that you know about some of the dangers on the Internet, here's the good news! There are a lot of great software programs that can be installed on your computer to stop these problems before they occur.



Here's a list of programs you can install with your parents' permission and what they do:

**Anti-virus** – blocks viruses from entering your computer

**Anti-spam** – prevents spam from being sent to your email address

**Anti-spyware** – prevents spyware from being saved on your computer

**Firewall** – filters online traffic and only allows safe messages to be sent and received



# McGruff's 10 TIPS FOR KIDS To Stay Safe Online

- 1.** When choosing a password, make sure it includes letters and numbers. This makes it harder for someone to guess.
- 2.** Avoid free screensavers, smiley faces, and other free downloads unless you absolutely know the download is safe.
- 3.** Use privacy settings on social networking sites to avoid having strangers see your profiles. Have a parent or adult you trust check your profile to make sure they're okay with what you've posted (even if only your friends can see it).
- 4.** Ask your parents to install anti-virus, anti-spyware, anti-spam and personal firewall software.
- 5.** Ask your parents if the installed software is up-to-date.
- 6.** Ask your parents to help you find websites that are safe, fun, and kid friendly.
- 7.** Avoid clicking on downloads from unfamiliar emails and websites.
- 8.** If you come across an email or IM from someone you don't know, don't respond. Tell an adult about the message.
- 9.** When using a browser such as Google or Yahoo, be careful what key words you type in. Avoid curse words; they may lead to risky sites.
- 10.** Never give out personal information or send pictures to strangers or strange websites.

If your computer has security software installed and you follow my tips, you can enjoy all the games, music, knowledge, and fun the Internet has to offer.



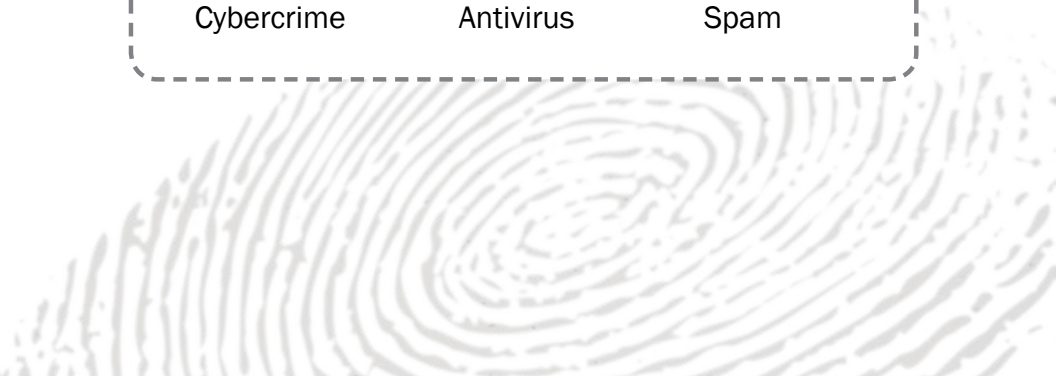
Thanks for learning about online safety with me. If we all do our part, we can keep the “cyber streets” safe... just like our neighborhoods! Help us take a bite out of cybercrime!

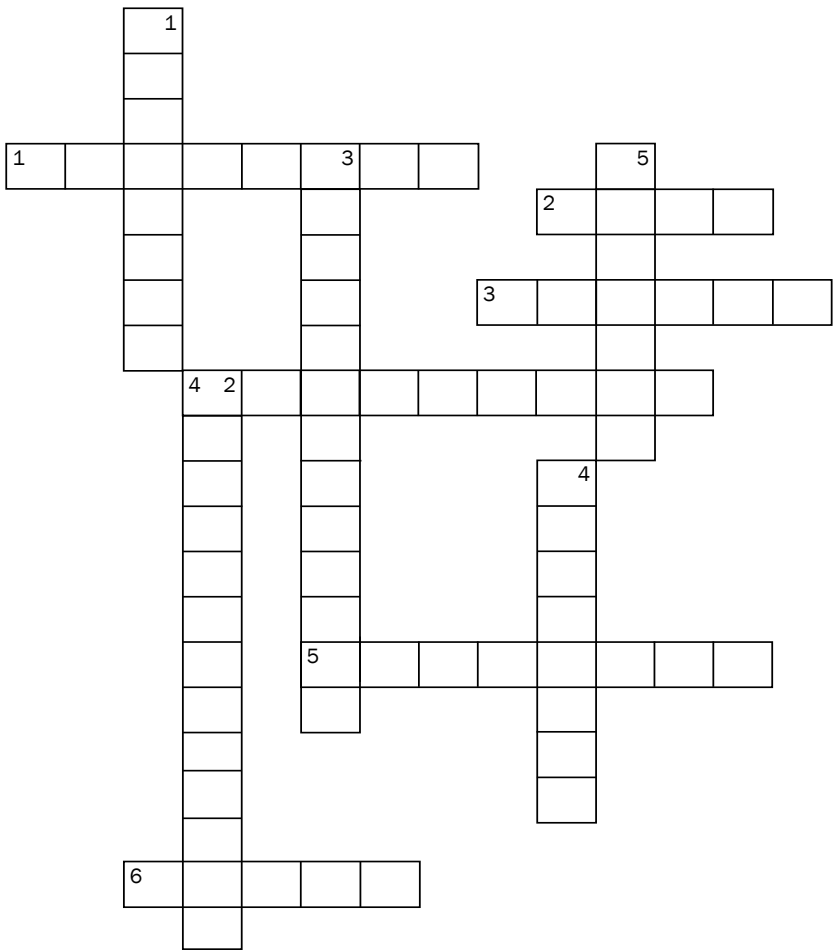


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T	P	O	S	A	V	I	R	U	S
Q	M	F	R	P	N	M	K	D	U
S	P	Y	W	A	R	E	L	J	M
H	L	K	A	S	G	O	A	O	S
O	P	H	I	S	H	I	N	G	I
F	Z	X	H	W	A	X	T	Y	P
I	O	V	E	O	F	B	I	Z	U
R	L	N	P	R	I	I	V	P	Q
E	Q	X	E	D	P	S	I	X	N
W	J	S	X	U	D	W	R	H	U
A	G	M	P	C	Q	F	U	T	Z
L	B	O	S	A	L	R	S	N	O
L	P	S	T	L	M	W	U	H	A
C	Y	B	E	R	C	R	I	M	E

Spyware	Password	Virus
Firewall	Popup	Phishing
Cybercrime	Antivirus	Spam





**ACROSS**

1. A fake website that asks for personal information
2. Unwanted emails
3. A form of crimeware that is usually disguised as a pop-up ad
4. A link or website that causes viruses or other threats
5. Software program that filters online traffic
6. Ads that automatically appear on a computer screen

**DOWN**

1. A software program that prevents viruses
2. Online strangers who are looking to cause trouble
3. When someone pretends to be you by using your personal information
4. A secret word
5. A type of crimeware that is usually used to monitor the user's online activity

# Glossary

**Anti-virus** – A software program that prevents viruses.

**Anti-spam** – A software program that prevents spam.

**Anti-spyware** - A software program that prevents spyware.

**Adware** – A type of crimeware that is usually disguised as pop-up ads and can infect a computer with a virus.

**Crimeware** – Dangerous links and websites that cause viruses or other threats.

**Cybercrime** – Criminal acts that occur on the Internet.

**Cyber Predator** – A stranger online who is looking to cause trouble.

**Firewall** – A software program that filters online traffic and screens programs to be run or saved, alerts the user to dangers, and blocks computer hazards from infecting the computer.

**Identity Theft** – When someone pretends to be you by using your personal information in order to steal from you or cheat you.

**Password** – A secret word used to log onto a computer or website.

**Phishing** – A fake website that asks for your personal information; crooks use them to steal from people.

**Pop-up** – A type of advertisement that appears automatically on a computer screen after logging on to the Internet.

**Social Networking Sites** - A website designed to help people meet others by posting pictures and personal information.

**Spam** – Unwanted emails that may be harmful to a computer.

**Spyware** – A type of crimeware installed on a computer without your knowledge, which is then used to monitor your online activity.



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## ABOUT “TAKE A BITE OUT OF CYBERCRIME”



[www.bytecrime.org](http://www.bytecrime.org)

McGruff the Crime Dog®, the National Crime Prevention Council (NCPC), the Forum to Advance the Mobile Experience (FAME), and the Chief Marketing Officer Council (CMO Council) have joined together to “Take A Bite Out Of Cybercrime.” The campaign is empowering and rallying millions of computer and digital device users in the battle against the continually growing plague of computer viruses, worms, spam, spyware, phishing, identity theft, and online predators.

### Sponsors



**The National Crime Prevention Council** is one of America’s most powerful forces for citizen mobilization. Prior to the 1980s, most people didn’t believe that they had any useful role to play in preventing crime; they thought it was exclusively up to law enforcement to protect them. A quarter of a century later, thanks to NCPC and McGruff the Crime Dog®, that has changed—and for the good of all. Now people everywhere understand that preventing crime is their business!

Founded in 1982, NCPC promptly became the nation’s focal point for crime prevention, undertaking efforts that, by 2005, had helped America achieve its lowest crime rate in more than 30 years. During NCPC’s first 25 years, hundreds of millions of Americans learned from McGruff that they could “Take A Bite Out Of Crime®” and make themselves, their families, their workplaces, and their neighborhoods safer and better places to live. Studies in 1999 and 2000 documented that people who know McGruff are significantly more likely to take measures that reduce the risk of crime. Independent evaluations show that NCPC’s work not only produces significant results but does so cost-effectively. [www.ncpc.org](http://www.ncpc.org)



**The CMO Council** is an organization dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior marketing and brand decision-makers. It is an exclusive and influential peer-networking group of authority leaders in marketing under the direction of a rotating board of advisors and an annually elected chairperson. The CMO Council is an invitation-only affinity group working to further the stature, credibility, influence, and understanding of the strategic marketing function among business executives, opinion leaders, and critical stakeholders. CMO Council members are drawn from the upper echelons of corporate management to form a trusted, close-knit community of peers who use their access, connections, and expertise for mutual benefit, support, referral, and professional advancement.

[www.cmocouncil.org](http://www.cmocouncil.org)



**The Forum to Advance the Mobile Experience™ (FAME™)** is a member advocacy group and strategic authority leadership initiative to accelerate marketing programs and research around advancing the wireless user experience. Formed by the CMO Council, FAME promotes the adoption of wireless applications in the best interests of industry players. FAME brings together influential senior marketing leaders from top mobile technology companies who join in the pursuit of innovations and best practices tailored towards the advancement of end user wireless applications.

[www.fameforusers.org](http://www.fameforusers.org)



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