



IN PARTNERSHIP WITH PARENTS AND SCHOOLS:

<https://www.bark.us/>

6.6 million children covered,
1.2 million severe self-harm situations detected.
3.1 million severe bullying situations detected.

What does Bark do?

Bark is a parental controls company that helps parents protect their children online and in real life. We have a suite of products that families can choose from:

- [Bark Phone](#)
- [Bark Premium](#) & [Bark Jr](#) (apps)
- [Bark Home](#)

Content Monitoring

Bark monitors your child's texts, email, YouTube, and 30+ apps and social media platforms for issues like [cyberbullying](#), adult content, [sexual predators](#), profanity, [suicidal ideation](#), threats of violence, and more.

Parents receive text or email [alerts](#) only when something potentially problematic occurs online. You won't have full access to everything on your child's phone — just the things you might need to know about. This saves you countless hours of scrolling through every online interaction your child has while allowing you to build trust and maintain an open line of communication with your child.

Screen Time Management

Bark's [screen time management](#) features help families set time limits and create schedules for when their children's devices can connect to the internet (through both cell service and Wi-Fi).

App and Website Blocking

Our [website blocking](#) feature lets you select which apps and websites are appropriate for your child to access on their devices. You can block specific sites or even whole categories like streaming services, online gaming, sexual content, and more.

Location Sharing

Bark's [location sharing](#) features include both location alerts and check-ins. Through location tracking alerts, you can get notified when your child arrives at or leaves a specific place. With check-ins, you can see exactly where your kid is at a given time.

How does Bark work?

Content Monitoring

Bark uses advanced machine learning and statistical analysis techniques to recognize potential problems. Simple keyword searches are not enough to detect the majority of issues, which is why our parental control app uses contextual analysis and natural language processing to determine when something serious might be happening.

For example, Bark knows the difference between a kid saying “This homework makes me wanna kill myself,” versus “Nobody cares about me!! I wanna kill myself.” Our algorithm also keeps up with the [latest in teen slang](#).

Screen Time Management and Website Blocking

Families can manage not only *when* their kids can access the internet on their devices, but also which sites and apps they can visit.

You can create custom profiles for each child in your house, create screen time schedules, and manage access to a wide variety of websites — including video streaming, gaming, adult content, and more.

How much does Bark cost?

Phone

[Bark Phone](#) plans start at \$49/month with no contract required. We have three monthly data options to fit your family's needs:

- \$49/month for unlimited talk, text, and Wi-Fi only (no data)
- \$59/month for unlimited talk, text, and 4GB data
- \$69/month for unlimited talk, text, and 8GB data

Each phone plan comes with a Bark Premium subscription and will cover any other kids, devices, and accounts a user's family has.

Apps

[Bark Premium](#) is our flagship app that costs \$14/month or \$99 annually and provides content monitoring, screen time management, app and website blocking, and location sharing.

[Bark Jr](#) provides screen time management, app and website blocking, and location sharing. It costs \$5/month or \$49 annually.

Hardware

[Bark Home](#) is \$79 and requires no additional costs aside from the cost of the hardware itself. It can easily be added to an existing Bark account or work without having previously set up a Bark account.

How do I get started with Bark?

To get started, simply visit our [sign-up page](#) or download our app for parents ([iOS](#), [Android](#)). From there, you'll be able to select the product (Bark Premium or Bark Jr) that's right for your family and get step-by-step instructions.

If you're interested in the Bark Phone, [learn more about it](#) and choose the plan that's right for your family and place your order.

As for the Bark Home, you can order one [here](#). <https://www.bark.us/learn/bark-home/>

Monitor content

Get alerts for issues like bullying, predators, sexual content, and more.

Manage screen time

Create custom daily screen time schedules for your child's device.

Filter websites

Block access to specific websites or even whole categories.

Set location alerts

Get notified when your kid arrives at or leaves a set location.