



About Enex TestLab

“The world’s premier independent testing laboratory.”

Since 1989 Enex TestLab has helped the world’s biggest companies minimise risk, improve products and save money. Enex TestLab provides high quality independent testing services and advice.

Our range of testing include:

- Software <
- Hardware <
- Systems <
- Security <
- Usability & Accessibility <
- Gaming, Wagering, <
- Lotteries & Casinos
- Media & Communications <
- Physical & Materials <

Test assured, rest assured.

12th December 2010

IIA Family Friendly Program

Getting Accreditation as an IIA Family Friendly Internet Content Filter?

Accreditation as an Internet Industry Association (IIA) Family Friendly Content Filter is open to all Internet Content Filter (ICF) vendors. Accreditation offers formal certification that your Internet content filter complies with the Australian Internet Industry Association (IIA) codes for regulating online content.

The Australian Internet Industry Association (IIA) maintains a current listing of Internet Content Filters accredited under the scheme. The scheme intends to provide families and organisations with clear information about suitable content filters that support the needs of families using the Internet.

Each year, accredited filters are put through rigorous compliance testing by Enex TestLab (independent testing facility). The testing provides a benchmarked assessment of the Internet content filter capability, including its effectiveness in relation to the Australian Communications and Media Authority (ACMA) blacklisted sites.

Filters that meet the criteria are recognised by the IIA and the Australian Government. Providers on the list are entitled to adopt the IIA Family Friendly Filter ‘Ladybird’ logo on relevant accredited product packaging, marketing and promotional materials.

The testing criteria consider a range of important factors in addition to the fundamental accuracy and effectiveness of the filter. These include; ease of use, configurability and the availability of support, as well as the willingness of the provider to update the filter as required by ACMA under its guidelines.

In other words, if ACMA determines that a particular Internet site is prohibited under Australian law, it will be added to its blacklist. The content filter provider will need to promptly update its filter to appropriately block this site.

The IIA has written a Codes of Practice to provide guidance for Internet Service Providers (ISPs) who wish to offer a “family friendly” filter product. By complying with the IIA code, ISPs also can be confident that they also comply with Australian law.

Further information and vendor registration details can be supplied by contacting Enex TestLab (03) 9436 7454 or iaa@testlab.com.au

Also see:

Further information about the IIA Family Friendly Program can be found at <http://tinyurl.com/iaafamilyfriendly> or www.iaa.net.au

For more information about Enex TestLab, see www.testlab.com.au

Australian Communications and Media Authority, www.acma.gov.au Here you will find information about making complaints about Internet content, as well as useful information about filters.

