



# CYBERHOUND

## ClearView for Schools

A Unique Student Welfare Solution for  
Social Media, Chat, IM and Web  
2.0 Communications.



*"I strongly endorse the CyberHound pattern matching solution to all schools. We have already seen extraordinary benefits in our schools – including the prevention of suicides and the protection of our students from predators."*

Lynne Doneley, Executive Officer  
Associated Christian Schools



# ClearView for Schools

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ClearView seamlessly scans all internet traffic to identify the most common social media, chat, instant messaging and Web 2.0 applications, including Facebook, Twitter, Gmail, Yahoo Messenger, MSN, GTalk and Google Hangouts. It also supports popular search engines, including Google, Bing, Yahoo, Wikipedia and YouTube. Once a communication stream has been identified it is directed through the ClearView Policy Enforcement Engine for real-time pattern matching and policy enforcement.

## Challenges

Social media has become a pervasive part of most students' lives. While it brings some positive aspects it also ushers in a range of threats. These include:

- Time-wasting
- Cyber-bullying
- Inappropriate approaches from friends or strangers
- Over-sharing of information and images
- Long-term reputational damage to students and schools
- Learning to become responsible digital citizens

Without ClearView it is not possible for schools to have confidence in their ability to manage these risks. Blocking social media is no longer a valid option as students will get around traditional firewalls or use alternate devices to access the internet.

## The CyberHound Solution

CyberHound has been delivering a unique solution to solve these issues in schools for many years. The patented solution offers a combination of useful controls including:

- Managing the time spent on social media – in and out of school
- Reliably controlling access from BYO Devices
- Helping to prevent cyber-bullying
- Blocking predatory approaches
- Identifying cases of self-harm
- Providing evidence-based triggers to save time in identifying issues
- Identifying the silent victims of insidious on-line bullying
- Providing instant behavioural augmentation and feedback
- Providing immediate links to online help
- Delivering dynamic alerting and easy to use reports

The solution has delivered real student welfare benefits to schools, and parents are also huge supporters of the technology as it provides them with peace of mind.

The solution is in use across Australia and the world. CyberHound has been recognized by industry giants Gartner and IBM with global awards for the innovation of the solution.

## Pattern Matching and Policy Engine

The solution scans all social media traffic in real-time so that the user experience is not changed in any way. Pre-defined patterns

are available from CyberHound that have been built in collaboration with our customers, pastoral care experts and professional counsellors and psychologists. These patterns include:

- Racism
- Profanity
- Self-harm
- Aggression
- Drugs
- Predatory behaviour
- Eating disorders
- Sexual or gender slurs
- Blasphemy

Custom rules can also be set up to include teachers' names or the school's name as examples.

The policy enforcement engine identifies any pattern of behaviour that meets a policy and can immediately alert or report on the issue to an appropriate member of staff. The student can also be presented with a customised message to help augment their behaviour or to provide links to immediate support, acceptable use policies or online help.

## Additional Features

The platform can be easily integrated with CyberHound's web filtering and application control platform to give even greater controls over internet use. The technology can also be used to help manage BYO Devices that are introduced to the school's network.

Separate policies and actions can be set up for different year groups, boarders, teachers, staff, guests or contractors to provide the ultimate in policy flexibility.

CyberHound also offers the ability (with its broader solution) to control Web Applications and also access to tools such as Tumblr, Instagram and SnapChat. Controls can also be placed on what content can be uploaded by different groups – for example preventing photos from being uploaded or making certain platforms 'read only' at certain times of day.

The ClearView platform also seamlessly enables YouTube Safety Mode and YouTube for Schools to be enforced for groups of users.

## Alerting and Reporting

Dynamic alerting is included within the platform to immediately alert appropriate contacts for the most serious of issues. Reporting has also been custom-built for schools to provide summary information for Principals, Heads of Year or Welfare Officers. This offers 'click through' links to more detailed information.

Separate reports can be set up for different contacts within the school and can be automatically sent at pre-defined times.

The solution is built as a stand-alone solution that can also be fully integrated into CyberHound's Intelligent Compliance and Security Platform.

## Deployment Flexibility

The solution can be easily deployed in the following ways:

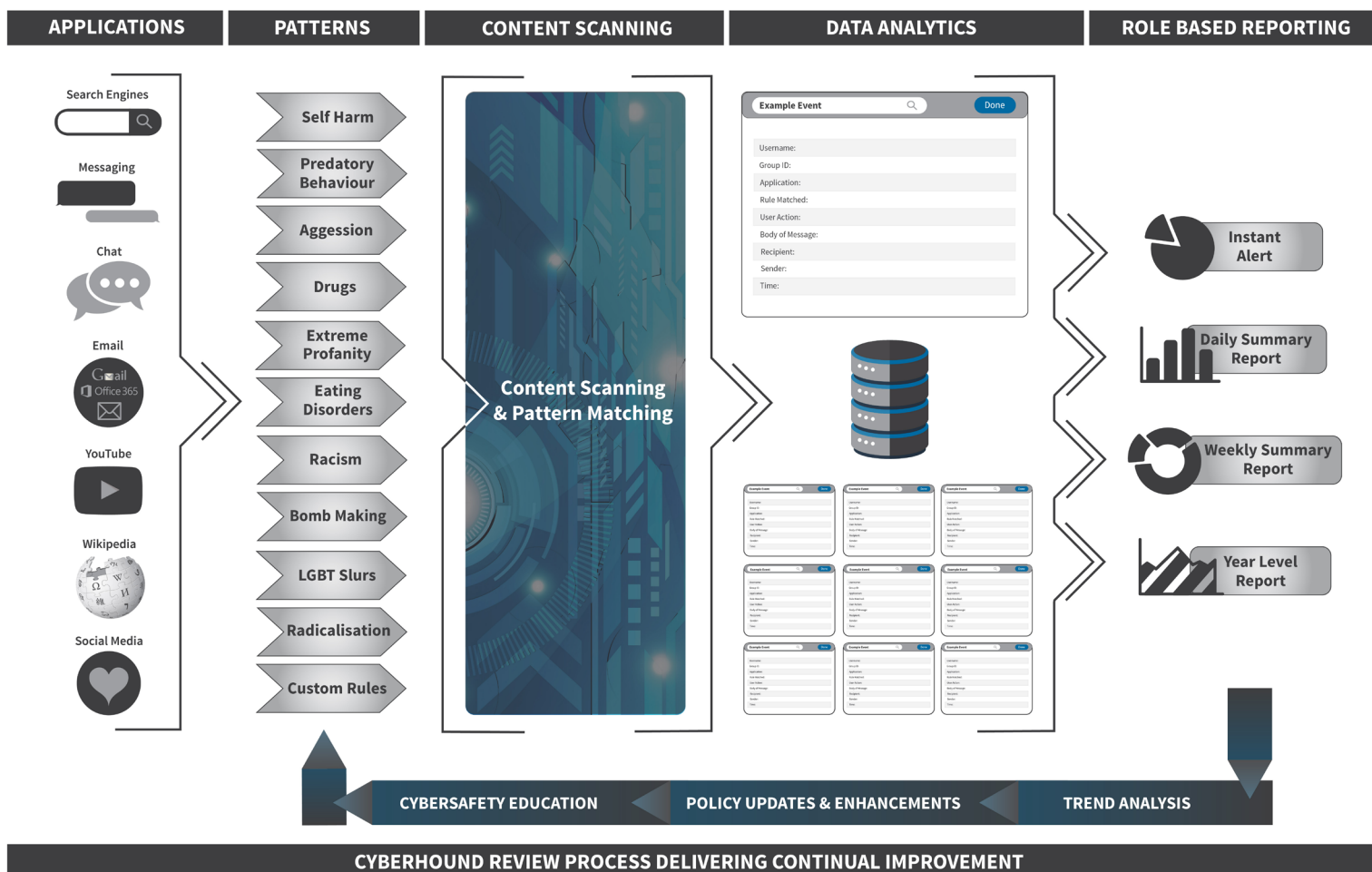
- As a fully managed service from CyberHound's CloudControl services
- Via a cloud or alternative proxy platform for iOS and Android device social media and web management
- As a fully integrated solution at the gateway to the school's network and incorporating many other education-specific features

- Behind an existing firewall
- As an agent on a device that may be used outside the traditional controls of the network

CyberHound's agent software is easily and seamlessly deployed on endpoint devices using standard software distribution tools (e.g. Microsoft SCCM or Active Directory Group Policy).

CyberHound staff provide full implementation, customisation, support and training services.

## How it Works



*"Our pastoral care team has been able to offer timely and specific assistance to our students considering self-harm by utilising the CyberHound reporting and alerting system.*

*We have a very firm policy on bullying and we are delighted to have the ability to pick this up and even identify the victims of cyber bullying – both inside and outside the school."*

Greg Mattiske, Principal  
Suncoast Christian College



*“CyberHound provides an electronic barrier to protect students from what can be very damaging and harmful occurrences in the virtual world. It is an ideal solution for schools to deal with the increasingly complex task of providing duty of care for kids using technology at school..”*

**Stephen O'Doherty, Chief Executive Officer  
Christian Schools Australia**



**Brisbane**  
Level 2, 895 Ann St  
Fortitude Valley QLD 4006

**Postal**  
PO Box 396  
Fortitude Valley QLD 4006

+ 61 7 3020 3330  
info@cyberhound.com  
[cyberhound.com](http://cyberhound.com)