

iGuard Web Ratings, Applications & Protocols

Policy Rule	Detailed Description	
Web Profile: Categories		
100% Human-Reviewed iGuard Ratings - iPrism URL database with 100% human analysis for unrivalled accuracy	Sex	
	Adult	Adult sites not defined in other rating categories: Adult oriented entertainment not defined as Porn, male enhancement products, online pharmacies and other sites are usually intended for adults 21 and over.
	Nudity	Representations of nudity including both illustrations and photographic forms such as magazines, pictures, paintings, sculptures, etc. This category should be assigned to sites that display nudity that is not pornographic in nature.
	Sexuality	Sites that can be sexual in nature including those that provide information, images or implications of body piercing, tattoos and other forms 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.
	Lingerie/Bikini	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.
	Pornography	Anything related to pornography, including mild depiction, soft pornography and hard-core pornography. Pornography pertains to writings, photographs, movies, etc. intended to arouse sexual interest. Also, any site offering memberships that may provide access to other pornographic sites will be in this category.
	Questionable Activities	
	Computing Hacking	Sites promoting questionable or illegal use of equipment and/or software to crack passwords, create viruses, gain access to other computers and other illegal activities. This includes any site that offers instruction on how to hack but does not include legitimate security information sites that are focused on the prevention of hacking.
	Miscellaneous Questionable	Sites considered questionable in nature and that 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.
	Tasteless	Content such as mutilation, torture, horror, the grotesque or any discussion or depiction of behavior that could be considered inappropriate for public consumption including pornography, nudity, or sites dealing with sexuality, which have their own specific classifications.
	Weapons/Bombs	Sites promoting the use of weapons and/or bombs and the making of bombs. This does not include sites related to gun control (social issues).
	Intolerance/Extremism	Sites advocating militant activities or extremism. This includes groups with extreme political views and intolerance to individuals and/or groups based upon prejudice or racial discrimination.
	Profanity	Profanity of any kind not classified under the sex category. These are sites with language that would not be permitted in average 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.
	Violence	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.
	Copyright Infringement	Offering 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.
	Security Exploits	
	Malware	Sites known to contain harmful code that may modify a users system without the users knowledge.
Phishing	Deceptive sites 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.	

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	Spyware/adware	Sites 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.
	Society	
	Alt/New Age	Pertaining to the occult including witchcraft, voodoo, black magic, 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. Note: Occult will be defined as anything pertaining to any system claiming use or knowledge of secret or supernatural powers or agencies.
	Cult	Sites that advocate membership in or discuss information related to 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.
	Government	Sites 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".
	Politics	Political advocacy of any type or the opinions of 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.
	Social Issues	Information regarding issues considered controversial by society at large. Examples include those providing information on abortion, euthanasia, gun control, drug legalization, suicide, immigration, civil/human rights and gay (or anti-gay) sites.
	Alternative Lifestyle	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.
	Art/Culture	Sites 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.
	Family Issues	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.
	News	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 & Tech). This does not include Usenet (classified as discussion forums).
	Religion	Sites pertaining to mainstream religions, religious activities or participation. This includes information relating to any common religious organization. This is a stand-alone category.
	Classifieds	Sites that offer and advertise ads for barter or sale of merchandise or services.
	Internet	
Anonymizer	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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	Online Chat	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 it's services, then the exact location where chat is taking place will be rated as 'Chat'.
	Sharewares Download	Sites that specialize in the downloading of *legal* software.
	Web Host	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.
	Translators	Sites offering 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. Includes some High Bandwidth ratings
	Peer To Peer	Sites that provide client software to enable peer-to-peer file sharing and transfer. Includes some High Bandwidth ratings
	Discussion Forums	This category refers to sites dedicates to Usenet, Usenet news, forums, newsgroups, online bulletin board system.
	Email Host	Sites that provide email accounts, free or otherwise.
	Safe Search Engine	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 objectionable material.
	Web Banners	Sites providing service links/ banners/ ads for web sites. This could also include redirect services.
	Web Search	Sites specializing in or offering a Web search engine. Sites containing links to other search engines or site-specific search functionality do not qualify for this rating.
	Portals	Sites offering multiple web based services to assist a users experience on the internet. Includes some High Bandwidth ratings
File Host	Sites that offer hosting, backup and sharing of files on the internet. Includes some High Bandwidth ratings	
Real-Time iPrism Pattern Analysis - Includes dynamically detected proxy sites and IM, P2P and FTP sites	Dynamically Detected Proxies	Refers to Anonymous proxy sites, which are pervasive and easy to build. The Internet contains many sites that offer proxy site-building scripts and instructions for enabling them via free hosting services. The frequency with which these sites are built has made the conventional defenses of many Web security solutions ineffective. As soon as one site is located and blocked, another one emerges. iPrism's dynamic script-based (i.e. PHPProxy, CGIProxy) proxy site detection helps thwart these circumvention attempts by identifying proxy sites on the fly, as soon as they pop up, and updating your iPrism to block them.
100% Human-Reviewed iGuard Ratings - iPrism URL database with 100% human analysis for unrivalled accuracy	Business	
	Finance	Refers to any site that provides investment information, stocks, bonds, mutual funds, newsletters, tips, and firms that offers these services (including banks).
	Professional Services	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	Sites offering participation in online auctions, where the site visitor can bid on various items.
	Dining/Restaurant	Sites that list, review, promote, market or advertise food service and eating establishments. Included are catering services, dining guides and recipes.
	Automotive	Sites that offer repair, maintenance, parts, sale or other services.
	Job/Employment Search	Sites providing 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.

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	Specialized Shopping	Sites selling specific items or products that for purchase using the Internet or telephone. This rating is sometimes accompanied by another rating depending on the subject matter of the items sold. Includes all Consumer Shopping ratings
	Corporate Marketing	Sites containing corporate and product information, but not selling products online. Includes all Business to Business ratings
	Real Estate	Information or services related to buying/selling, renting or financing property.
	Internet Services	Sites that offer services to assist in internet communication.
	Health	
	Alcohol/Tobacco	Sites supporting the use of alcohol and tobacco products. They may be commercial sites, such as Philips 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.
	Health	Sites claiming to improve an individual's well being either medically, organically or through support.
	Drugs	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").
	Adult Sex Ed	Sites providing sexual education information to anyone 18 or older. Topics include adult themes such as birth control and sexual topics. Other adult topics included in the adult themes or sex categories are not covered here.
	Recreation	
	Entertainment	Sites dealing with theatre, online comics, anime, amusement parks, clubs, and other forms of audience-based entertainment
	Games	Sites associated with traditional board games, role-playing games and pursuits including those that promote game manufacturers (Mattel, etc.) and electronic, video, computer or online games. This category includes both game hardware & software and includes sites with tips, advice and cheat codes on playing computer/Internet based games and web sites hosting games and contests.
	Sports	Any site containing information about sports or sports related activities, including those 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.
	Mature Humor	Sites containing 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.
	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.
	Digital Media	Digital audio, video and other technologies that can be accessible to stream, download or share. Includes some High Bandwidth and Digital Music ratings
	Hobbies/Leisure	Sites 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. Includes some Hobbies/Internet ratings. Hobbies/Interests now included in 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.
	Gambling	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.

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100% Human-Reviewed iGuard Ratings - iPrism URL database with 100% human analysis for unrivalled accuracy	Recreation	
	Travel	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.
	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. Includes some Digital Music ratings
	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. Includes some Hobbies/Internet ratings
	Social Networking/Dating	Sites that offer free or paid services that promote interaction, dating or other networking through forums, chat, email or other methods.
	Education	
	Continuing Education/Colleges	Sites for 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. Includes all Liberal Arts ratings
	K12	Sites dealing with the education of children. Also included in this category are sites with the identifier of "K12" (Kindergarten through 12th grade) in the URL. Preschools and day care centers also qualify for this rating.
	Sci/Tech	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.
	Reference Sites	Sites specifically dedicated to providing a research method on one or more subject matters.
	History	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.
	Sex Education	Sites associated with sex education for 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. Note: If a site is rated as 'K-12 Sex Education', it must not have any other rating.
User Defined Categories	Locally Defined	
	Local 1-16 –User defined values	This refers to 16 categories that can be used to create custom filtering categories and/or users can add rated or unrated sites or existing iGuard rated sites to this category for tracking and policy enforcement.
Authentium AV Engine Analysis - On-board, four factored anti-virus engine uses heuristics, emulation, and signatures to detect and block viruses, worms, Trojans and other malware	Dynamically Detected Malware	
	On-Board Anti-Virus	Refers to iPrism's four factored anti-virus engine that uses heuristics, emulation, and signatures to detect and block viruses, worms, Trojans and other malware in real-time.
Non-iGuard Ratings – Sites added to an ACL	Other	
	Other Sites	Refers to sites not categorized by iGuard nor dynamically detected. This category is selected in Web profile ACLs when you want to set policy action for any unrated site.

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Policy Rule	Detailed Description	
Application Profile: Application/Protocols		
ThreatSTOP Botnet Threat List - iPrism leverages ThreatSTOP to block bots from forming damaging botnets	Security Exploits	
	Botnet	This category enables detection of infected endpoints so you can remediate problems. iPrism uses the ThreatSTOP Botnet List to block any attempt at an outbound connection and the botnet threat is eradicated. ThreatSTOP continuously updates their Botnet Threat List, based on four feeds from three industry-leading sources (Abuse.ch, ShadowServer, Cyber-TA).
EdgeWave Circumvention Defense Network - Blocks attempts by circumvention tools to connect to their network proxy or re-routing servers	Anti-Circumvention	
	Circumvention Defense Network (CDN)	Anonymizers use proxy servers and other sophisticated protocols to forward client requests to websites, while masking the identify of the client. iPrism's Circumvention Defense Network blocks attempts by circumvention tools to connect to their network proxy or re-routing servers, rendering them harmless. A wide range of client anonymizers are blocked including UltraSurf, FreeGate, Tor, JAP and others. iPrism CDN also adds to this list as new client anonymizers are detected.
Real-Time iPrism Pattern Analysis - Includes dynamically detected proxy sites and IM, P2P and FTP sites	File Access/Transfer	
	FTP	This category refers to File Transfer Protocol sites, which are used to transfer files between computers on a network or between computers on different networks.
	IM Protocols	This category includes the following IM protocols: <ul style="list-style-type: none"> • AIM • Yahoo • Skype • MSN • Google
	Peer to Peer	
	P2P Protocols	Includes the following P2P protocols: <ul style="list-style-type: none"> • Kazaa • BitTorrent • Filetopia • DirectConnect • iTunes • eDonkey • Gnutella • WinMX • WASTE