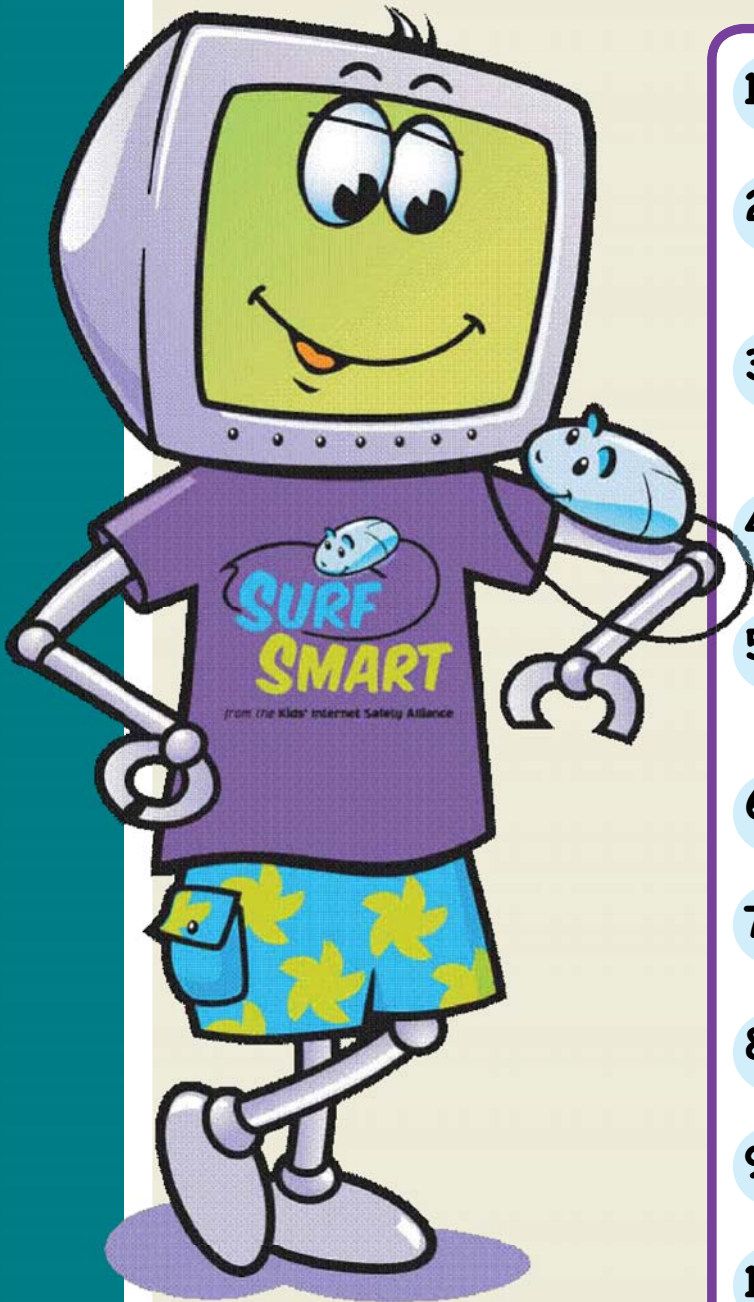


# KINSA's ten SurfSmart principles will be integral in any communication to kids:



1. Always make sure that a parent, teacher or guardian knows when you're surfing the net.
2. Keep your personal information private – don't give out your name, phone number, school name, or address without a parent/guardian's permission.
3. Never agree to hang out in person with someone you've met online. Remember that people may not be who they say they are.
4. Stand up against bullying – don't gossip or humiliate anyone.
5. If you receive an email with rude content – do not reply, just tell an adult right away. Remember – it's not your fault that someone sent you this.
6. If at any time you feel threatened or uncomfortable, speak to a responsible adult.
7. Don't buy something online or download anything without permission.
8. Never send a photo or a picture of your family to anyone without permission.
9. If you do not recognize or trust an email, attachment or web page – do not open it!
10. Keep your passwords SECRET! Not even our BFFs need to know!