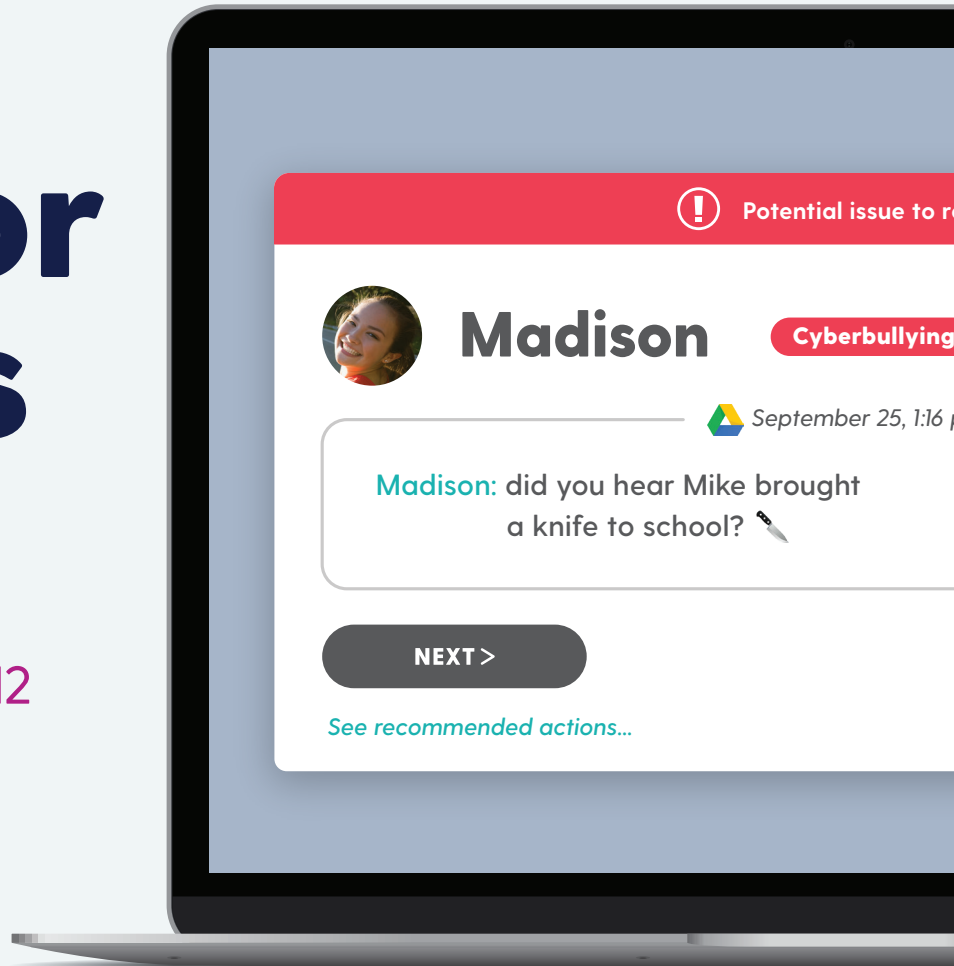




# Bark for Schools



Free monitoring for K-12  
Microsoft Office 365  
and G Suite accounts



When schools give students access to laptops and email accounts through platforms like Google Suite and Outlook 365, an incredible world of learning opportunities opens up – **as well as potential dangers**. Bark helps you monitor all of the content your students are creating, sharing, and sending through school-issued accounts.

**Bark for Schools is free (forever!) and available for all public and private K-12 schools in the U.S.**

**600**  
**DISTRICTS**

**More than 600 school districts across the U.S. partner with Bark for Schools to monitor their students' accounts.**

# Why should schools monitor online content?

Put simply, to detect potentially dangerous situations that students may be facing both in and out of school, including:

- **Cyberbullying**
- **Threats of violence**
- **Sexual content**
- **Suicidal ideation**

While you and your staff could manually monitor student accounts – every email, every chat, and every document – spot-checking is labor intensive and ineffective.



## Why is Bark for Schools free for all K-12 U.S. schools?

We offer Bark for Schools **at no cost** as a way to give back to our communities and to help keep children safe.

In 2018, after another series of shootings, we realized two things: **1)** that we already had the resources in place to help schools with account monitoring, and **2)** that schools shouldn't have to spend already-limited funds to keep their students safer online.

# How does Bark work?

We use industry-leading, machine-learning algorithms to continually monitor email messages, chat conversations, files, images, and documents. When problems are detected, Bark will send email alerts to the people who need to know – IT directors, principals, school resource officers – so they can take action. **We also offer schools the ability to include parents on after-hours alerts.**

## A team behind the scenes

In hand with Bark's unmatched artificial intelligence, there's also a human element at work. Our team of dedicated experts reviews alerts that are escalated by the system for containing more severe content. We reach out personally to school officials when a potentially imminent threat to a student or school is flagged to ensure that issues get the visibility they need. In the most severe cases we can also contact law enforcement.



## What's your security process?

Security is one of our highest priorities at Bark, and we are compliant with all FERPA standards. **We secure all of our data – including backups – within an encrypted database.** The database is then purged after the data has been analyzed. Our server infrastructure is located in highly secured physical data centers that use a centralized bastion host, which is monitored to detect unwarranted access/activity.

# Features



## CONTENT MONITORING ACROSS APPLICATIONS

G Suite or Office 365 – including Gmail, Outlook, Google Drive, Google Hangouts, OneDrive, Google Chat, and more.



## DIRECT NOTIFICATIONS

Receive automatic alerts when Bark detects potentially harmful issues, along with expert recommendations from child psychologists on what to do next.



## PARTNER WITH PARENTS

Schools have the option to work with parents to share the responsibility of receiving urgent critical alerts from their children.



## HELP PREVENT SERIOUS SITUATIONS

Bark's intelligent machine learning looks for communications that show evidence of potential cyberbullying, suicidal ideation, sexual content, threats of violence, and more.



## TIME-SAVING EFFICIENCY

Bark saves IT directors and school personnel from manually digging through student accounts when there's a possible incident.



## 24/7/365 MONITORING

Issues can pop up at any time. That's why we also monitor student accounts during evenings, weekends, and holidays, when some of the most critical incidents can occur.



## Do you offer free support?

Absolutely! Whether you're implementing schoolwide or districtwide, **Bark for Schools takes about 7 minutes from start to finish to set up.** Our world-class, dedicated customer success team is available for any questions or concerns your school may have.

Bark for Schools is provided at no cost, so **the money schools save from costly tech can then be reinvested directly back to your students – where it belongs.**



**Email**  
schools@bark.us



**Chat**  
bark.us/schools

## Being proactive saves lives

Thanks to our monitoring and alerts, Bark has helped the lives of countless children, tweens, and teens – and we're just getting started. We're bringing this technology to schools, for FREE, because early intervention can help educators and parents de-escalate issues like cyberbullying, suicidal ideation, sexting, and more.

# Results of our 2018 Case Study

2,250,901 STUDENTS

**1,580,611 ISSUES DISCOVERED** on school-issued accounts.  
Findings after analyzing Google and Microsoft accounts provided by the school to the students.



**10 BOMB/SHOOTING THREATS**

were detected/thwarted



**13 INSTANCES**

of online grooming by child predators



**242,693 ISSUES**

flagged as cyberbullying



**462,297 INSTANCES**

of children using school accounts to buy, sell, or discuss taking illicit drugs



**25,434 CHILDREN**

expressing self-harm, cutting and/or suicidal thoughts



**172,480 INSTANCES**

of nudity/explicit content

Visit [bark.us/schools](https://bark.us/schools) to learn more about this groundbreaking service provided at no cost to all K-12 schools in the U.S.