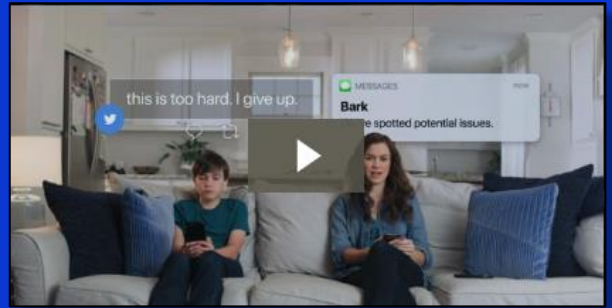




bark

Protect your most vulnerable subscribers when they are online, anywhere



PRODUCT DESCRIPTION

Bark uses AI monitoring technology to detect and alert families about cyberbullying, online predation, self-harm, suicidal ideation, violence, and more across text messages, emails, YouTube, and 30+ apps and social media platforms.

BSP BUSINESS CHALLENGE

BSPs can help families thwart cyberbullying and self-harm situations by offering Bark. Families today are confronted with alarming trends regarding online exposure to serious topics. A 2021 study found that 37 percent of teens report having experienced cyberbullying, but only 10 percent disclosed the incident to a parent. Broadband service providers can protect children from cyberbullying and other online dangers with online safety leader, Bark.

CALIX SOLUTION

Calix proposes a two-layer approach to protect your subscribers' children. Offer parents a full set of tools to manage and monitor their children's online lives, whatever their age and whether they are at home or on the go. ExperienceIQ® and Bark are complementary applications that you can offer as managed services to help subscribers navigate the complexities of kids' constant connectivity.

KEY FEATURES

- Social media monitoring to track conversations and content on Snapchat, Instagram, YouTube, Facebook, Twitter, Pinterest, GroupMe, and more
- Text and email monitoring works with iOS and Android to monitor texts, photos, and videos for concerning interactions
- Parents receive automatic alerts whenever their child arrives or leaves with three different ways to keep track of their child
- Parental alerts when Bark detects potential issues, along with expert recommendations from child psychologists for addressing them

KEY BSP BENEFITS

- Go to market quickly – Launch Bark simply with minimal integration requirements and market activation support
- Offer peace of mind – Subscribers can rest assured that their children are safe from cyberbullying, all thanks to the value-added service you offer them
- Get high return with low risk – Your business will benefit from growing revenue, improved customer retention, and reducing the cost of serving subscribers the services they want.

PRODUCT DETAILS

Monitor content: Bark's content monitoring helps keep kids safe by sending alerts about potential issues. It scans texts, emails, and 30+ popular apps and social media platforms for issues like bullying, online predators, suicidal ideation, and sexual content.

Manage screentime: Bark lets a parent set screen time rules that work for their child's needs. Use Bark's screen time app to set screen time rules, limit a child's tech use, and create custom schedules for how and when they can use their devices.

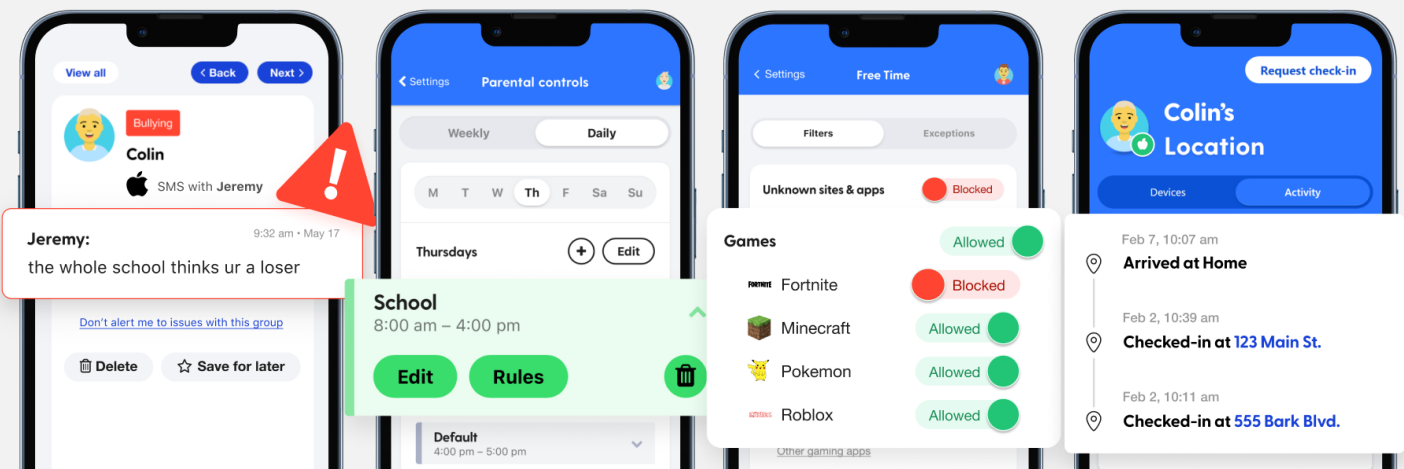
Block websites and apps: Bark puts the parent in the driver's seat when it comes to website blocking. The web filter lets a parent select what their child can access on their devices. It can block specific sites or even whole categories like online gaming, sexual content.

Track location: Bark makes location sharing simple with three different ways to keep track of your child – a real-time map, customizable location alerts, and check-ins. Enter in frequently visited spots and get automatic alerts whenever you child arrives or leaves.

ExperienceIQ® integration: ExperienceIQ allows subscribers to easily create online rules for the users and devices in their home networks. It prioritizes the applications and devices that access Wi-Fi, protects children from inappropriate content, and sets time limits for them.



To learn more about Bark, please visit calix.com



Get alerts for issues like bullying, predators, sexual content, and more.

Create custom daily screen time schedules for your child's device.

Block access to specific websites or even whole categories.

Stay on top of your child's location with our real-time map, location alerts, and check-ins.

ABOUT CALIX

Our platform and teams enable broadband service providers of all sizes to simplify their business and excite their subscribers to grow the value of their business for their community for generations.

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