impero
education pro

Impero Education Pro 2018

Managed Keyword Policy Guide.

EXTERNAL

impero

Table of Contents

What are keyword policies?

Keyword policies contain the sets of terms that the system detects in order to identify users that may be at risk of harm or behaving inappropriately.

If a key word or phrase is detected, then a screenshot/video recording of the device is triggered along with the 'who, what, where, when' style information- This is called a 'capture'. The capture allows the incident to be put into context so that the necessary measures can be taken by staff to open up appropriate dialogues with students and safeguard or manage behaviour accordingly.

All keyword policy terms come with a definition (with the exception of 'Illegal Content' Libraries due to their sensitive nature) to help explain their significance. This information helps teachers and staff to understand the context of the term being flagged so that they can make good judgement calls on what action to take next - without needing to be experts in all the different aspects of safeguarding issues.

Impero's keyword detection policies are developed in conjunction with specialist organisations and charities, such as the Anti-Bullying Alliance, Beat, Hope Not Hate, the Internet Watch Foundation (IWF), the UK Government's Counter Terrorism Internet Referral Unit, iKeepSafe, Hey Ugly, and ANAD. Impero also executes its own keyword focus group research in partnership with schools around the world.

Impero Managed Keyword policies are currently updated at least once a term and include changes based on customer feedback and/or new research.

Common misspellings, slang and 'text speak' style terminology are included as standard as part of the policies.

Impero Education Pro is fully compliant with the UK Safer Internet Centre's 'Appropriate Monitoring' standards for schools, as referenced in the Annex of the governments 'Keeping Children Safe in Education' statutory guidance. Click here for an overview of this compliance.

How to install and enable Managed Keyword Policies

Impero Managed Keyword policies are downloaded via the Impero Server and can then be enabled using the Impero Console. This section explains how to download and enable these policies.

Open the Impero Server and navigate to the **Automatic Updates** tab. Tick the box **Automatically update Managed Policies** and click **Apply**
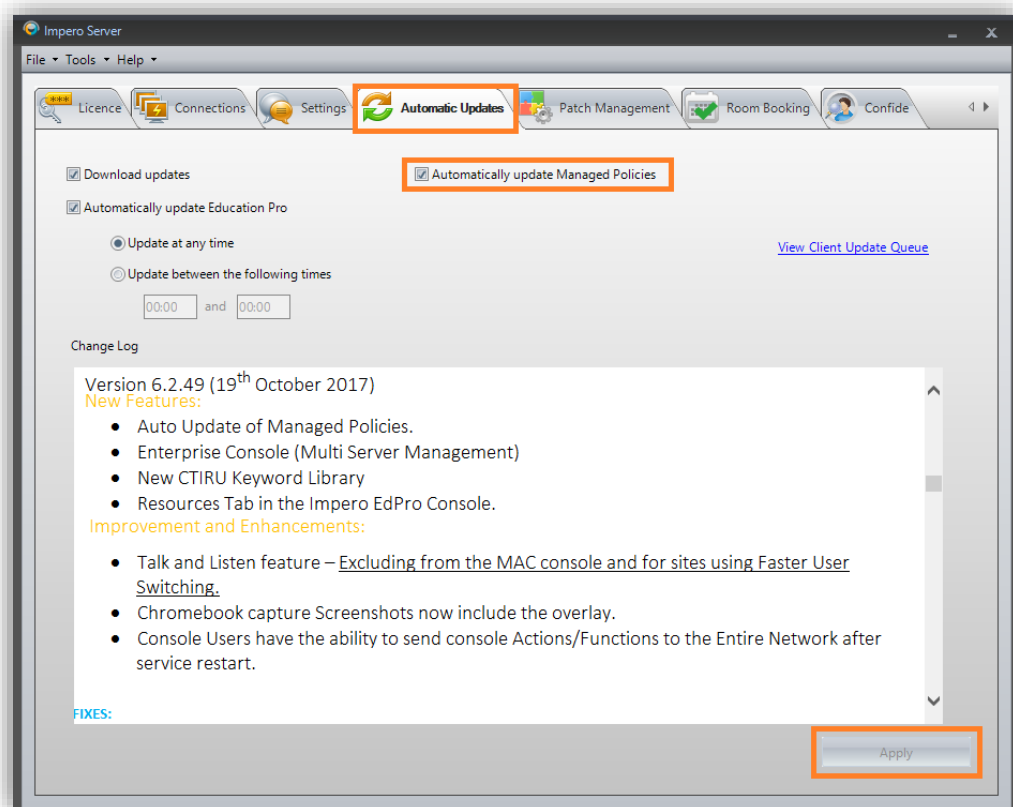
The Managed keyword policies will be automatically downloaded when the Impero Server performs the next web check to the Impero Licence Server. This happens every 30mins. To kick start the download immediately select **Tools** and click **Perform Web Check**

© 2018 Impero Solutions Ltd
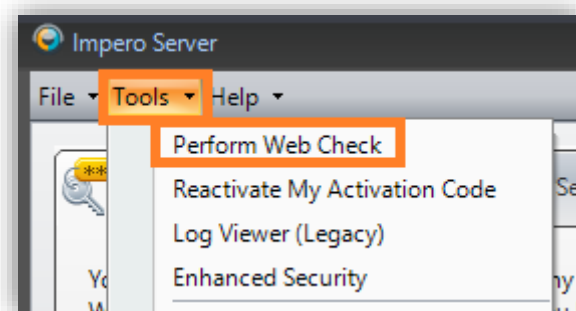
Open Impero Console and right click on the group you wish to enable Managed Policies on and select **Advanced Policies**
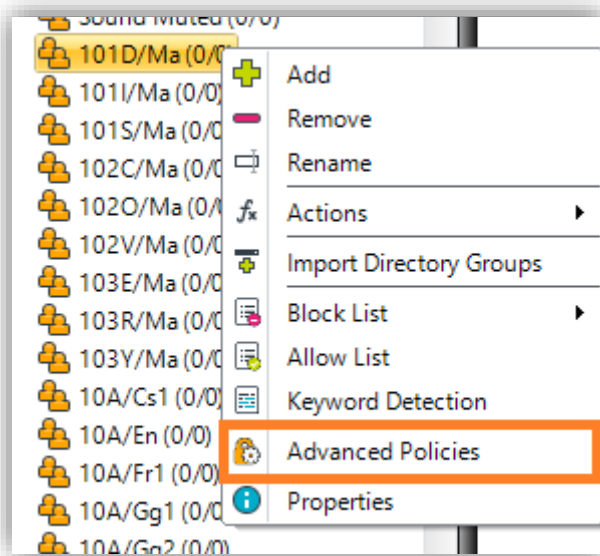
The Advanced Policy system will always display Impero Managed Policies at the top of the list. Managed Policies have the unique Managed Policy icon and are listed with a (m) after the name
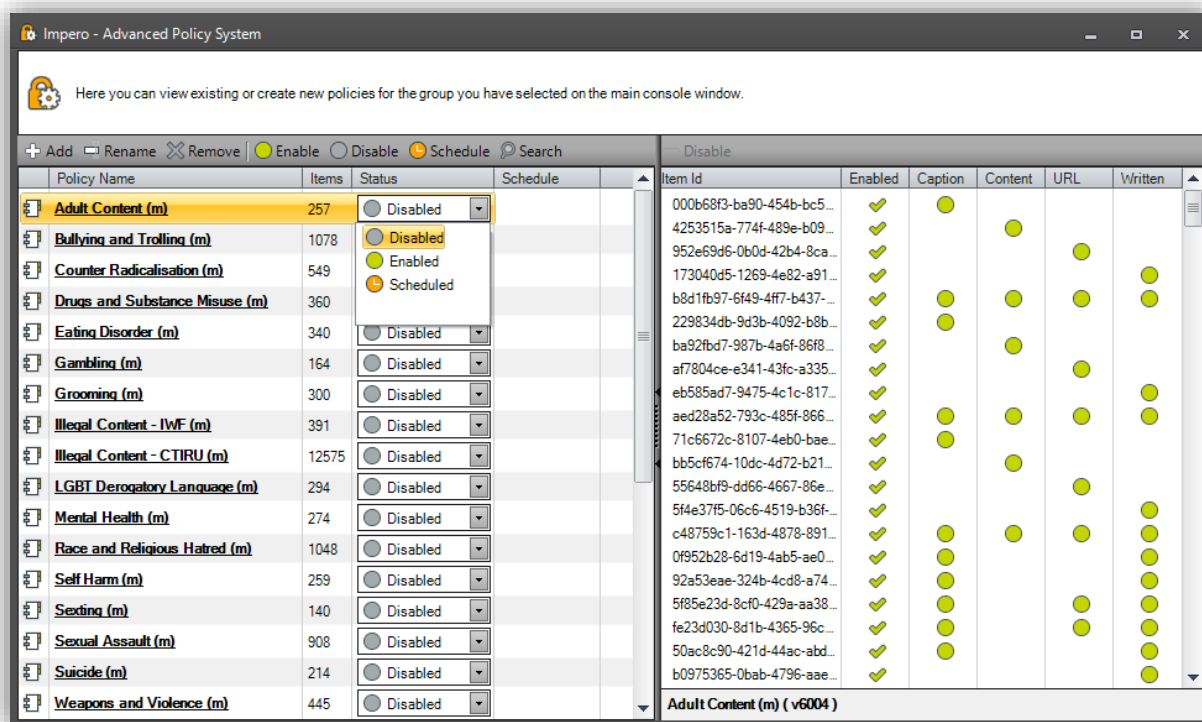
In the status column you can **Enable** which policies you want to apply to your group. Enabled policies are active all the time and will affect all user and devices that are members of the group. You also have an option to **Schedule** the policy so they are active between specific days and times during the week.

If you enable any Managed Policies on the built in Entire Network group, you will not be able to enable them on other groups. This is because Entire Network contains all users and devices on your Network so these policies will be applied to everyone regardless of other group membership

Keyword Detection Overview

When a keyword, abbreviation or phrase is detected, whether in an application, email, on social media, in a search engine, on a website or in a URL, an incident is captured.

A capture is time stamped and logged with a screenshot, or video clip, to provide 'who, what, where' style information, putting the incident into context. Advanced policies also allow schools to tailor the system byadding your own keywords, applying different policies for different groups (like vulnerable children and Looked After Children {LAC}), changing the duration of video capture and setting higher detection settings for individual students, entire groups or anything in between.

Severity ratings for keyword policy terms

All policy terms come with a severity rating of Minor, Moderate or Severe in order to help staff prioritise which captures to look at first.

As a general rule of thumb severity ratings are applied as follows:

Anything that shows immediate threat of physical violence/death/suicide = **Severe**

Anything considered offensive/risky but not immediately life threatening E.g. sexual/disability/racial/religious based bullying, some self-harm/eating disorder terms, nonviolent extremist content. = **Moderate**

Anything considered of concern but not illegal/or discriminatory in relation to race, religion, sexual orientation, ethnicity or gender E.g. name calling based on physical appearance, certain rapid weight loss diets. = **Minor**

If a Severe term is triggered, then a 30 second video of the screen is also taken*. This helps provide greater context to an incident and identify false positives better. For example, a screenshot may detect a phrase such as 'I'm going to kill you'. The video capture, however, may show the complete sentence ending with 'when we are playing Call of Duty tonight'.

*Some specific functionality is platform specific, please see the Impero Education Pro Product Feature Matrix

As standard, all Impero supplied keyword polices are set to detect only and not set to block student's access.

Keyword detection

Identification of key words, phrases, abbreviations or acronyms, which are typed, used or viewed anywhere on the network (including html, web browsers, emails, applications etc.) help to pinpoint vulnerable students potentially engaged in at-risk activity so that the relevant support can be provided before an incident escalates.

Keyword libraries

Our keyword libraries are built using Unicode, supporting multiple languages, and schools also have the option to add localised terms. Library categories include but are not limited to:

- Illegal Content – CTIRU
- Illegal Content - IWF
- Adult content
- Bullying and trolling
- Counter-radicalisation (including Arabic script)
- Drugs and substance misuse
- Eating disorders
- Grooming
- LGBT derogatory language
- Race and religious hatred
- Self-harm
- Sexting
- Suicide
- Weapons and violence
- Mental Health

Keyword Policy Encryption

For Impero Managed Policy Keyword lists, you are unable to edit the actions and triggers for specific terms. Users can however, define who should receive 'Capture' email notifications, and if required, disable specific terms.

The term 'Managed Policy' signifies that Impero automate the update of the Managed Keyword Policy Lists by including additional terms, as well as editing existing terms in order to reduce false positives.

All Impero Keyword Policies are encrypted, with each term given an 'item ID'. When a specific term is triggered, the 'capture', along with its respective glossary definition, are recorded in EdPro. Alongside the capture, there is an option to link directly back to the term in the 'advanced policy system' from where the item can be 'disabled' if required. An item may need to be disabled, for example, due to reoccurring false positives.

PLEASE NOTE: Upon Importing our Encrypted keyword policies customers are advised that should all policies be enabled at once across the entire network, there will be a period of approximately 30 minutes during which users may not be able to access the Impero console whilst all enabled keyword policies are distributed.

Keyword Policy FAQs

Q: Why are Impero's keyword policies encrypted?

A: Impero takes its role in the safeguarding of young people very seriously. Due to the sensitivity of some of the Impero Keyword Policies, we encrypt the content to ensure that we are not unnecessarily educating users of URLs and/or terms that could incite inappropriate or illegal activity.

Equally, as part of our transition to truly 'Managed Policies' (where we curate and moderate our content, including changes and additions to the keywords and the settings), future releases will automate the download and update process of our Managed Keyword Policy Lists.

When users choose to enable the 'auto download and update' of our keyword policies, schools can ensure they are safeguarding students against the most pressing trends and issues.

Q: How does Impero address potential false positives?

A: All keywords are continually reviewed (using both internal and Beta site data) and where required altered to help reduce the occurrence of terms being picked up for example when they are embedded in part of everyday words. Detection settings, where appropriate, have also been altered from HTML detection to Window caption detection to reduce terms being picked up in embedded/hidden html code.

Q: Why is the 'Race & Religious Hatred' policy named as such?

A: The policy also includes terms related to religious hatred (which in addition can be useful to help identity children that may be vulnerable to radicalisation or extreme views/ ideologies).

Q: Why is the 'LGBT Derogatory Language' policy named as such?

A: LGBT is an acronym for Lesbian, Gay, Bisexual, Transgender and is a commonly used term both in the UK and the US. This policy includes terms that are potentially derogatory towards people who may be bisexual and/or transgender so the new title reflects the encompassing nature of this policy.

Q: Which Keyword Lists contain US specific terms?

 A: The addition of Americanised Keywords is in the following keyword lists
   o Bullying & Trolling
   o Counter Radicalisation
   o Eating Disorders
   o LGBT Derogatory Language
   o Race and Religious hatred
   o Self-harm
   o Sexting
   o Suicide
   o Weapons & Violence

Q: How have the US additions to the keyword policies been made?

A: US additions to the keyword policies have been made in conjunction with the following organisations:

- ANAD - The National Association of Anorexia Nervosa and Associated Disorders

  ANAD is the oldest organization aimed at fighting eating disorders in the United States. ANAD assists people struggling with eating disorders and also provides resources for families, schools and the eating disorder community.

- Hey U.G.L.Y (Unique Gifted Lovable You)

  Hey U.G.L.Y. is a Not for profit organization dedicated to tackling bullying, youth suicide and substance misuse. It is dedicated to and empowering youth to be who they are instead of having to act how they think they need to be in order to fit in.

- iKeepSafe

  iKeepSafe is a non-profit international alliance of more than 100 policy leaders, educators, law enforcement members, technology experts, public health experts and advocates.

Through this network of support, iKeepSafe tracks global trends and issues surrounding digitally connected products and their effect on children. This research drives the continuous creation of positive resources for parents, educators and policymakers who teach youths how to use new media devices and platforms in safe and healthy ways.

Online Safety Handbook

For additional information, advice and templates for the implementation of the Impero Keyword Policies please visit the link below to download our Online Safety Handbook.

Online Safety Handbook
A best practice deployment guide &
resource pack for Senior Leadership Teams
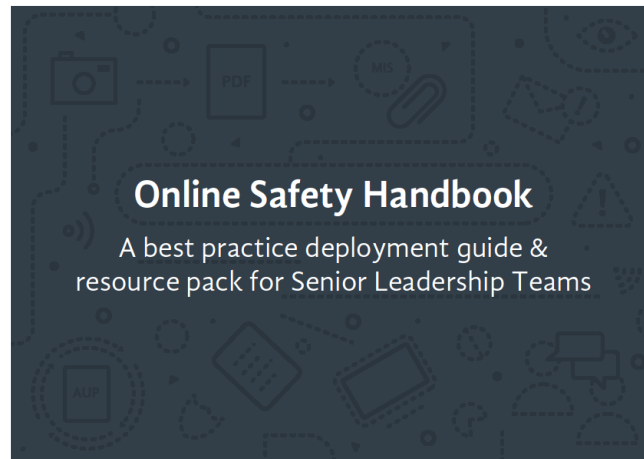
Appropriate Monitoring Compliance Document ([Hyperlink](#))

Appropriate Monitoring Compliance with Impero Education Pro

A change to the UK government's Keeping Children Safe in Education statutory guidance in September 2016 requires schools and colleges to ensure that "appropriate monitoring systems" are in place to safeguard children from potential online harm.

In response, the UK Safer Internet Centre has produced an Appropriate Monitoring Guide to help educators to define what "appropriate monitoring" is. The checklist below shows you all the ways in which the online safety functionality within Impero Education Pro complies with this guide.

Guidance factor	Impero Education Pro
Monitoring content – providers are:	
IWF Members	✓
Working with the CTIRU	✓
Inappropriate online content – the system monitors and manages the following types of content:	
Illegal	✓
Bullying	✓
Child Sexual Exploitation	✓
Discrimination	✓
Drugs/Substance Abuse	✓
Extremism	✓
Pornography	✓
Self Harm	✓
Suicide	✓
Violence	✓
The system does not:	
Over-block access leading to unreasonable restrictions	✓
Monitoring system features – the system meets the following principles:	
Age appropriate (variable monitoring appropriate to age)	✓
BYOD (can monitor personal and mobile app technologies)	✓
Data retention (controls provided for storage of detected data)	✓
Flexibility (ability to amend keywords easily)	✓
Monitoring policy (users are made aware they are being monitored)	✓
Multiple language support (the system manages relevant languages)	✓
Prioritisation (alerts can be prioritised to enable rapid response)	✓
Reporting (alerts are recorded and accessible to the relevant people)	✓

In addition to the guidance requirements, Impero Education Pro also delivers:

Keyword libraries created in partnership with leading charities and schools, including definitions to aid staff understanding	✓
Automated sanctions based on detected terms, including take screenshot, take video, log user off, ban internet access for X minutes	✓
Data triage – flag alerts as being under investigation or resolved with accompanying notes	✓
Live thumbnail monitoring allowing teaching staff to monitor for potential risks in real time, in addition to the flagged alerts	✓

impero

CA-AM-01-v1.1

Keyword List Best Practice.

Capture email notification by severity by group by keyword policy. *

Using the Policy settings for a specific group, users can email specific members of staff notification emails for specific groups of users, for specific keyword policies (or all keyword policies) and if appropriate for specific severities.

For example, sending an email to the DSL for all Severe Captures from the Bullying and Trolling' Keyword Policy for a specific group of users.
*Version V6.0.42>

Guidance for adding additional keyword policies to Impero Education Pro.

Impero Managed Policy Keyword lists are un-editable, however you are able to disable a specific term and define who should receive 'Capture' email notifications.

For all policies and terms added to Impero manually, users have the ability to configure both triggers and actions as illustrated below.
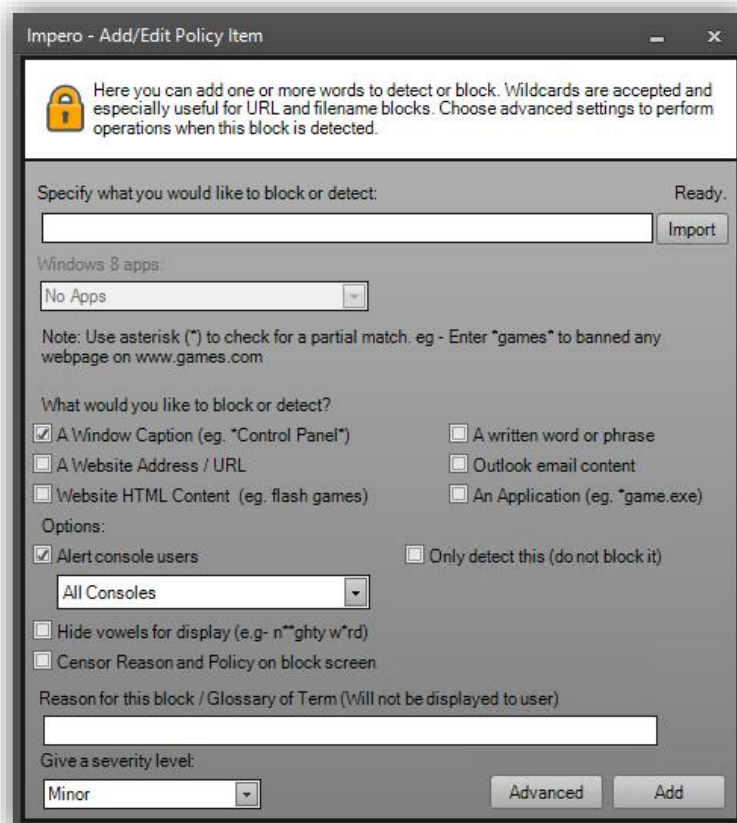
When adding your own keywords or phrases, Impero recommend considering the term you wish to add and the potential false positives it may cause, for example, should the keyword be embedded in another common word e.g. Sex within Middle**sex**, we recommend adding a space either in front and/or at the end of the term, in some circumstances both, to help reduce an increase in the number of potential false positives. E.g * Sex *.

© 2018 Impero Solutions Ltd

When adding new keywords or phrases for detection. Impero recommend setting 'A written word or Phrase' detection as the default for 'What would you like to block or detect'.

Should the keyword or phrase be designed to identify when a young person may be accessing inappropriate websites, then we recommend adding 'A Window Caption (e.g. "Control Panel") detection too. This improves reliability of results especially in comparison to 'Website HTML Content (e.g. flash games) which due to its very nature, can produce a higher occurrence of false positives.

Impero also recommend only applying a higher level of detection such as html, or URL detection on individual terms, linked to a small group of particularly vulnerable or concerning young people.

Please note: Making large scale detection changes across the entire network can have a high level of impact on both Network resources and lead to an unmanageable level of false positives.

info@imperosoftware.com

www.imperosoftware.co.uk

www.imperosoftware.com

+44 (0) 1509 611 341 UK

877-883-4370 USA