

# Cellusys®



# CSS7 SMS Parental Control

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## The Challenge

### Protect Children from unwanted messages or inappropriate mobile usage

According to independent market surveys, mobile phone child protection is a leading issue for most parents. Parents are very concerned about who their children are texting and who is texting them. Fears of bullying and unwanted messages from strangers are increasing. Over half of parents are worried about when their children are using their phones as well as who is receiving the text messages. 60% of parents with children under the age of 14 years old feel strongly about the need to have some control over how their children use their mobiles. 80% of parents would consider changing their network provider just for the option of having parental controls.



## The Solution

SMS Parental Control allows a parent subscriber to easily control and limit usage of their children's messaging by quantity, time, and day of week. Parent Subscribers would set policies to administer settings of their family's account. For example, the parent could configure their child's phone, preventing their child from sending or receiving SMS messages during school hours Mon-Fri 7am-2pm and bedtime Mon-Sun 10pm - 6am. Messages will then be deferred or deleted until acceptable hours.

Additional controls include a Black List that provides the ability to block sending and receiving of messages based on specific phone numbers. A White List would create an exception list of phone numbers including parents, emergency contacts or other phone numbers as specified by the parent subscribers.

Therefore, the child will have the ability to send/receive messages to and from these specific phone numbers regardless of any other restrictions. Message Limits would allow a parent to limit the quantity of messages a child sends and receives per day, week or month.



## About Cellusys

Cellusys, with our CSS7™ platform, deploys leading edge messaging and Roaming solutions. Our portfolio of products include Steering of Roaming, Prepaid SMS Roaming, SMS Anti-spam/fraud, SMS Home Router and Value Added Services like Parental Control, Email to SMS Gateway, Subsidized Advertising, Blacklist, Auto-reply, Signature, Divert, Copy and Backup. We can also engage with you to rapidly deploy creative new applications. This is served from Dublin with sales and support offices in US, EMEA and APAC. For more information about Cellusys solutions, check out [www.cellusys.com](http://www.cellusys.com)

## Subscriber Policy Control



With the Cellusys CSS7 Parental Control Application parents can customize their children's mobile phones so that the child can always call their parents or family members but can only text other numbers on the basis of rules chosen by the parent. Parents can either go online or send an SMS to set these policies. For example, the parent

may typically set just a few forbidden numbers and permit all others for children over 12. Or, for children under 12 they might block all numbers except a few permitted ones for friends and family. They can also set the times when texting can be used, for instance not after bedtime or during school hours.

### Features

- Subscriber Management of services via Web
- Operator provisioning
- White listing allows a parent to add approved numbers
- Black listing allows a parent to add numbers that will be blocked
- Limiting Messages by Day, Week and Month
- Blackout periods
- Reporting and Statistics
- Password authentication

**It's easy to be in control.  
Protect your children and  
have peace of mind over  
their cellphone usage.**

### Operator Benefits:

- Improving differentiation & recognition by offering services aimed at parents who are the actual bill – payer.
- Match the rising expectations of the market to address social responsibility concerns.
- Using web portal service configuration for brand building and loyalty.
- Adding premium value service options for customers.
- Parental Control Portals will allow operators to offer users the tools to set and manage the policies for themselves and their families as part of an operator's self-care portal.

### Subscribers Benefits:

- Alleviate Parents concerns about their children using a mobile phone
- Customizing children's handset usage
- Protect minors against bullying
- Allowing parents to determine acceptable rules for their children's mobile usage



### Cellusys Product Portfolio

- o **SMS Defence** – Stop SMS spam and fraud
- o **SMS Home Router** – Ensure roamers have access to VAS's
- o **Steering of Roaming** – Direct your roamers to preferred partner networks
- o **Prepaid SMS Roaming** – When CAMEL is not an option
- o **Parental Control** – Monitor & control child mobile usage
- o **Value Added Services** – Advertising, Divert, Backup, Signature...

*The Company: Helping carriers deploy creative revenue generating messaging applications*

*Cellusys is an employee owned and operated company that is headquartered in Dublin, Ireland. Cellusys, with our CSS7 platform, deploys leading edge Anti-Spam, Roaming and Value Added Messaging Services around the world. This is served from Dublin with sales and support offices in Cairo and Atlanta.*