



Southwest Broadband Partners with **Bark to Boost Online Safety for Families**

Southwest Broadband is pleased to announce its collaboration with Bark, a renowned online safety solution that enhances online security for families with children and teens.

Bark is an online safety guardian that monitors smartphone activity for potential concerns like cyberbullying, threats, and online predators. This allows children to enjoy privacy and independence while providing parents with peace of mind. With Bark, invasive parental device inspections are unnecessary, as it promptly sends notifications to parents (complete with screenshots) upon the detection of any suspicious activity.

Key Features Include:

1. Comprehensive monitoring of 39+ social media platforms, messaging apps, etc.
2. Alerts and notifications for cyberbullying, online predators, violence, and self-harm.
3. Privacy protection that balances safety with respecting your child's personal space.
4. Manage screen time, filter websites, and set location alerts.

Travis Thies, General Manager of Southwest Broadband, highlighted the importance of online safety, stating, "Our commitment to safeguarding families is unwavering, and our partnership with Bark offers an added layer of protection for our customers who are concerned about exposing their children to online threats. With this solution in place, Southwest Broadband can empower the families we serve to make informed choices regarding their online safety."

Bark's approach is different from conventional parental control tools. Instead of focusing solely on restricting and monitoring, Bark aims to foster meaningful connections by providing parents with suggestive tips on how to engage in open conversation with their children, fostering trust, empathy, and understanding. By leveraging comprehensive coverage and timely alerts, parents can identify potential concerns and initiate conversations that promote learning, growth, and resilience.

"The Internet can be a wonderful tool for children to learn, connect with friends, and expand their horizons," said Thies. *"By collaborating with our families, schools, and local law enforcement agencies in the communities we serve, our goal is to help create a safer digital world for our youth and give parents the peace of mind that their children are safer."*

To learn more about Bark and Southwest Broadband's initiative to keep kids safe online, visit southwestbroadband.com/bark/ or call 507-662-7000.