

UK's first Online Watershed A Real Boost To Safe Surfing

Submitted by: Westport Media

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Gadgetwizard.com Implements 9pm Rule To Stop Kids Viewing Naughty Adult Gadgets

In a move that is the first of its kind in the U.K., online gadget retailer GadgetWizard.com has restricted viewing of its 'naughty' adult products until after 9pm.

The Online Watershed has been built into the Gadgetwizard.com website, giving the company full control over the products that can be viewed on the internet before 9pm - without having to rely on an "Entry Page" to its adult section - requiring children to answer truthfully about their age!

The watershed is traditionally used in the Broadcast Media, where sexy or violent content is not shown before 9pm.

The Gadgetwizard website sells a wide range of products to suit all ages, the Online Watershed is tailored for the many fun 'adult' orientated products on the site - "While none of our adult products are particularly offensive, they would certainly be inappropriate for viewing by a younger audience" says Steven Owen, GadgetWizard.com's Founder, "The introduction of the watershed allows us to continue to offer the huge variety of products that people want, and at the same time, ensure that our website is a safe place for children to be"

"Children should always be supervised, when they are using the internet, content filters are helpful, but not always accurate, and can sometimes be difficult to set up - the watershed at Gadgetwizard.com does not require any software or changes in the users computer's settings, it is handled automatically at our end, just as is the case with broadcasting."

The introduction of the watershed comes on the back of recent campaigns to make parents aware of the need for safe surfing for kids.

A recent poll by PC World found that two-thirds of children have unsupervised access to the internet.

Alison Lister of Parents Online - a government backed initiative - congratulated Gadgetwizard.com and said "The Online Watershed is an innovative idea to protect children from inappropriate information online. It's a great concept that could have a lasting impact on making the internet a safer place for children, which we applaud"

The initiative has so far received a very positive response from Gadgetwizard.com's customers - "we hope that our success with this initiative, encourages other website operators to adopt a similar appreciation for appropriate content delivery systems to ensure a safe surfing environment for children...."

Gadget Wizard is available at <http://www.gadgetwizard.com>

Ends

Notes to editors

Parents Online website address : <http://www.parentsonline.gov.uk>

Parent online is the government backed initiative to promote safe and educational use of the internet.

Gadgetwizard.com was first launched in March 2002. The company operates an online store offering the very latest gadgets, fun toys, and unusual executive accessories. The company prides itself in being the first in the U.K. with many unique and innovative gadgets.

The website was built by WESTPORT MEDIA - a company offering highly customised e-commerce and property marketing internet solutions for SME's based in the U.K.

Westport Media also provide PR, photography and product placement services for it's clients, giving a full end-to-end service.

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