

# Contents

Acknowledgments xiii

Introduction xvii

Who Needs This Book? xx

*Network Managers* xx

*Network Department Executives* xx

*Executives of Companies Connected to the Internet* xxi

Chapter 1 Past, Present, and Future 1

The Primordial Internet 2

*Computers, Commies, TCP/IP, and Unix* 3

*The Worm and the Web* 6

The Internet is Dead; Long Live the Internet 8

*Defining the Problem* 8

*MegaNet and Internet Service Providers* 10

*Where Do Commercial Services Fit?* 13

## CORPORATE POLITICS AND THE INTERNET

Success is Killing the Internet	15
<i>Overloaded Routers, Name Servers, and IP Addresses</i>	15
<i>More Internet Scrutiny = More Angry People</i>	17
<i>Netiquette Fails</i>	18
<i>People Split</i>	19

Long Live the New Internet	20
<i>The Internet as Pop Culture Panacea</i>	21
<i>Information SuperHighway Metaphors Stink</i>	23

Internet Mutations Ahead	25
<i>Wrap</i>	27

## Chapter 2 The National Information Infrastructure 29

Posturing With Technology	30
<i>NII Goals</i>	33
<i>Promote Private Sector Investment</i>	33
<i>Extend the Universal Service Concept</i>	33
<i>Promote New Applications and Technological Innovation</i>	35
<i>Promote Seamless, Interactive, User-driven Operation of the NII</i>	36
<i>Ensure Information Security and Network Reliability</i>	36
<i>Improve Management of the Radio Frequency Spectrum</i>	38
<i>Protect Intellectual Property Rights</i>	38
<i>Coordinate With Other Levels of Government and Other Nations</i>	39
<i>Provide Access to Government Information and Improve Government Procurement</i>	39
<i>The NII White Paper and Reactions</i>	40

Intellectual Property Concerns Part	142
<i>Information Security Questions</i>	47
<i>The NII as a Jobs Program</i>	49
<i>Wrap</i>	50

## Chapter 3 Paying for our Internet Addiction 51

Paying for the New Internet	51
<i>How It Was</i>	52
<i>Replacing Government Funding</i>	54

## Contents

<i>Internet Access as a Right of Citizenship</i>	56
<i>Will America Online Become the Internet Model?</i>	57
<i>Centralized Internet Measured Service Billing</i>	61
<i>Taxes on Internet Access</i>	62
<i>Internet Phones will Cause Regulatory Hassles</i>	64

Buy Domain Names Today, Buy What Tomorrow?	67
<i>Domain Name Hijinks</i>	69
<i>Advertising on the Ether</i>	70
<i>Wrap</i>	72

## Chapter 4 The International Internet 75

The World Part of the Wide Web	76
<i>We Don't Need No Stinkin' Borders</i>	76
<i>Conspiracy Fun and Games</i>	79
<i>Governments Attempt to Control the Internet</i>	80
<i>Wrap</i>	82

## Chapter 5 Managing Internet Expectations 85

Beware the Backlash	86
<i>Focus on the Business Advantages of Internet Access</i>	87
<i>Structure Internet Introduction to Department Needs</i>	88
Training for Internet Access	91
<i>Structured Training Methods</i>	92
<i>Informal Training Methods</i>	94
<i>Power Users to the Rescue</i>	95
Explaining Your Company's Acceptable Use Policy	96
<i>Management Must Support the Acceptable Use Policy</i>	98
<i>No Winks and Nudges Allowed</i>	98
<i>Wrap</i>	99

## Chapter 6 Employee Rules and Internal Politics 101

Management Expects Focus on Business	102
<i>At-Will Working Conditions</i>	102

## CORPORATE POLITICS AND THE INTERNET

*Your Workplace and Civil Rights* 106  
*Censorship versus Business Restrictions* 107

Information is Power 109  
*Access Means Advantage* 110  
*Defusing a Haves vs. Have-Nots Struggle* 112  
*Fair Internet Access Principles* 113  
*Handling Exceptions* 114

Convincing Employees to Behave 115  
*Log Everything* 117  
*Handling Pornography and Hate Speech in the Workplace* 120  
*The Breakroom Rule* 121  
*Spouting Inappropriate Statements As a Company Agent* 122  
*Wrap* 124

## Chapter 7 Employee Monitoring and Control 125

Employee Monitoring and Searching is Legal 126  
*First Stop: the Mailroom* 127  
*Next Stop: the Telephone* 128  
*Last Stop: the Network* 129

E-Mail is Not Private 131  
*Employer Can Monitor E-Mail* 132  
*E-Mail Archives and the Courts* 134  
*Wrap* 135

## Chapter 8 Internal Computer Security 137

Forget Hackers, Your Bigger Security Problem is Inside 137  
*Lessons from Retail* 139

What's In Must Stay In 140  
*Security Policy Must Be Understood* 141  
*Hackers are Getting Smarter and More Mercenary* 143  
*Password Parables* 143  
*Social Engineering and Security* 145  
*Desktop Servers Mean the Death of Security* 147

Virus Safeguards 148  
*More Internet Connection means More Virus Problems* 149  
*Wrap* 150

Chapter 9 The Internet and Free Speech 151

Internet Culture no Longer Restrains Participants 152

*The Internet Becomes Unruly* 152

*Flame Wars, Crossposting, and Spamming* 154

*Canter and Siegel* 156

*Flames Grow into Defamation* 158

*Public Figures and the Internet* 161

The "Politically Correct" Quagmire and the Internet 162

*You Say It, You Sign It* 163

*User Naming Conventions* 165

*Anonymous Remailers* 166

*Avoid Responding From Work* 168

"Censorship" From All Angles 168

*Convictions Bordering on Fanaticism* 168

*Can Netiquette Stop the Debate?* 170

*Dealing with The Right* 171

*Dealing with The Left* 172

*Supporting The Middle* 172

Your Newsgroup Policy 173

*Why Read Newsgroups* 175

*Newsgroup Etiquette* 176

*Flames with the Company in the .Sig* 178

*Wrap* 180

Chapter 10 Will Madison Avenue Determine  
Internet Content? 183

Commercial Web Sites Explode 184

*Applying Marketing Ethics (Marketing Ethics?) to the Internet* 186

*Judging Web Contents Value* 188

*Your Users and Advertising* 189

Advertisements People Pay For 190

*Via E-mail* 191

*Via Newsgroups* 192

*Wrap* 193

Chapter 11 Rating Web Pages 195

The Ethical Angle of Ratings 196

*Active Rating Options* 197

*Who Implements the Ratings?* 199

*Will Netiquette Carry the Day?* 200

The Legal Angle of Ratings 201

*What's the Penalty for Non-Compliance?* 202

*Can the Authorities Keep Up?* 203

*Wrap* 205

Chapter 12 19th Century Laws vs. 21st Century  
Technology 207

Cyberporn, Intersmut, and Hate Speech 210

*What's Legal On Paper* 211

*What's Legal on the Internet* 213

The Telecommunications Reform Act of 1996 214

*Cable TV* 216

*InterSmut and CyberPorn* 216

*Universal Service and Video Dial Tone* 216

*Media Ownership* 217

*Long Distance and Local Telephone Service* 217

*Broadcast Spectrum* 218

*The V-Chip* 218

*Clean Monopolies No More* 219

Communications Decency Act 221

*What the Communications Decency Act Includes* 222

*Ongoing Legal Challenges* 223

*Applying Existing Obscenity Laws to the Internet* 225

*Which Community is the 'Standard' Community?* 227

*How Liable Are ISPs and Connected Companies?* 228

*Enforcement Problems Abound* 230

*The Court Decision* 233

Politics from the Politicians 234

*Will Washington Ruin the Internet?* 234

*Pending Laws on Pornography, Free Speech, and Copyright* 236

*The Internet Forces California Voting Changes* 238  
*Wrap* 239

## Chapter 13 Does Intellectual Property Protect Anything in Cyberspace? 241

Patents, Trademarks, and Copyrights 243

*Patents* 244

*Trademarks* 245

*Copyrights* 246

NII White Paper Attempts New Law 248

*"Tangible Medium Of Expression"* 249

*Your Rights From the First Sale Doctrine* 252

*Fair Use—the Blurry Line* 254

*The Far Side of the Blurry Line* 257

*Copyright Rules of the Future?* 258

*International Considerations* 261

Domain Names are Now Valuable 262

*The Domain Name Land Rush* 264

*Copyright and Trademark Tests Enforced* 266

Finding Experts in Cyberlaw 272

*Wrap* 274

## Chapter 14 Avoiding Discrimination Lawsuits 277

Preventing Hostile Workplace Hassles 278

*Sexual Harassment Conditions* 280

Title VII and "Reasonable" People 282

*Company Protection Against Unreasonable People* 283

*Wrap* 286

## Chapter 15 Politics For Internet Service Providers 289

Are ISPs Responsible for Every Copyright Flowing Across their  
Network? 291

*ISP Liability* 293  
*ISP, Online Service, BBS—What's the Difference?* 297  
*What Model do we Use for Regulation?* 299  
*Broadcaster* 300  
*Press* 302  
*Republisher* 303  
*Public Forum* 304  
*Physical Bulletin Board* 305  
*Mail* 306  
*Common Carrier* 307  
*Implied License* 309  
*Action After Awareness* 312  
*Is E-mail Filtering Next?* 313  
*Should ISPs Lobby In Self-Defense? How?* 314

**Will Bill Gates, Robert Kavner, or Lou Gerstner Ever be Arrested?** 315  
*Unmasking the Cowards* 317  
*Wrap* 319

## Chapter 16 Politics for Content Providers 321

**Intellectual Property and the Content Provider** 322  
*Web Implied License for Viewers* 323  
*Protecting Your Web Contents* 324  
*Learning From Other Web Sites* 327  
*Get Permission for All Pieces of Your Web* 329  
*Publish With Perplexed Permissions: A Tale of Copyright and the Web* 329  
*Contractors and Your Web Copyright* 331

**Obscenity and the Content Provider** 332  
*You Know It When You See It* 333  
*Wrap* 334

## Chapter 17 Defining Your Acceptable Use Policy 337

**Current State of Corporate Acceptable Use Policy Implementation** 338

**Reasonable Acceptable Use Policy Guidelines** 341  
*Legal Ramifications of Your Acceptable Use Policy* 343  
*Acceptable Use Policies and Employee Termination* 345



*Good Cause* 346  
*E-mail Monitoring* 348

Writing Your Acceptable Use Policy 349

*Scope and Overview* 351  
*E-mail* 352  
*World Wide Web* 356  
*Newsgroups* 357  
*Internet Relay Chat Channels and Multi-User Domains* 359  
*Your Actions are Monitored* 360  
*Consequences of Misuse* 362  
*Your Signature, Please* 366

Acceptable Use Policy Examples 367

*Internet User Companies* 368  
*Privacy* 370  
*Sexual Harassment and Discrimination* 371  
*Trade Secrets and Confidentiality* 371  
*Employee Productivity* 372  
*Other Human Resource Issues* 373  
*Internet Service Providers* 373  
*Internet America Acceptable Use Policy:* 374  
*Appropriate Use Policy for OnRamp Technologies, Inc.* 375  
*Acceptable Usage of PPP Accounts* 376  
*Inactivity and Disconnect Inactivity Policy* 377  
*Usenet Policy and Acceptable Posting Procedures* 378  
*Customer Responsibility and Cooperation* 380  
*Acceptable Use Of Onramp Web Servers and Restrictions* 381  
*Notes from Other ISPs* 382

Other Company Policies 383

*Security Policy* 384  
*Software Protection Guidelines* 385  
*Sample Corporate Policy Statement* 386  
*Wrap* 387

Chapter 18 Overview of Control Options 389

The Acceptable Use Policy Committee 390

*Choosing Committee Members* 390  
*The First Meeting Demonstration* 395  
*The Acceptable Use Policy Committee's Mandate* 396  
*Who Disciplines Policy Violators?* 398

Tracking Systems Overview	399
<i>Firewalls</i>	400
<i>Proxy Servers</i>	401
<i>PC LAN to Internet Gateways</i>	402
<i>WebTrack</i>	403
<i>Children's Protective Software will Become Corporate</i>	404
Mixed Systems will Be Common	405
<i>Wrap</i>	406

## Chapter 19 Using Firewalls and Proxy Servers to Control Your Network 409

Keeping Outsiders Out	410
<i>Keeping Insiders In</i>	412
Blocking Access to Internet Web Sites	413
<i>Blocking Access To Newsgroups</i>	415
<i>Blocking Access By Time</i>	416
Logging Internet Activity	417
<i>Wrap</i>	419
<i>References</i>	419

## Chapter 20 Using Internet Gateways to Control Your Network 421

Keeping Outsiders Out	423
<i>Keeping Insiders In</i>	425
Blocking Access to Internet Web Sites	427
<i>Blocking Access to Newsgroups</i>	428
<i>Blocking Access by Time</i>	430
Logging Internet Activity	430
<i>Wrap</i>	431

Glossary 433

Index 441