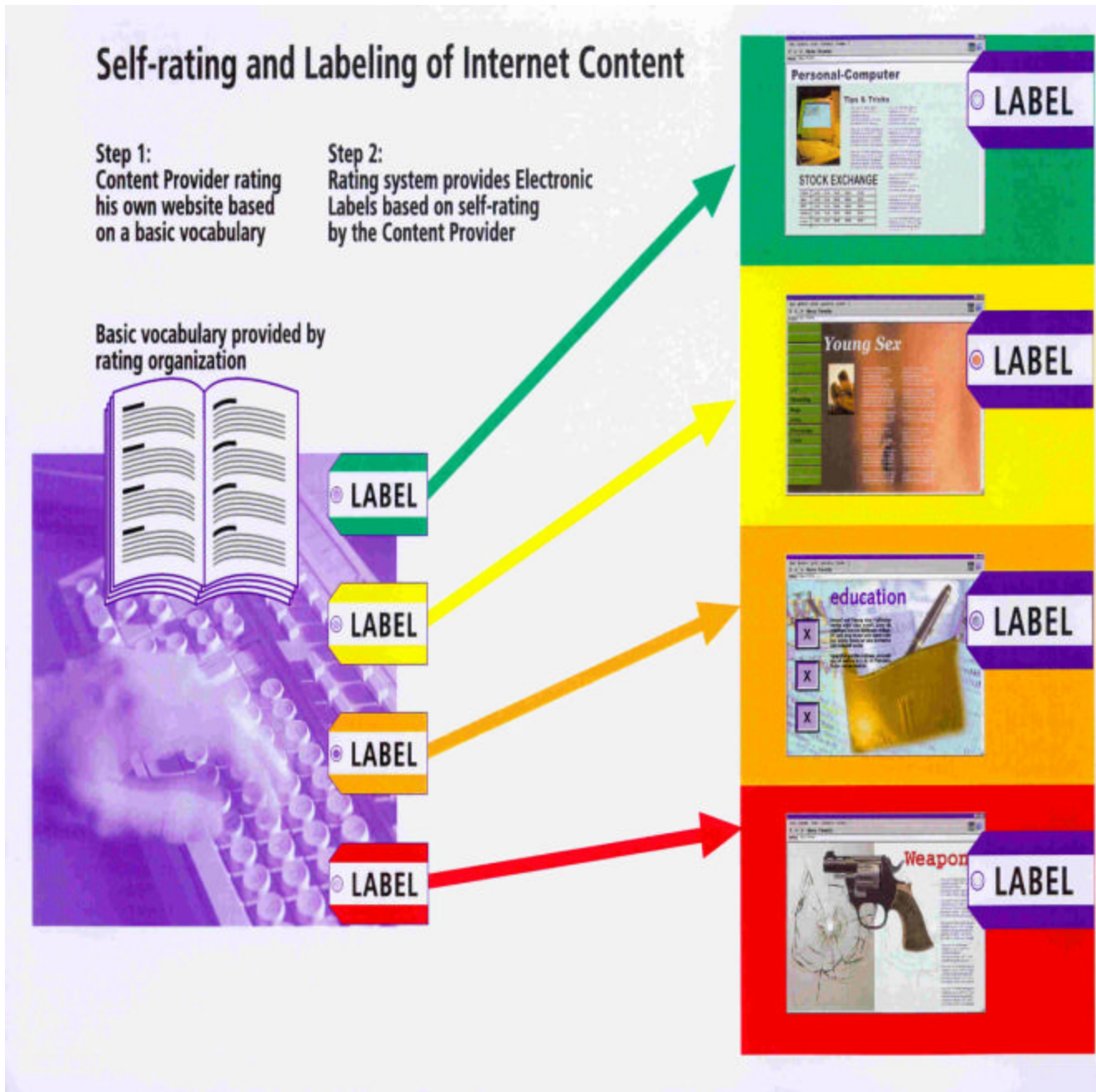# How to Label with ICRA

The ICRA labeling system is an open, objective, content-based rating system designed to provide filtering capability through the Web browser. The ICRA rating categories are based upon specific definitions that guide the Web author through a checklist of possible content. Our goal is to develop, monitor and continue to make improvements to ICRA to provide the most objective system possible to meet the needs of the public. The rating process is intended for **Web authors**. There is Help one click away at every step of the labeling process.

Self-rating and Labeling of Internet Content

Step 1:
Content Provider rating his own website based on a basic vocabulary

Step 2:
Rating system provides Electronic Labels based on self-rating by the Content Provider

Basic vocabulary provided by rating organization

Part 1: Web site Information

Is this label for ...

◉ **An entire site** *e.g. http://www.icra.org* [**Help**]

○ **A branch or directory** *e.g. http://www.icra.org/support/* [**Help**]

○ **A single page** *e.g. http://www.icra.org/support/index.html* [**Help**]

URL / Web site Address: [http://]

Company/ Organization: [   ]

Name: [   ]

E-mail: [   ]

Country: [▼]

Please indicate here whether your site is live now or is currently being developed offline and will be activated sometime in the future, in which case, please give the date you expect to go live.

◉ **This site is live now**

○ **This site is being developed off line and goes live:** [▼] [▼] [▼]

Part 2: Define Content

There are a few content categories from Nudity to Violence to Chat. We have listed one example below.

Content Information

The following section, which should be completed as accurately as possible, is designed to capture information about the content of your site. Please check the appropriate boxes and leave blank those that do not apply.

Nudity and Sexual Material [Click Here for *Help*]

Please indicate which of the following appears on your site, in images, portrayals or descriptions:

☐ Erections or female genitals in detail

☐ Male genitals

☐ Female genitals

- ☐ Female breasts
- ☐ Bare buttocks
- ☐ Explicit sexual acts
- ☐ Obscured or implied sexual acts
- ☐ Visible sexual touching
- ☐ Passionate kissing
- ☐ None of the above

Context - This material ... [*Help*]

- ☐ appears in a context intended to be artistic and is suitable for young children
- ☐ appears in a context intended to be educational and is suitable for young children
- ☐ appears in a context intended to be medical and is suitable for young children

After filling out the Questionnaire, press submit. You will then receive an e-mail that gives you your label (meta tag) and reference number.

HOW Labeling Works: 1) Content Providers Assesses Own Content 2) Fills Out Online Questionnaire at www.icra.org 3) Places HTML- META Tag in Header of Home Page 4) Complete!