

# Cisco IronPort Web Usage Control Filtering Categories

RICH ACCEPTABLE USE  
CONTROL FOR THE ENTERPRISE



Cisco® IronPort Web Usage Controls, available on Cisco IronPort® S-Series web security appliances, provide the most advanced solution for URL categorization with industry leading efficacy. These controls offer best-of-breed coverage for traditional web content with real-time categorization for previously unseen content on the Internet. Additionally, they enable exceptional coverage for dynamic Web 2.0 content—including blogs, social networks, and other limited-access content not visible to web crawlers. The real-time categorization feature is powered by the Cisco IronPort Dynamic Content Analysis Engine, which provides exceptional coverage for objectionable content. Compared to legacy URL filtering solutions, Cisco IronPort Web Usage Controls improve identification of objectionable content by over 50 percent.

## THE CISCO IRONPORT DIFFERENCE

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Cisco IronPort email and web security products are high-performance, easy-to-use and technically-innovative solutions, designed to secure organizations of all sizes. Purpose built for security and deployed at the gateway to protect the world's most important networks, these products enable a powerful perimeter defense.

Leveraging the Cisco Security Intelligence Operations (SIO) center and global threat correlation makes the Cisco IronPort line of appliances smarter and faster. This advanced technology enables organizations to improve their security and transparently protect users from the latest Internet threats.

## CATEGORIES

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Cisco constantly evaluates the relevance of sites within a particular category to ensure the industry's highest accuracy. The following table contains an alphabetical listing and descriptions of the standard categories used to classify websites.



## CATEGORIES (CONTINUED)

| Name                           | Description  |
|--------------------------------|--|
| <b>Adult</b>                   | Sites directed to adults, but not necessarily pornographic sites. Sites may include adult clubs (strip clubs, swingers clubs, escort services, strippers); general information about sex, non-pornographic in nature; genital piercing; adult products or greeting cards; information about sex not in the context of health or disease.   |
| <b>Advertisements</b>          | Banner and pop-up ads that often accompany a webpage; other advertising sites that provide advertisement content.  |
| <b>Alcohol and tobacco</b>     | Beer, wine, spirits (beer and wine making, cocktail recipes, liquor sellers, wineries, vineyards, breweries); mixed drinks; tobacco; pipes and smoking products.   |
| <b>Arts and entertainment</b>  | Galleries and exhibitions; artists and art; photography; literature and books, publishing; movies; performing arts and theater; music and radio; television; celebrities and fan sites; design; architecture; entertainment news, entertainment venues; humor.   |
| <b>Business and industry</b>   | Sites involved in business-to-business transactions of all kinds. Advertising, marketing, commerce, corporations, business practices, workforce, human resources, transportation, payroll, security and venture capital; office supplies; industrial equipment (process equipment), machines and mechanical systems; heating equipment, cooling equipment; materials handling equipment; packaging equipment; manufacturing (solids handling, metal fabrication, construction and building); passenger transportation; commerce; industrial design; construction, building materials; industrial design; shipping and freight (freight services, trucking, freight forwarders, truckload carriers, freight/transportation brokers, expedited services, load and freight matching, track and trace, NVOCC, railroad shipping, ocean shipping, road feeder services, moving and storage); online meetings. |
| <b>Cheating and plagiarism</b> | Sites promoting cheating and selling written work (such as term papers) for plagiarism.  |
| <b>Child pornography</b>       | Sites that host child pornography and pedophilia-related content. Includes the list from the Internet Watch Foundation (IWF).  |
| <b>Computer security</b>       | Sites that offer security products and services for corporate and home users.  |



## CATEGORIES (CONTINUED)

| Name                          | Description  |
|-------------------------------|--|
| <b>Computers and Internet</b> | Information about computers and software, such as hardware, software, software support sites; information for software engineers, programming and networking; website design; the web and Internet in general; computer science; computer graphics and clipart.  |
| <b>Cults</b>                  | Cults and cult behavior.   |
| <b>Dating</b>                 | Dating sites, online personals, matrimonial agencies, and sites with other similar content.  |
| <b>Dining and drinking</b>    | Eating and drinking establishments; restaurants, bars, taverns, and brewpubs; restaurant guides and reviews.   |
| <b>Education</b>              | Education-related sites and webpages such as schools, colleges, universities, teaching materials, and teachers resources; technical and vocational training; online training; education issues and policies; financial aid; school funding; standards and testing.   |
| <b>File transfer services</b> | Sites with the primary purpose of providing download services and hosted file sharing.   |
| <b>Filter avoidance</b>       | Webpages that promote and aid undetectable and anonymous web usage.  |
| <b>Finance</b>                | Sites and information that are primarily financial in nature, such as accounting practices and accountants, taxation, taxes, banking, insurance, investing, information relating to the stock market, stocks, bonds, mutual funds, brokers, stock analysis and commentary, stock screens, stock charts, IPOs, stock splits, the national economy, personal finance involving insurance of all types, credit cards, retirement and estate planning, loans, and mortgages. |
| <b>Freeware and shareware</b> | Sites that provide downloading of free and shared software.  |
| <b>Gambling</b>               | Casinos and online gambling sites; bookmakers and odds; gambling advice; competitive racing in a gambling context; sports booking; sports gambling.  |
| <b>Games</b>                  | Various card games, board games, word games, and video games; computer games and Internet games (such as role playing games); combat games; sports games; downloadable games; game reviews; cheat sheets.  |



## CATEGORIES (CONTINUED)

| Name                        | Description   |
|-----------------------------|---|
| <b>Government and law</b>   | Foreign relations; news and information relating to politics and elections, such as politics, political parties, election news, and voting; sites and information relating to the field of law, such as attorneys, law firms, law publications, legal reference material, courts, dockets, and legal associations; legislation and court decisions; civil rights issues; immigration; patents and copyrights; sites and information relating to law enforcement and correctional systems; sites related to crime, crime reporting, law enforcement, and crime statistics; sites relating to the military, such as the armed forces, military bases, military organizations, and military equipment; anti-terrorism. |
| <b>Hacking</b>              | Sites discussing ways to hack into websites, software, and computers.   |
| <b>Hate speech</b>          | Hate-related sites involving racism, sexism, or racist theology; hate music; Christian identity religions; World Church of the Creator; Neo-Nazi organizations (Aryan Nations, American Nazi parties, Neo-Nazis, Ku Klux Klan, National Alliance, White Aryan Resistance, white supremacists); National Socialist Movement; Holocaust denial.   |
| <b>Health and nutrition</b> | Health care; diseases and disabilities; medical care; hospitals; doctors; medicinal drugs; mental health; psychiatry; pharmacology; exercise and fitness; physical disabilities; vitamins and supplements; sex in the context of health (disease and health care); tobacco use, alcohol use, drug use, and gambling in the context of health (disease and health care); food in general; food and beverage; cooking and recipes; food and nutrition, health, and dieting; cooking, including recipe and culinary sites.   |
| <b>Illegal activities</b>   | Pages that promote crime, such as stealing, fraud, "phreaking," and cracking; "warez" and pirated software; computer viruses; terrorism, bombs, and anarchy; sites depicting murder and suicide, as well as explaining ways to commit such acts.  |
| <b>Illegal drugs</b>        | Information about recreational drugs and drug paraphernalia, as well as their purchase and manufacture.   |
| <b>Infrastructure</b>       | Content delivery infrastructure and dynamically generated content. These cannot be more specifically categorized because the pages are secured or otherwise difficult to categorize.  |
| <b>Instant messaging</b>    | Web-based instant messaging.  |
| <b>Internet telephony</b>   | Sites that provide telephonic services using the Internet.  |



## CATEGORIES (CONTINUED)

| Name                             | Description  |
|----------------------------------|--|
| <b>Job search</b>                | Career advice; advice on resume writing and interviewing skills; job placement services; job databanks; permanent and temporary employment agencies; employer sites.   |
| <b>Lingerie and swimsuits</b>    | Intimate apparel, especially when modeled.   |
| <b>Lottery and sweepstakes</b>   | Sweepstakes, contests, and lotteries.  |
| <b>Mobile phones</b>             | Sites that provide short message services (SMS); ringtones.  |
| <b>Nature</b>                    | Natural resources; ecology and conservation; forests; wilderness; plants; flowers; forest conservation; forest, wilderness, and forestry practices; forest management (reforestation, forest protection, conservation, harvesting, forest health, thinning, and prescribed burning); agricultural practices (agriculture, gardening, horticulture, landscaping, planting, weed control, irrigation, pruning, and harvesting); pollution issues (air quality, hazardous waste, pollution prevention, recycling, waste management, water quality, and the environmental cleanup industry); animals, pets, livestock, and zoology; biology; botany. |
| <b>News</b>                      | News; headlines; newspapers; TV station websites.  |
| <b>Non-sexual nudity</b>         | Nudism/nudity; nudist camps; artistic nudes.   |
| <b>Online communities</b>        | Personal webpages; affinity groups; special interest groups; professional organizations for social purposes; personal photo collections; web newsgroups; e-cards; message boards.  |
| <b>Online storage and backup</b> | Sites providing offsite and peer-to-peer storage for backup, sharing, and hosting.   |
| <b>Online trading</b>            | Online brokerages; sites that enable the user to trade stocks online.  |
| <b>Paranormal and occult</b>     | Non-mainstream approaches to life. Occult practices, such as esoteric magic, voodoo, witchcraft, and spell casting; fortune telling practices, such as the I Ching, numerology, psychic advice, and Tarot; paranormal sites, such as out of body experience, astral travel, and séances; astrology and horoscopes; UFOs and aliens.  |
| <b>Peer file transfer</b>        | Peer-to-peer file request sites. This does not track the file transfers themselves.  |
| <b>Pornography</b>               | Sexually explicit text or depictions. Includes nude celebrities, anime and XXX cartoons; general XXX depictions; material of a sexually violent nature (bondage, domination, sadomasochism, torture, rape, spanking, snuff, fantasy death, necrophilia); other fetish material (foot/legs, infantilism, balloon sex, latex gloves, enema, pregnant women, pony play, BBW, bestiality); XXX chat rooms; sex simulators; homosexual pornography; sites that offer strip poker; adult movies; lewd art; web-based pornographic email.   |



## CATEGORIES (CONTINUED)

| Name                              | Description   |
|-----------------------------------|---|
| <b>Real estate</b>                | Information that would support the search for real estate. Includes office and commercial space; real estate listings, such as rentals, apartments, and homes; house building; roommates and other dwelling-related items.  |
| <b>Reference</b>                  | City and state guides; maps, weather, and time; reference sources; dictionaries; libraries; museums; ski conditions; personal information; mass transportation, such as consumer mass transit information (bus, commuter train, subway, airport) and schedules.   |
| <b>Safe for kids</b>              | Sites directed toward, and specifically approved for, young children.   |
| <b>Science and technology</b>     | Sites involving science and technology, such as aerospace, electronics, engineering, mathematics, and other similar subjects; space exploration; meteorology; geography; environment; energy (oil, nuclear, wind, sun); communications (telephones, telecommunications).  |
| <b>Search engines and portals</b> | Web directories and search engines that often serve as homepages, such as Yahoo!, Excite, MSN, Alta Vista, and Google.  |
| <b>Sex education and abortion</b> | Sexual health; information about, or descriptions of, abortion procedures, such as abortion pills, medical abortions, or surgical abortions; abortion clinics and abortion providers.   |
| <b>Shopping</b>                   | Auctions; bartering; online purchasing; coupons and free offers; yellow pages; classified ads; general office supplies; online catalogs; online malls.  |
| <b>Social networking</b>          | Sites that provide social networking, such as MySpace, Facebook, and Twitter.   |
| <b>Social science</b>             | Archaeology; anthropology; cultural studies; economics; history; linguistics; philosophy; political science; psychology; theology; women's studies.   |
| <b>Society and culture</b>        | Family and relationships; religions; ethnicity and race; social organizations; genealogy; seniors; clothing and fashion; spas; hair salons; cosmetics (skin care for diseases or conditions may be categorized as "health and nutrition"); hobbies; do-it-yourself; toys for kids; model and remote-controlled cars; toy soldiers; childcare. |
| <b>Software updates</b>           | Sites that host updates for software packages.  |
| <b>Spiritual healing</b>          | Spiritual healing; alternative approaches to health, both physical and mental.  |
| <b>Sports and recreation</b>      | All sports, professional and amateur; recreational activities; hunting; fishing; fantasy sports; gun and hunting clubs; public parks; amusement parks; water parks; theme parks; zoos and aquariums.  |



## CATEGORIES (CONTINUED)

| Name                        | Description   |
|-----------------------------|---|
| <b>Streaming media</b>      | Sites that involve net radio, net TV, webcasts, streaming audio, streaming video.   |
| <b>Tasteless or obscene</b> | Sites that offer tasteless, often gory photographs, such as autopsy photos, photos of crime scenes, or crime or accident victims; sites displaying excessive obscene material.  |
| <b>Tattoos</b>              | Pictures and text relating to body modification; tattoos and piercing venues; articles and information about tattoos and piercing; body painting.   |
| <b>Transportation</b>       | Sites about personal transportation; information about cars and motorcycles; shopping for new and used cars and motorcycles; car clubs; boats, airplanes, recreational vehicles (RVs), and other similar items. (Note: Auto and motorcycle racing is categorized as "sports and recreation"). |
| <b>Travel</b>               | Business and personal travel; travel information; travel resources; travel agents; vacation packages; cruises; lodging and accommodations; travel transportation (flight booking, airfares, renting cars); vacation homes.  |
| <b>Violence</b>             | Sites related to violence and violent behavior.   |
| <b>Weapons</b>              | Sites or information relating to the purchase or use of conventional weapons, such as gun sellers, gun auctions, gun classified ads, gun accessories, gun shows, or gun training; general information about guns; other weapons (knives, brass knuckles) may also be included.                |
| <b>Web hosting</b>          | Sites that provide website hosting services.  |
| <b>Webpage translation</b>  | Sites that translate webpages between languages.  |
| <b>Web-based chat</b>       | Web-based chat sites.   |
| <b>Web-based email</b>      | Email portals and email messages ported through the web.  |

The categories and site categorization used by Cisco IronPort Web Usage Controls are subject to change without notice.



## SUMMARY

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Cisco delivers high-performance, acceptable use enforcement, helping organizations of all sizes control network usage, ensure compliance, and protect their brand and reputation. Cisco believes that a holistic solution for monitoring and enforcing security across all communication channels, including the web, is vital to ensure the integrity of an organization's policies. Leadership within the Internet security market puts Cisco in the unique position to offer a simple, easy-to-deploy solution for this critical functionality.

## CONTACT US

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Cisco sales representatives, channel partners, and system engineers are ready to help you evaluate how Cisco IronPort products can make your corporate network infrastructure secure, reliable, and easier to manage. If you believe that your organization could benefit from these industry-leading products, please call 650-989-6530 or visit us on the web at [www.ironport.com/leader](http://www.ironport.com/leader).



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