Overview of the UNC “Hall Pass” Program

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We were receiving hundreds of DMCA notices/year from content providers reporting detection of our users sharing copyrighted material illegally

A large majority of these notices were sourced through Residence Hall students’ use of Peer to Peer software (P2P) such as Bit Torrent and its various incarnations

These notices were consuming large amounts of administrative time to process across multiple groups—this at a time when we had substantial budget cuts

Complaints expose students to potential negative issues with the copyright holders and the University...

...and the University has a responsibility to try to minimize their exposure
Background on our Network

- Very large campus network
- Primary switching vendors are Enterasys and Cisco
- Over 4,000 switches, 2,500+ access points
- 165,000 edge ports
- Over 90,000 unique devices seen a day
- ResNet has 8,000 on campus students
The Hall Pass Program

- With the High Education Opportunity Act of 2008 (HEOA), we are compelled to:
  1. Disclose the illegality of sharing copyrighted material annually
  2. Have a plan to “effectively combat” illegal content sharing
  3. “Offer alternatives”

- The Hall Pass program focuses on #1 and #2
- Hall Pass was piloted Spring 2011 and implemented for Residence Halls (ResNet) Fall 2011
How Hall Pass Works

- When a user connects to the network, they are required to have an agent (Enterasys NAC) running on their machine—if the user does not have the agent, network access is restricted, and web requests are redirected to a captive portal.

- The agent runs test cases we wrote including the identification of P2P programs.

- If P2P programs are found:
  1. The user’s network connection is restricted
  2. User is automatically prompted to:
     a) Remove the offending P2P software completely from their machine to get unrestricted access
     b) OR digitally sign and accept a strict Acceptable Use Policy and join the ‘Hall Pass’ program and continue running the P2P s/w
How Hall Pass Works

- However, if we receive a copyright complaint for a user that participates in the Hall Pass program:
  1. User is referred directly to the Dean of Students
  2. Likely result is Honor Court charges

- Previous to Hall Pass, students would be issued several warnings by ITS, which would involve time-consuming face-to-face meetings with ITS staff, but result in no referral to the Dean of Students, unless repeated infractions
The vast majority of people that are detected to have P2P software choose to remove the software.

Hall Pass Agreements are reset each semester.

~ 40 users in Fall of 2011 agreed to Hall Pass.

~ 15 users in Spring of 2012 agreed to Hall Pass.

~ 200 users have read the agreement, not accepted the terms...but still uninstalled the P2P program.

Biggest challenge is routinely adding signatures for new P2P programs, but this is not onerous.

We limit external ResNET access to 25 Mbit/bidirectional per user while traffic directed on campus is unlimited.

We have an ongoing multi-faceted P2P communication plan.
Hall Pass Results

- Fall of 2010 (Pre Hall Pass)
  - ~1:7 computers scanned had P2P installed
  - DMCA complaints received for ResNet = 107

- Spring of 2011 (Warning Pop-up)*
  - ~1:12 computers scanned had P2P installed

- Fall of 2011 (Hall Pass implemented)
  - ~1:200 computers scanned had P2P installed
  - Complaints received for ResNet = 25 - a 77% reduction

* During Spring of 2011, we scanned for P2P on student machines through the agent, but instead of quarantining them, we displayed a pop-up notification warning them of the dangers of using P2P illegally. We consider this the ‘white glove’ approach, as it did not disrupt communication. This resulted in a reduction of installed agents, but not in DMCA complaints received.
To date, we have received **NO COPYRIGHT COMPLAINTS** for participants in Hall Pass!

Next Steps:

- The program is clearly effective
  ...but it’s not cheap: Used through a component of NAC with a total cost of $120k for ResNet

- We are looking at other targeted areas to expand:
  - Have deployed for the School of Dentistry: ~$30K
  - Have deployed for the Med School: ~$60k
Welcome, Ryan H Turner (rhturner).

UNC-CHAPEL HILL IS BLOCKING FILE-SHARING THROUGHOUT STUDENT HOUSING (RESNET)

UNC-Chapel Hill is blocking peer-to-peer file-sharing software throughout ResNet, beginning with the Fall Semester 2011. This blocking affects both wired and wireless connections in the dorms.

To find out more about file-sharing such as the software applications involved and the potential consequences of illegal file-sharing, please go to https://www.unc.edu/~rhturner/filesharing/.

WHY DOES UNC-CHAPEL HILL BLOCK P2P APPLICATIONS IN RESNET?

UNC-Chapel Hill is subject to the Digital Millennium Copyright Act (DMCA) and the Higher Education Opportunity Act (HEOA), both of which impose specific duties on the University to curb illegal file-sharing activity. UNC-Chapel Hill has received a significant number of DMCA complaints in the past and several students have been sued for illegally sharing files in violation of copyright law. Blocking file-sharing applications in ResNet is intended to protect students and assist UNC-Chapel Hill in complying with the DMCA and HEOA.

EXCEPTION PROCESS:

Some students may have a legitimate need for running file-sharing applications in ResNet. Legitimate uses of file-sharing software include downloading certain open-source software distributable or sharing public domain material. If you plan to use file-sharing software on campus for legal purposes and want to opt out of the P2P block in ResNet, select the checkbox and click “Next” below and you will be redirected to the exception page. You are expected to familiarize yourself with the consequences of a copyright violation through the RESNET exception course.

Please be aware you must request an exception and subsequently provide a DMCA notice regarding illegal file-sharing, the University will refer you automatically to the Dean of Students office, who may impose additional sanctions including, but not limited to, temporary or permanent loss of access to the UNC network.

Exceptions to the P2P block are valid for one semester only.

For questions about this exception process or the P2P blockage, please contact 962-HELP.

AGREEMENT

If you agree to having file-sharing applications blocked for your devices, please check the check box. If you want to request an exception, please click Next to be directed to the exception page.

I will have read and understand and agree with the text written above.

http://www.unc.edu/~rhturner/hallpass_agreement.pdf
QUESTIONS?