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INTERNET PROVIDERS OFFER PARENTS BAR ON ADULT CONTENT

Following the announcement that the four biggest internet service providers will be offering parents the option to block adult internet content upon subscription, and the launch of ParentPort, a one-stop-shop website where parents can complain about inappropriate content, **Ernest Doku, technology expert at uSwitch.com, commented:** "The move is a positive one from the leading internet providers, though some parents may feel that bringing these security features to the forefront is overdue. Offering consumers a simple and straightforward way to block objectionable web content should make it easier for households that wish to protect themselves against unwanted material.

"Despite this announcement, this facility is actually already available in a similar form, spearheaded by Talk Talk earlier this year. The HomeSafe package currently gives its customers the option of not only protecting their home broadband network from inappropriate websites, but also virus protection and the ability to set time limits to filter social networking or gaming sites.

"However, to have a new online portal for parents to voice their concerns in ParentPort is potentially a great move towards making the policing of the internet a collaborative effort, should it work efficiently and effectively.

"It must however be taken into consideration that these restraints on the web could be the beginning of something far more restrictive on the whole. The internet is a vast expanse to monitor effectively, and the ISPs will need to err on the right side of censorship with these filters.

"Some degree of vigilance should also be required on the part of the parent in terms of blocking children not only from seeing explicit content online, but also to ensure that they are surfing the web safely and sensibly."

For more information visit www.uswitch.com or call 0800 093 0607

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For further information please contact:

Maja Hauke, uSwitch.com on 020 7802 2613 or maja.hauke@uswitch.com
Jonny Stevens, Rhizome PR on 0207 8514757 or jonny@rhizomepr.com

About Us:

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uSwitch.com is the first comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

uSwitch.com is dedicated to helping consumers save money whether they have internet access or not. It offers a dedicated call centre, manned by uSwitch customer service representatives, as well as a freepost 'Send us your bill' service, whereby customers can post their latest energy bills with their telephone number to FREEPOST USWITCH, to get a free call back from a dedicated customer services representative. The service is also available via fax, email and post. Consumers should fax 0203 214 8417, email CustomerServices@uswitch.com or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

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