



Understanding Trustlook URL Filtering Technologies



Introduction

URL filtering, also called: Web filtering, internet filtering.

There is no doubt that the Internet provides a huge resource of information and plays an increasingly important role in people's daily life and business. However, inappropriate Internet use and unintended exposure to offensive or malicious content will bring a broad range of threats, for example privacy data stealing from online banking and social network account credential, even conducting extortion when your computer hijacked by phishing websites or Trojan downloaders, or distributing denial-of-service attacks or pay-per-click activities. There is a research from IDC shows that up to 40% of employee Internet activity is non-work related during the working day. Kids and teenagers are easily got lost when they encounter pornography, gambling, violence, drug use and other illegal content online.

Trustlook

Since its founding in 2013, Trustlook has treated URL and domain security as an important part of mobile security, and used URL security technology in Android App Store Audit System and Mobile Manager for customers like Amazon, Oppo and many mobile developers. Now Trustlook has gradually established massive URL data collection, analysis and identification capabilities.

URL Database More than 1 billion urls with categories	High Coverage >99.9% coverage >99% Accurate	Categories 10 primitive classifications 80 detailed classifications
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Huge Database

Trustlook has collected more than 1 billion urls with categories. Trustlook scalable and high-performance cloud platform (web search engine) can monitor and scrape up to 100 millions global web pages per day in order to keep up to date information on billions of web contents, including the new websites and new security risks.

High Coverage

Trustlook huge URL and domain database covers 99.9% of the whole internet domain and pages. Using the machine learning (by analyzing and studying patterns and signals from vast pages and traffic), Trustlook has built up an automatic web page categorization system with highly systematic, comprehensive and proprietary processing abilities, and it brings the result of 99% of accuracy.

Precise Categories

80 detailed categories such as Gaming, Adults, Infected or Malicious Websites, Phishing Websites, and more.

Flexible Deployment

Trustlook provides cloud-based service with mobile SDK of Android / iOS and RESTful API for developers, also provides URL Database that developers can deploy to build their own URL query data center. These flexible integration options help developers easily build URL Filtering service into applications, servers, IoT devices, routers and firewalls etc.

Summary

Based on Trustlook URL filtering technologies, organisations can deploy to enable proactive management of Internet access for users. It can help companies to screen incoming web pages and determine whether some or all it should not be displayed to the end users, in other words Trustlook URL filtering can allow a firm block out pages to prevent employees from accessing unproductive websites, including malware and phishing sites. To the families and schools, the parental controls solutions with web filtering are able to provide a clean and safe internet browsing environments for our kids.