



What is KidZafe?

KidZafe is an easy to use, online service that helps parents protect their kids from predators and bullies, and to manage their kids' privacy and reputation online and on the mobile phone.

How Does KidZafe Work?

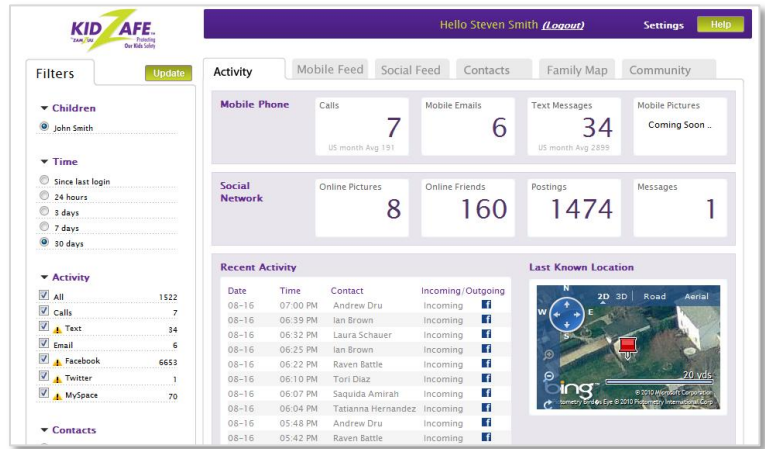
To get up and running, parents provide KidZafe with information about the social networking sites their kids use. Parents can download and install a KidZafe mobile application for their child's Blackberry or Google Android device. KidZafe's advanced parental intelligence system then connects directly to the social networking sites and the mobile phone. This enables parents to see who is communicating with their child and to understand what their child is texting and posting online. This includes the translation of thousands of text lingo terms (e.g., "ttyl", "A/S/L", or "LMIRL") into understandable language (e.g., "talk to you later", "What are your age, sex and location?", or "Let's meet in real-life"). Most importantly, KidZafe identifies inappropriate, dangerous and suspicious behaviors or people, and then immediately notify parents via email, text message and online so that they can take appropriate action.

KidZafe also provides detailed activity reports to help parents understand how their kids are using technology more broadly. This enables parents to ensure that their kids are developing safe and responsible technology habits.

And because KidZafe is not software that you installed on your home computer, it will help you protect your kids no matter how, when or where they are when they access the Internet.

How Much Does KidZafe Cost?

KidZafe is available as either a monthly or annual subscription. Subscriptions start at \$9.95 per month after a one-time activation fee of only \$49.95 (paid only once per family). Contact your local Zamzoo Independent Business Owner for details.



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