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ICOULDBE.ORG PRESENTS ONLINE SAFETY STANDARDS FOR CHILDREN AT
HARVARD LAW SCHOOL’S BERKMAN CENTER

icouldbe.org, an award-winning non-profit organization that provides career and educational planning mentors to low-income teens presented its proprietary content filter and identity verification process to the Internet Safety Task Force at the Berkman Center for Internet and Society at Harvard Law School.

New York, NY (September 23, 2008) – One of the major issues with online mentoring is confirming that all of the teenagers in the community are safe from online cyber bullies and predators. icouldbe.org has developed a system that strikes the delicate balance between protecting the privacy of our users and keeping them accountable. Both the young people and the adult volunteers in our community can rest assured that they will be treated with respect and that they will not be exposed to inappropriate content. Additionally, by partnering with Trufina.com, the leader in providing online identity verification and identity management services, icouldbe.org is ensuring that all prospective mentors have gone through a thorough identity verification process along with an in-depth criminal background check that includes a national sex offender background check.

The agenda for the conference hosted by the Berkman Center for Internet and Society on Tuesday, September 23, included remarks by Attorneys General Martha Coakley (MA) and Richard Blumenthal (CT), followed by fifteen presentations of internet safety tools utilizing a variety of technologies, including age verification, biometrics, filtering and auditing, text analysis, and combinations thereof. The presentations were intended to illuminate important aspects of the problem of youth online safety and to suggest potential solutions. icouldbe.org presented at the end of the conference’s first day and received a warm and encouraging reception from members of the Internet Safety Task Force and from other participating child-safety-focused organizations.

“The safety of everyone on our site is of the utmost importance to icouldbe.org;” states Kate Schrauth, Executive Director of icouldbe.org, “we are able to immediately identify any troubling content that could easily put a teenager at risk – whether from another teenager, adult, or even themselves – and get a support system around that child immediately.” Schrauth added, “We’re happy to announce our participation in Trufina’s development of their Child Protection Suite, to provide parents and their children with a set of tools to enhance their safety in online interactions.” icouldbe.org was the only organization to present a system that combines filtration technologies, an identity verification system and a classroom-integrated method of oversight.

About icouldbe.org

Since 2000, icouldbe.org has brought online mentoring to more than ten thousand students at scores of America’s failing schools, in Native American Reservations and even to orphaned students in East Africa. icouldbe.org’s safe online environment and curriculum meet the National Mentoring Partnership’s Twelve Elements of Effective E-Mentoring, the U.S. Department of Labor’s SCANS Competencies & Foundation Skills and the American School Counselor Association’s Career Development Standards. E*Trade Bank, Goldman Sachs and Booz Allen Hamilton have partnered with
icouldbe.org to serve 1000s of teens. icouldbe.org’s other partners include NEC Foundation of America, Reader’s Digest Partners for Sight, Ernst & Young, NY Mercantile Exchange, America’s Promise, National Mentoring Partnership and others. The Disability Funders Network, Business Week, Computerworld Magazine and TimeOut New York are just a few of the publications that have featured icouldbe.org. Also, icouldbe.org won the prestigious Computerworld Award for using information technology that produces and promotes positive social change.

About Trufina, Inc.
Trufina is the leading provider of online identity verification (http://www.trufina.com) and identity management services (http://www.trufina.com/products/identity_management_services.php), enabling individuals to verify their identity attributes online, and providing the identity management tools for sharing that verified identity information with individuals and websites across the Internet. Trufina offers a unique method of building trust on the Internet. As the independent "trusted source" for id verification, Trufina protects the privacy of the individual while limiting the opportunity for fraud and identity theft from partnering websites. “Trufina takes great pride in helping icouldbe.org provide the safest site possible for their community, states Chris Madsen, Trufina’s President/CEO. “Our goal is to restore trust in online interactions. We want to provide individuals and businesses with the tools to make online interactions safe and secure.” Based in Annapolis, MD, Trufina can be found at http://www.trufina.com.

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