

## **WiredTrust – When Doing It Right Matters!**

Risk management and best practices are essential to everyone involved in the social networking, online gaming and interactive community technology industries. From tween virtual worlds, to communication networks, to cyberdating communities, to mobile device and service providers, to MMOGs, to game-to-Web, to video-sharing tool providers, to general audience online business communities, if you don't do it right, you won't be doing it for long.

Oldtimers and newcomers to the interactive Internet have the same issues. They just have them from a different perspective. They both want to be trusted by their investors, users, sponsors, partners and the public. While they all would love to be on the front page of the Wall Street Journal, they want to be there for good reasons not bad. The larger well-known brands want to protect their reputation. Established technology and media leaders need guidance to be able to continue their leadership. And the smaller newly-launched companies want to survive long enough to become a trusted brand.

Best practices is where safety, privacy, security, compliance and good management come together. Like the elephant described by the 6 blind men, different entities see "best practices" from their own perspective. But for a company to truly adopt best practices, they must step back and understand the elephant as a whole.

It's part marketing and knowing whom to trust. It's part messaging and knowing what rules to set and how to enforce them. It's knowing how to attract the users you want and discourage the rest. It's networking with those you can learn from and sharing what you know. It's understanding your market and opportunities. It's knowing whom to call when you don't know what to do. Those that know call Parry Aftab.

You don't want your advisors learning your business on your dime. If you are in the tween market, you want someone who understands tweens, what they want and why. If you are a member of the MMOG industry, you need someone who knows how to tell the difference between real risks and in-game heated discussions. And you need to find the right balance that keeps your users safe without abandoning your business.

Not sure what risks are real or how to address them? Your advisors should know that better than you do. And no one knows more about these issues than the professionals at WiredTrust. Its founder and Managing Director, privacy and security lawyer Parry Aftab, brings 15 years of digital abuse expertise and cyber-legal compliance to her clients, online and offline. She is the leading name in cyber-risk management and safety worldwide and has advised most of the industry leaders. Governmental agencies, the media, the public and industry alike turn to her for advice.

Now, Dr. Aftab has pulled together a team of risk management experts, trainers and certification specialists to provide guidance on all emerging issues. Moderators and customer service management and team members can be trained and certified using online learning systems on their own schedule, or in person at your offices or ours. Chief safety officers and risk management executives can be recruited and vetted. And through its special network of children's online leaders and promising newcomers, the stakeholders can finally come together to improve the industry as a whole.

For special preferred clients, "SWAT" team services are available, allowing WiredTrust to deploy a team of experts to address emergencies, where safety, privacy and trust are under attack. And through its research, seminars, workshops, conferences, moderator/support team networks and industry leadership councils, WiredTrust professionalizes digital risk management. It even has tween and teen advisors to provide unique expertise for clients in the kids, tweens and teen space.

WiredTrust clients are the who's who of the Internet. It represents two of the three largest and most popular social networks in the US, and the largest and most popular one in the world, as well as the leaders in online communities, virtual worlds, online games, trusted offline brands and retailers, entertainment industry leaders, device and technology providers, the children's online industry and MMOGs.

And to top it off, its WiredTrust "Socially Safe" Best Practices Seal provides qualified applicants with the only best practices seal in the industry to identify the special few who do it right. The Socially Safe Kids Seal is for children's and preteen sites and technologies. If clients already hold an approved COPPA privacy seal from Truste, CARU or ESRB, they may qualify for a discount on the Socially Safe Kids Seal. It is not designed to compete with existing privacy or approved security seals, but to enhance them.

Want to learn more about how the WiredTrust brand can help you build or protect your brand? Ask Parry at [parry@aftab.com](mailto:parry@aftab.com).

