

## GAIN VISIBILITY OF HIGH RISK IMAGE ATTACHMENTS BEING DISTRIBUTED VIA EMAIL

**Pornography and other explicit images are coming under tighter scrutiny by nations and employers to improve the safety and productivity of the workplace. While laws make employers liable with increasingly heavy penalties, sexual harassment can cost a typical Fortune 500 company \$6.7 million per year in absenteeism, low productivity and employee turnover.**

### WHY WEBSENSE® IMAGE ANALYSIS?

Being unaware of the problem is no longer a valid employer defense and repercussions could even extend to criminal charges against the employer if illegal imagery is involved. The Websense Image Analysis module provides powerful illicit image detection capabilities to help employers monitor, educate and enforce the organization's policy. This proactive approach can strengthen the work environment and help retain top talent, while mitigating liability risks.

#### LEGAL OBLIGATIONS OF AN EMPLOYER

The United Nations, as well as many countries, consider an exposure to pornography in their definition of 'sexual harassment.' They recognize that employers have a duty to protect their employees from sexual harassment. And laws have been enacted in places such as the United States, Europe, Australia, New Zealand and Asia that hold employers responsible for employee actions in this regard.



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—hr-guide.com

Typically, an employer would have an appropriate email acceptable use policy which is effectively enforced, monitored and communicated. But a written policy on its own is insufficient. A policy that is not implemented through communication, education and enforcement will be of little or no use in discharging liability.

#### WebSense Image Analysis assists with demonstrating an employer's commitment by allowing employers to:

- Identify users that are misusing the email system
- Educate users on the company email usage policy
- Monitor emails containing high risk image attachments
- Enforce the policy as and when required

In most cases, the obligation to prove that all reasonable steps have been taken rests with the employer.

#### AUSTRALIA

"A sexually hostile workplace include[s] the display of obscene or pornographic materials."

- Australian Human Rights Commission

#### EUROPEAN UNION

"Sexual Harassment includes 'non-verbal' conduct that creates a 'hostile, degrading, humiliating or offensive environment.'"

- Directive 2002/73/EC of the European Parliament and of the Council of 23 September 2002

#### CANADA

"Sexual harassment can include...a poisoned environment (pornographic images in the workplace)."

- Ontario Human Rights Commission

#### UNITED STATES

"The proliferation of pornography and demeaning comments, if sufficiently continuous and pervasive, may be found to create [a hostile working environment]."

- US Equal Employment Opportunity Commission



## WEBSense IMAGE ANALYSIS TECHNOLOGY

Websense Image Analysis Module utilizes advanced computer vision technology that takes advantage of 12 different techniques to reliably distinguish between pornographic and non-pornographic images in a matter of milliseconds. Low false positives are achieved by paying less attention to mistake-prone 'skin tone' methods and focusing on more accurate visual markers for a reliable signature-less experience.

## YOUR NEEDS - WEBSense SOLUTIONS

### INTEGRATE WITH LEADING WEBSense TRITON SOLUTIONS

Websense Image Analysis is available as an optional add-on module for TRITON® AP-EMAIL and AP-DATA solutions.

### GAIN VISIBILITY OF EXPLICIT IMAGES

Add Websense Image Analysis Module to supported AP-EMAIL or AP-DATA security solutions to accurately identify images that pose a risk to your organization.

### IDENTIFY HIGH RISK USERS

Direct emails containing high risk images to a dedicated Image Analysis queue, allowing administrators to easily identify users receiving or sending inappropriate images.

### EDUCATE USERS ON COMPANY POLICY

Change behavior by notifying senders when the contents of their email may have violated the company acceptable use policy.

### PREVENTION POLICY

Create policies to proactively quarantine emails containing high risk content.

### ADJUSTABLE ENGINE SENSITIVITY

Adjust and fine tune the aggressiveness of the detection technology to align with your organization's preferences.

### GRAYSCALE SCANNING

Websense Image Analysis can identify sexually explicit image attachments even if they have been converted to grayscale.

### OFFICE FILE SCANNING

Scans images embedded in Microsoft Office files such as Word and PowerPoint.

## BRAVE THE NEW WORLD.

LEARN MORE: [www.websense.com/APX](http://www.websense.com/APX)

