

# Help Employees Parent Smarter, Not Harder.

Aura's Online Balance feature goes beyond traditional parental controls by helping parents protect their kids from the mental and physical harms of the online world—backed by science and designed in partnership with child psychologists, parents, and kids.



## Moving Beyond Basic Parental Controls

Aura's Online Balance feature analyzes language patterns, emotional tone, and online interactions across apps, platforms, and websites to provide insights into what's going on behind the screen **without compromising privacy**. Help your kids build healthy digital habits with science-backed insights—powered by Aura Intelligence.



### Monitor

Gain a personalized view of your kid's online routines, including changes to their social interactions, daytime activities, sleep habits, and online tone.

### Benchmark

Aura empowers you to identify online trends by establishing a personalized baseline of your child's daily online behavior.

### Detect

Aura gives parents an understanding of their child's digital social relationships, including online messaging trends and the tone of those interactions. Aura identifies shifts in behavior that could indicate a change in your child's well-being.

### Act

Aura gives parents personalized insights, science-backed recommendations, and conversation starters based on your kid's activity and their unique digital identity. Aura provides personalized actions and information to support your child's productivity, focus, and overall well-being.