

## iGuard Categories (Long Descriptions)

The following categories are maintained in the iGuard database.

Level-1 Category	Level-2 Category	Level-2 Description
Questionable	Copyright Infringement	This category refers to sites that offer media, software, MP3, DVD movies or any other copyrighted materials that are bootlegged or illegally available for purchase or download. This category is often blocked to protect iPrism owners from liability caused by the download and installation of bootlegged software. Note that this category does not refer to sites that are specific to computer hacking.
	Computer Hacking	This category refers to any site promoting questionable or illegal use of equipment and/or software to crack passwords, create viruses, gain access to other computers, and so on. This includes any site that offers instruction on how to hack as well. This does not include legitimate security information sites that are focused on the prevention of hacking.
	Intolerance/Extremism	This category refers to any site advocating militant activities or extremism. This includes groups with extreme political views and intolerance to individuals and/or groups based upon discriminating or racial distinction.
	Questionable	This category refers to sites that are considered questionable in nature and may involve illegal activities, but do not fall under another, more specific "questionable" category. These are sites that could contain information about conspiracy, scams or any other suspected fraudulent behavior or activity.
	Profanity	This category refers to any site that contains profanity of any kind that is NOT classified under the SEX category. These are sites that have language that would not be permitted in common social situations. This may include swearing, blasphemy, vulgarity or any dialog with malicious intent. It should be noted that this category should also contain sites with language that implies profanity like some jokes, poems, letters, greeting cards, etc.
	Tasteless	This category refers to sites that contain information on subjects such as mutilation, torture, horror, grotesque or any behavior that may be considered inappropriate for public audience. This will not include pornography, nudity, or sites dealing with sexuality, which have their own specific classifications.
	Weapons/Bombs	This category refers to any site promoting the use of weapons and/or bombs and the making of bombs. This does not include sites related to gun control (social issues).
	Violence	This category refers to sites that contain visual representations of or invitations to participate in violent acts. This may include war, crime, pranks, hazing, etc. A violent act may be considered any activity that uses physical force designed to injure another living being.
	Mature Humor	This category refers to any site that contains mature themes and humor that may not be suitable for children, but do not contain pornography or strong profanity. These sites may contain a limited amount of "PG-13" profanity without a profanity rating.
	Anonymizer	This category refers to sites that allow the user to surf the net anonymously. It also refers to sites that allow the user to send anonymous emails. This also includes sites providing proxy bypass information or services.

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Society	Alt/New Age	<p>This category refers to any site relating to the advocacy and/or information pertaining to the occult (i.e.. witchcraft, voodoo, black arts) astrology, ESP or similar forms of telepathy, fortune telling, out-of-body experience, magic, spirituality, and UFOs. Note that common horoscopes found in daily newspapers are not a part of this category. Any site that relates to new age meditation practices or the study of new age principles should be included in this category.</p> <p>Note: Occult will be defined as anything pertaining to any system claiming use or knowledge of secret or supernatural powers or agencies.</p>
	Art/Culture	<p>This category refers to any site relating to the arts or culture. Culture includes the beliefs, customs, practices, and social behavior of a particular nation or people. The arts include the creation of beautiful or thought-provoking works, for example, in paintings, pictures, drawings, or writings. Sites falling into this category include virtual art galleries, museums, architecture, contemporary and fine art.</p>
	Government	<p>This category refers to any site that is associated with governments and/or their militaries. This includes federal, state, county, city and local governments as well as any government agency. This does not include general information about a specific geographical location (state, city, etc) – these sites should be classified as Travel. A strong indication is a domain identifier of either “gov” or “mil”.</p>
	Politics	<p>This category refers to any site that is associated with political advocacy of any type or the opinions of the government. This includes any site promoting or containing information on any political party, pro or con. This includes registered and officially recognized political parties. Sites that inform or promote an election of any political office receive this rating. It does not include official government sites.</p>
	News	<p>This category refers to any site that is associated with online newspapers, headline news sites, news wiring services, personalized news services and mainstream publications. Some online magazines will be given this rating along with another (i.e. www.wired.com will be news and Science &amp; Tech). This does not include Usenet (classified as discussion forums).</p>
	Classifieds	<p>Sites that offer and advertise ads for barter or sale of merchandise or services.</p>
	Religion	<p>This category refers to any site that pertains to mainstream religions, religious activities or participation. This includes information relating to any common religious organization. This is a stand-alone category.</p>
	Cult	<p>This category refers to any site that advocates or discusses information relating to the use of or membership in cults. Cults are defined as a group or movement exhibiting great or excessive devotion or dedication to some person, idea or thing. Cults employ unethical, manipulative or coercive techniques of persuasion and control designed to advance the goals of the group leaders, to the detriment of the members, their families or the community. Sites that relate to the practice or advocacy of common religions do not belong here as well as any site that serves to educate on the perils of cult activity.</p>

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	Alternative Lifestyle	Sites that contain information relating to gay, lesbian or bisexual lifestyles. This excludes sites that are about social issues or contain sexual content. Sites that promote the lifestyle but are of business or professional nature are not included in this category.
Social issues	Social Issues	This category refers to any site that contains information regarding issues that are considered controversial by a society. Examples of these are site that provide information on abortion, euthanasia, gun control, drug legalization, suicide, immigration, civil/human rights and gay (or anti-gay) sites.
	Family Issues	This category refers to any site that deals with issues specific to the family, including divorce, adoption, parenting, marriage, domestic violence, child abuse, father's rights, child custody, incest and fertility. Also included in this category are sites that offer counseling to the above examples.
Business	Specialized Shopping	This category refers to any site that sells a specific item(s) or product(s) that can be purchased using the Internet or telephone with minimal effort using information on the site. This rating is sometimes accompanied by another rating depending on the subject matter of the items sold.
	Dining/Restaurant	Sites that list, review, promote, market or advertise food service and eating establishments. Included are catering services, dining guides and recipes.
	Real Estate	Information or services related to buying/selling, renting or financing property.
	Automotive	Sites that offer repair, maintenance, parts, sale or other services.
	Internet Services	Site that offer services to assist in internet communication.
	Corporate Marketing	This category refers to any site that offers corporate info and product information, but does not specifically sell their products online.
	Finance	This category refers to any site that provides investment information, stocks, bonds, mutual funds, newsletters, tips, and firms that offers these services (including banks).
	Job/Employment Search	This category refers to sites that provide jobs or employment services. Includes temp agencies, career resources and resume services. Corporate sites containing a "Jobs" section should have the specific jobs area classified in this category.
	Professional Services	This category refers to business related sites that include technical and professional services. Normally these businesses sell a service such as legal or consulting rather than a product. This excludes professional sites relating to health (doctors, hospitals, etc) that should be classified as "Health."
	Online Auctions	This category refers to sites that involve participating in online auctions, where the site visitor can bid on various items.
Sex	Adult Themes	This category refers to sites that are adult in nature and are not defined in other rating categories. Sites that have adult themes are those that are associated with the following concepts: Adult entertainment not defined as Porn, sale of penis enlargement products, erectile dysfunction products, online pharmacies, and mail order brides. These sites are usually intended for mature persons.

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	Social Networking/ Dating	Sites that offer free or paid services that promote interaction, dating or other networking through forums, chat, email or other methods.
	Lingerie/Bikini	This category refers to sites displaying or dedicated to bikini or lingerie that could be considered for adults only. Sites about modeling would not be included in this area.
	Nudity	This category refers to sites that provide images or representations of nudity. They may be in any artistic or non-artistic form like magazines, pictures, paintings, sculptures, etc. This category should be assigned to those sites that display both partial and full nudity but the images are not pornographic in nature.
	Pornography	This category covers anything relating to pornography, including mild depiction, soft pornography and hard-core pornography. Pornography pertains to writings, photographs, movies, etc. intended to arouse sexual excitement. Also, any site offering memberships that may provide access to other pornographic sites will fit into this category.
	Sexuality	This category contains sites that provide information, images or implications of body piercing, tattoos and any form of body art. Sites not in this category are those that contain images or information about sexual acts as discussed in the Pornography and Nudity categories.  Note: This category implies adult content in nature; therefore a rating of 'Adult' and 'Sexuality' is not necessary.
Health	Alcohol/Tobacco	This category refers to sites that support the use of alcohol and tobacco products. They may be commercial sites, such as Phillips Morris and Anheuser Busch, or sites that support the use of alcohol and tobacco related products. This category does not refer to sites that contain educational info about the hazards of alcohol and tobacco products.
	Drugs	This category refers to sites associated with the use, legalization or advocacy of illegal drugs and the illegal use of prescription drugs. Exempt from this category are sites that attempt to relay educational information about the dangers of drug use and sites relating to the products of pharmaceutical companies (should be classified as "Health").
	Health	This category refers to sites that claim to improve an individual's well being either medically, organically or through support.
	Adult Sex Education	This category refers to sites that provide sexual education information to anyone who has graduated from high school. Topics would include how to put on a condom, masturbation and other adult topics such as orgasm and ejaculation. Topics that are dealt with in the adult themes category or sexuality category would not be covered here.
	K-12 Sex Education	This category refers to sites that are associated with sex education of children. This includes sites that offer information about sex, AIDS, sexually transmitted diseases, human reproduction, contraceptives, medical research or any other sexually oriented material used to educate. Information within these sites may be minimal in nature as in technical journals, dictionaries, encyclopedias or other reference materials. Sites may also display subtle images or graphics showing sexual organs.  Note: If a site is rated as 'K-12 Sex Education', it must not have any other rating.

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Recreation	Entertainment	This category refers to sites associated with passive activities – meaning visitors are looking for “sit back and entertain me” sites such as those dealing with theatre, online comics, anime, amusement parks, clubs, etc.
	Gambling	This category refers to any site that presents information about gambling for the purpose of advocating its practice. These sites can provide instruction on any gaming activity that involves gambling or provide actual on-line gambling. Sites that attempt to educate the public on the dangers and/or cures for gambling problems do not belong in this category.
	Games	This category refers to any site that is associated with traditional board games, role-playing games and pursuits. This includes sites that promote game makers (Mattel), electronic games, video games, computer games or online games. This category includes both game hardware & software. Also included are tips, advice and cheat codes on playing computer/Internet based games and web sites hosting games and contests.
	Hobbies/Leisure	This category refers to any site associated with the non-competitive active pursuits or interests outside one’s regular occupation or an activity engaged in for pleasure and relaxation during spare time. This would include pet lover sites, sewing, model building/making, woodcarving, stamp/coin collecting, mountain biking, hiking, etc. Note that sites dealing with competitive pursuits should be considered as sports.
	Television/Movies	Sites that promote or provide content relating to television programming or movies.  Note: Sites that contain streaming media or downloadable files such as previews or trailers should include the rating of digital media.
	Music	Sites that promote music for entertainment purposes relating to bands, concerts, festivals, orchestras, symphonies and disc jockeys.  Note: Sites that provide mp3, streaming or other downloadable media will also be rated digital media.
	Digital Media	Digital audio, video and other technologies that can be accessible to stream, download or share.
	Radio Stations	Sites whose purpose is to provide and/or promote music, talk or sports radio. These sites have live streams and/or archived listening available.
	Special Interests	Interest groups/clubs that include environmental, worker, social, and philanthropic organizations. These include alumni associations and all non-profit organizations.
	Sports	This category refers to any site that contains information about sports or sports related activities. This includes sites that provide sports scores or games. These sites may also contain information about sporting events, camps, teams or outings. Sports are defined as organized and competitive athletics.

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	Travel	This category refers to sites specializing in travel and travel-related information or activities. This includes travel destinations, reservation services, discount travel listings, leisure travel package listings, and special events in various cities. Also included are sightseeing guides, airlines and online flight booking agencies, accommodations and rental cars. Additional items such as chamber of commerce or non-government information pertaining to a given city or region can also be assigned this category.
	Web Log (Blog)	Journals, diaries or newsletters that can be updated daily usually involving personal thoughts/opinions on internet, social or political issues. Other categories can be added to further classify.
Internet (web)	Discussion Forums	This category refers to sites dedicated to Usenet, Usenet news, forums, newsgroups, online bulletin board system.
	Online Chat	This category refers to any site that offers access to, software for or participation in any Internet chat forum. The notion of chat should be associated with any online conversation involving at least two people that takes place in real time. If a site offers chat as one of its services, then the exact location where chat is taking place will be rated as 'Chat'.
	Translators	This category refers to any site that offers the service of translating a page, URL, or phrase into various different languages.
	Image Host	Sites that provide image hosting, linking and/or sharing. This includes videos and pictures.
	File Host	Sites that offer hosting, backup and sharing of files on the internet.
	Peer to Peer	Sites that provide client software to enable peer-to-peer file sharing and transfer.
	Email Host	Sites that provide email accounts, free or otherwise.
	Shareware Download	This category refers to sites that specialize in the downloading of *legal* software.
	Web Banners	This category refers to sites that provide service links/ banners/ ads for web sites. This could also include redirect services.
	Web Host	This category refers to sites that offer web hosting services, free or otherwise. These sites would usually offer domain names and web spaces to host end-user web pages.  Note: Sites that offer web hosting as one of their services would get rated as web host only at the location where actual web hosting is taken place.
	Web Search	This category refers to sites that specialize or offer a Web search engine. Sites containing links to other search engines or site-specific search functionality do not qualify for this rating.
	Portals	Sites that offer multiple web based services to assist a users experience on the internet.
Education	Continuing Education/Colleges	This category refers to sites that contain institutions/colleges offering formal course studies for adults. College homepages will fall into this category as well as distance education, degree programs for part time students, vocation and adult education.

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	History	This category refers to sites that offer a systematic, written and methodical record of past events. These events are arranged as to show the connection of causes and effects, to give an analysis of motive and action, etc.
	K-12	This category refers to sites dealing with the education of children. Also included in this category are sites with the identifier of "K12" (Kindergarten through 12 <sup>th</sup> grade) in the URL. Preschools and day care centers also qualify for this rating.
	Reference Sites	This category refers to site specifically dedicated to providing a research method on one or more subject matters.
	Science/Tech	This category refers to sites that relate specifically to education in Science and Technology. Also included in this category are sites relating to education with emphasis on computers, astronomy, programming, physics, etc.
	Safe Search Engine	This category refers to any search site that is specifically targeted toward families and children. Safe search engines will not allow the child or family member to search for pornography.
Security	Phishing	Deceptive websites that trick end-users into revealing personal data such as credit card numbers, account usernames, passwords, social security numbers, etc. These websites pretend to be those of common, well-known sites such as banks and credit card companies.
	Spyware/Adware	Websites that are known to distribute or contain code that displays unwanted advertisements or gathers information about the user without the users knowledge. This information is oftentimes relayed to advertisers or other 3rd parties.
	Malware	Websites that are known to contain harmful code that may modify a users system without the users knowledge.