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CleanBrowsing is a content filtering platform that enables the creation of a safe browsing experience on any network. This platform is a DNS resolver, it functions as a digital lookup table for the entire web correlating IP addresses to their corresponding domain names.

When configured at the Internet Service Provider (ISP), locally or router, all traffic on the network is routed to the CleanBrowsing network. This routing allows CleanBrowsing to filter the requested content according to predefined “filter”.

**Filter:** Also known as Content Filtering (information filtering) is the means of excluding content according to some predetermined rules.

## About CleanBrowsing

CleanBrowsing was founded by Daniel Cid and Tony Perez. Two parents of pre-teen kids who spent an enormous amount of time online, whether surfing the web or playing games. We quickly realized that we needed a better solution to create a safe browsing experience at home.

In 2016 we began building the platform, releasing the platform in the summer of 2018. When building the company, the team was adamant about exposing, and making it economical and accessible, to as many parents, schools and organizations as possible. It was the foundation for the Free offering and low cost pricing model.

Our design, and subsequent release, of the product was built on the premise that as parents, we have a responsibility to provide our kids safe online experiences.

Today, we support over 500,000 devices, and growing, generating over 500M requests per day. The network is built on a global anycast network of 30 Points of Presence (growing monthly). The filtering technology is comprised of a number of technologies, including supervised machine learning that gets smarter as the volume of requests increases.

## How To Use CleanBrowsing

CleanBrowsing currently offers two methods of using the platform – Free and Paid.

### Free Offering

The Free plans correspond with three distinct filters that cannot be modified by the users:



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Filter	Description	IP
<b>Security</b>	Blocks malicious domains (e.g., phishing, malware, blacklisted sites)	<b>IPv4 address:</b> 185.228.168.9 185.228.169.9  <b>IPv6 address:</b> 2a0d:2a00:1::2 2a0d:2a00:2::2
<b>Adult</b>	Blocks “obscene” material, things that contain any form of pornography (e.g., child, animals, semi-nude, sexual conduct, explicit conduct, sexual performance).  It sets browsers search engines to “Safe Mode” if they allow it.  It also includes the same filters as “Security.”	<b>IPv4 address:</b> 185.228.168.10 185.228.169.11  <b>IPv6 address:</b> 2a0d:2a00:1::1 2a0d:2a00:2::1
<b>Family</b>	Blocks the use of proxies, VPNs & Mixed Adult Content. It sets YouTube to safe mode.  It includes Adult and Security filters.	<b>IPv4 address:</b> 185.228.168.168 185.228.169.168  <b>IPv6 address:</b> 2a0d:2a00:1:: 2a0d:2a00:2::

### **Paid Offering**

The Paid offering provides a user / organization with granular controls that allows them to: view the activity on their network, expands the filters to 13, create multiple profiles with different filtering preferences, enhanced filtering options across a number of social platforms, advanced data retention capabilities, and a number of other features.



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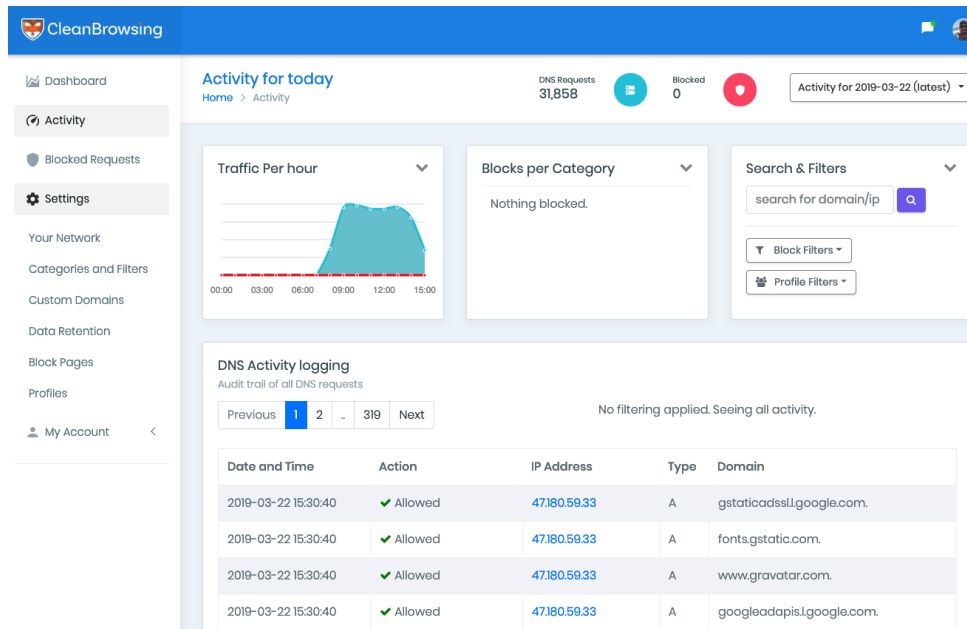


Figure 1 Example of the CleanBrowsing Dashboard (Paid)

The CleanBrowsing pricing is applicable to consumers and enterprises alike:

Name	Price	Detail
Basic	\$5 / month	Up to 100 devices
Pro-500	\$10 / month	Up to 500 devices
Pro-1000	\$20 / month	Up to 1000 devices
Every additional 1,000 devices is \$10 / month		

It expands the filtering options to a total of 13:

Filter	Description
Adult & Pornography	<p>This filter blocks access to adult and pornographic content. Blocks “obscene” material, things that contain any form of pornography (e.g., child, animals, semi-nude, sexual conduct, explicit conduct, sexual performance).</p> <p>It sets browsers search engines to “Safe Mode” if they allow it.</p>



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<b>Ads &amp; Tracking</b>	This filter block access to Ads and tracking products. It includes Google Ads, mixpanel and other ad-based products.
<b>Torrents</b>	This filter blocks access to Torrent sites, it includes “The Pirate Bay”.
<b>P2P &amp; File Sharing</b>	This filter blocks access to P2P and File sharing domains. They are often misused to share illegal and pirated content.
<b>Gambling</b>	This filter blocks access to online gambling sites.
<b>Dating</b>	This filter blocks access to dating sites.
<b>Weapons</b>	This filter blocks access to websites that sell or promote weapons, such as guns, knives, etc.
<b>Malicious</b>	This filter blocks access to malicious and blacklisted domains. We highly recommend keeping it enabled as it helps prevent attacks against a computer or network.
<b>Adult Mixed Content</b>	This filter blocks access to sites that allow pornographic content, while they may also be used for non-adult activities. A great example of this is Reddit and some image sharing domains.
<b>Proxy &amp; VPNs</b>	This filter blocks access to Proxies and VPN products. They are often used to bypass filters.
<b>Gaming</b>	This filters blocks access to online games.
<b>Social Network</b>	This filter blocks access to social networks. It includes Facebook, Twitter, Google Plus, and other similar platforms.
<b>Online Radio</b>	This filter blocks access to online Radios and music streaming sites (e.g., Spotify and Pandora).

Enhanced filtering options for Social platforms include the following:



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### Custom Filters

In here you can customize access to some popular sites. For example, you can allow Social Networks in our main [Categories and Filters](#), but block Twitter.

YouTube Allowed ▾	Reddit Allowed ▾	Twitter Allowed ▾	Skype Allowed ▾	WhatsApp Allowed ▾	Facebook Allowed ▾
Instagram Allowed ▾	Fortnite Allowed ▾	Tumblr Allowed ▾	Netflix Allowed ▾	Vimeo Allowed ▾	Roblox Allowed ▾

Note that the websites in this section start (Allowed or Blocked) based on the general rules you have specified under Categories and Filters.

Figure 2 CleanBrowsing Custom Filters for Social Platforms

## Custom Block Pages

A commonly used feature of the paid plans are the custom block pages. These pages can be customized for an organization as required. Customizations can include logos, authentication schemes, and specific organizational tracking requirements.

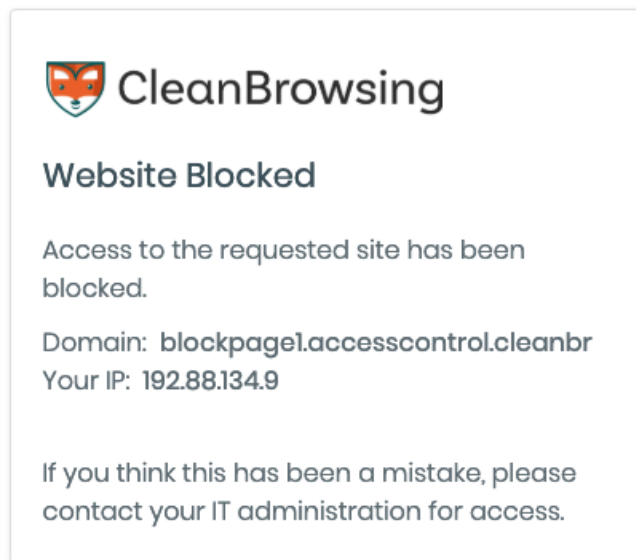


Figure 3 Sample CleanBrowsing Block Page



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Example customizations may include introducing an authentication mechanism prior to accessing anything categorized as obscene. It can also be used to highlight the organizations rules around online usage and contact information in the event is incorrect.

### Method of Updating Categories

CleanBrowsing uses a publicly accessible categorization system to maintain and provide transparency around it's categorization systems.

It's located here: <https://categorify.org/>

## Website Categorify

Search our large database of websites and their categories & ratings. Try any website to see how it is categorized.

Examples: [google.com](#) [facebook.com](#) [netflix.com](#)

### Understanding our Categories & Ratings

Every website was crawled and categorized based on their content, domain name and how safe they are for visitors. We looked for nudity, violent content, abusive language, explicit materials and other signals to rate them into one of the four safe rates:

**PG:** Website is safe for all audiences. We did not identify any nudity, violence or abusive language. Some sites that provide the proper parental control are also labeled as PG. *For example, Netflix is rated PG, even though it has some movies that are not suitable for everyone.*

**PG-13:** Website not recommended for kids under 13. They may have some nudity or violent content - some discretion is advised.

**R & SFW:** Websites that contain adult-only content, but are relatively safe for a work environment (no graphic content).

**R & NSFW:** Websites with adult content that is not safe for a work environment (pornographic sites mostly).

Figure 4 CleanBrowsing Powered Categorization System



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The categorization is updated on a daily basis, and consumers have the ability to submit requests (via [support@cleanbrowsing.org](mailto:support@cleanbrowsing.org)) to update and revise existing categories. The team requests approximately 24 hours to review and apply any updates as necessary.

The existing scanner uses proprietary technology to scan any domains submitted, it will attempt to categorize and if it's not in the existing system it'll update it dynamically in the next daily update.

### Contacting CleanBrowsing

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