

# BluePrint Data Web Site / URL Reviews Now Completed using Multiple Human Reviewers

FOR IMMEDIATE RELEASE

Jacksonville, FL – Friday 16 June 2010 – BluePrint Data, the leader in high quality OEM internet content filtering solutions with the largest database of exclusively human reviewed web site reviews (aka URL reviews), announced today it has implemented a new web site review system whereby a minimum of two human reviewers categorize each web site .

The new system for web site reviews (aka URL reviews – URL is Universal Resource Locator) whereby multiple reviewers independently categorize a web site / URL to ensure the categories match prior to the information being added to the master URL Review database. For example using the new multiple reviewer system, reviewer A receives the URL [www.example.com](http://www.example.com) and categorizes it as “Sports”, independently reviewer B receives the same URL and reviews it as “Fashion”. Since the two categories do not match the URL is then independently provided to reviewer C for categorization.

If reviewer C categorizes the site as “Sports” it is a match with the review from reviewer A and the URL is added to the master database as “Sports”. If reviewer C categorizes the site as “Fashion” it is a match with the review from reviewer B and the URL is added to the master database as “Fashion”. If reviewer C categorizes it differently than reviewer A and reviewer B the URL is sent to our Quality Assurance section.

The BluePrint Data filtering database is the largest 100% human reviewed data store in the world. BluePrint Data’s trained and certified Web content review specialists have reviewed web sites that comprise over a billion URLs/Web pages (Universal Resource Locators, i.e. Web pages) which is in excess of 98% of the World Wide Web traffic according to statistics from Neilson/Net Ratings a global leader in Internet media and market research. The BluePrint Data Web site Content Filtering Database is exceptionally accurate as it is the only web filter database where 100% of the Websites have been reviewed by trained and certified Web site content specialists.

“BluePrint Data’s is excited to ‘push the envelope’ and increase the quality and service expectations for the Internet Filtering and Parental Controls markets.” said Bob Dahlstrom BluePrint Data’s CEO. “This is another example of the extraordinary value and service BluePrint Data provides our partners and distributors.”

## **About BluePrint Data.**

BluePrint Data OEMs its URL filter and content filtering databases and technology products and services to Internet Security vendors such as Unified Threat Management (UTM), Managed Service Providers (MSP), Managed Security Service Providers (MSSP) and Software as a

Service (SaaS) providers as well as providing private label / OEM services to Value Added Resellers (VARs), Information Technology Providers, Anti Virus and Anti Spam service providers, Independent Software Vendors (ISVs), and telecom, carriers, and ISPs and other companies. BluePrint Data has the world's largest 100% human reviewed URL Filter Database that is combined with tools and services to provide easy integration of the BluePrint Data OEM URL Filter database.

###

**FOR MORE INFORMATION:**

BluePrint Data  
2002 San Marco Blvd, Suite 201  
Jacksonville, FL 32207  
+1-904-647-4491  
[press@blueprintdata.com](mailto:press@blueprintdata.com)

Keywords:

China Telecom, AMI Science & Technologies Corp, Cloud Internet Security, Cloud based Internet Security, Zero false positive, zero false positive internet filter, telco web filter, smartfilter replace, Internet filter software, ISS Compete, German internet filter, Hindi internet filter, block porn, filter internet access, block gambling, filter gambling, filter stock, internet filter, iprism replace, Internet Security Service provider, value Websense replace, Internet Filter SaaS, Carrier internet filter, Enterprise Internet Filtering, filter drug, web filter, carrier web filter, business internet filter, SaaS Internet filter, x stop compete, Internet Filtering Appliance, Websense replace, OEM URL Database, OEM URL filter, OEM web filter, SurfControl replace, St Bernard replace, UTM provider, value SurfControl replace, 8e6 compete, 8e6 replace, managed content filtering, BlueCoat compete, Dutch internet filter, MSP, Spanish internet filter , St Bernard Software compete, Unified Threat Management, brightcloud compete, universal threat management, brightcloud replace, RuleSpace compete, Alexa compete, Portuguese internet filter, ISP web filter, Chinese internet filter, Internet Filter database, internet filter OEM, Netcraft compete, URL filter, Arabic internet filter, content filter, English internet filter, internet filter data, MSSP, NetSweeper compete, secure computing replace, smartfilter compete, SurfControl compete, URL filter database, SaaS provider, RuleSpace replace, Italian internet filter, Managed Security Service Provider, web filter database, Blueprint Data, Web page filter, managed service provider, CyberGuard compete, fast Data Tech compete, filter hate, filter porn, French internet filter, Internet filter China, Internet Filtering India, ISP internet filter, Japanese internet filter, Korean internet filter, OEM Internet Filter, NetSweeper replace, OEM SaaS, OEM URL List, Polish internet filter, Secure Computing compete, iprism compete, telco Internet Filter, Telecom Internet Filtering, URL Database, Websense compete, white label SaaS, xstop replace, rebrandable internet filter. brandable internet filter, brandable internet filter