

Principles for the Safer Use of Connected Devices and Online Services by Children and Young People in the EU

Following the launch of the “Principles”, Telefónica has been working to implement the provisions according to its services and/or products.

The Principles aimed to ensure that Signatories:

- Encourage the development of innovative approaches which enhance safe use of the technology by children and young people
- Encourage the empowerment of parents and carers to protect children and young people engaged in online activity through education and advice
- Promote users’ awareness of information and tools to help keep themselves safer online and of their obligations to behave responsibly towards other users
- Encourage the provision of easily accessible, clear and transparent information to help users understand in a timely way the conditions of use for the service they are using, including what is permitted in terms of acceptable behaviour and user-generated content.
- Seek to promote users’ awareness of how – and to whom – to report abuse and concerns, including – where available – specialised external agencies and law enforcement bodies.

1. Content

The ICT Principles require under Section 1 – Content that signatories should:

- Indicate clearly where a service they offer may include content considered not to be appropriate for children and display prominently options which are available to control access to the content. This could include, where appropriate for the service, tools to manage access to certain content, advice to users or a recognised system of content labelling
- Display prominently and in an easily accessible location the Acceptable Use Policy, which should be written in easily-understandable language
- State clearly any relevant terms of service or community guidelines (i.e. how users are expected to behave and what is not acceptable) with which user generated content must comply
- Ensure that reporting options are in the relevant areas of the service
- Provide notice about the consequences for users if they post content which violates terms of service or community guidelines

- Continue work to provide innovative solutions able to support child safety protection tools and solutions.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
<p>1. Telefónica is a telecom operator that offer services related with mobile and fixed phones, mobile and fix internet and it is also a TV provider.</p> <p>Under the European Framework for safer use of mobiles phones by children, Telefónica signed national code of conducts with local operators in each of the market where it is. Under the European Framework we committed to classify our own content and those provided by third parties through our services when Telefonica has control over the contents offered, following national standards of decency and appropriateness so our customers can easy identify what contents are suitable for which age.</p>	Completed	http://www.gsma.com/gsmaeurope/safer-mobile-use/implementation-review
<p>2. In those countries where Telefonica offer TV services, contents are classified following the national standards and adult contents are offered under a PIN code or under request to view those contents</p>	Completed	http://www.rcysostenibilidad-telefonica.com/en/ict/tools.php
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5.		

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2. Parental controls

Signatories of the ICT Principles have committed, as relevant for their products or services, to assist parents to limit their children’s exposure to potentially inappropriate content and contact. It is recognised that parental controls have limitations and cannot replace parents’ engagement in their children’s online use. Measures that are available or appropriate to each service/product will vary, but may include:

- Manufacturers seeking to optimise hardware design to provide products which simply and clearly help parents to set appropriate levels of control on devices.
- Network providers seeking to provide necessary tools and settings across their services to enable parents to set appropriate levels of control
- Service and content providers making available the necessary tools and settings across their services to enable parents to set appropriate levels of control.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1.Telefonica offers parental control in every country where they offer fixed internet access.	Complete	http://www.rcysostenibilidad-telefonica.com/en/ict/tools.php
2. Telefonica is working to improve the existing parental control to cover all the services they offer	In progress	

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3. Dealing with abuse/misuse

The Signatories have committed, when relevant for their services or products, to deal with all abuse/misuse related to content or conduct which may be illegal, harmful, offensive or inappropriate e.g. under a company’s Acceptable Use Policy. Signatories commit to:

- Provide a clear and simple process whereby users can report content or behaviour which breaches the service’s terms and conditions

- Implement appropriate procedures for reviewing user reports about images, videos, text and other content or behaviour;
- Provide clear information to users on all available report and review procedures;
- Place and review regularly links to these reporting options in appropriate areas of the service;
- Place links to relevant child welfare organizations or specialist providers of advice and other confidential helplines/support services in appropriate areas;
- Ensure that moderators who review user reports are properly trained to determine or escalate content or behaviour presented to them.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
<p>1.Telefónica includes in the Terms of Use of their services, clear information about what it is allow and what it is not allow and reserve the right to download those contents that are not aligned with the T&C.</p>	<p>Complete</p>	
<p>2.Telefónica offers links in its commercial and institutional websites to local NGOs and LEAs. It worth highlighted the Spanish initiative which has been of the best practises within the CEO Coalition. On the Spanish commercial website and the institutional website there is an icon linking with the national hotline and helpline Protégeles, and an app has been developed for smartphones and tables to report to Protégeles.</p> <p>Telefónica Czech Republic has already an icon linking with the national hotline Horkalinka</p>	<p>Complete</p>	<p>http://www.rcysostenibilidad-telefonica.com/en/ict/wary.php</p>

3.In other local markets Telefónica is working to provide the same kind of features for customers to report illegal contents.	In Progress	
4.Additionally Telefonica has its own internal channels to deal with reports received related with every kind of illegal content or misuses of its services	Completed	Abuse channel

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4. Child Sexual abuse content or illegal contact

Under this section, the ICT Principles require that signatories, if relevant for their services and products, cooperates with law enforcement authorities and other agencies, as provide for in local law, on child sexual abuse content or unlawful contact. The Signatories shall:

- Facilitate the notification of suspected child sexual abuse content to the appropriate law enforcement channels, in accordance with existing laws and data protection rules;
- Ensure the prompt removal of illegal child sexual abuse content once notified by national law enforcement agency
- Provide relevant additional information and/or links to users so they can make a report or obtain information about appropriate agencies or organisations that users can contact about making a report or obtaining expert advice, at national and EU level.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1.Telefónica is a founder member of the GSMA Alliance to fight against child abuse image and it is committed to block CAM through the list provided by the IWF in every country where it is possible	In progress	http://www.rcysostenibilidad-telefonica.com/en/ict/citizens.php
2.Telefónica supports INHOPE work through their national nodes	Completed	
3.Telefónica is ruled by an internal policy to deal with CAM and other illegal contents on their services and works very	Completed	http://www.crandsustainability.telefonica.com/

close with national and international LEAs to fight against illegal online contents		en/ict/security.php
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5. Privacy and control

The Signatories have committed, when relevant for the services and products, to continue compliance with existing data protection and advertising rules and privacy rights as set out in the relevant legal dispositions. In addition, the Signatories if appropriate to their service/product, may also:

- Manage privacy settings appropriate for children and young people in ways that ensure they are as safe as is reasonably possible;
- Offer a range of privacy setting options that encourage parents, children and young people to make informed decisions about their use of the service and the information they post and share with others online. These options should be easy to understand, prominently placed, user friendly and accessible;
- Take steps, where appropriate and in accordance with legal obligations, to raise user awareness of different privacy controls enabled by services or devices and enable users to use these as appropriate;
- Make reasonable efforts to raise awareness among all parties, service, content, technology and application providers, including public bodies, of industry good practice in relation to the protection of children and young people online.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1.Telefónica has developed an internal policy following the Spanish agency of data protection which is one the most restricted agency of the world.	In progress	
2.Telefónica is committed to improve age appropriate privacy settings through implementing the GSMA 'Privacy Design Guidelines for Mobile Application Development'	In progress	http://www.gsma.com/publicpolicy/privacy-design-guidelines-for-mobile-application-

The guidelines had been developed in the context of the GSMA Mobile Privacy Initiative and help to drive a more consistent approach to user privacy across mobile platforms, applications and devices.		development
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6. Education and Awareness

The Signatories commit to raise awareness and provide appropriate information with the aim to:

- Educate children and young people and give them up to date information to manage their access and settings in relation to content, services and applications, adding support where possible to existing initiatives and partnerships;
- Provide advice about features of the service or functionality that are available to allow parents to improve the protection of children, such as tools to prevent access to certain types of content or service;
- Provide links to other sources of relevant, independent and authoritative advice for parents and carers, teachers, and for children;
- Provide access to information that will help educate parents, carers, teachers and children about media literacy and ethical digital citizenship, and help them think critically about the content consumed and created on the Internet;
- Encourage parents and teachers to use this information and talk to their children/pupils about the issues arising from the use of online services, including such topics as bullying, grooming and, where relevant, cost management.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1.Telefónica has dedicated local website in every market providing advices and resources to orientated parents, careers and teachers to help children to use ICT in a responsible way avoiding	Completed	http://www.movistar.es/particulares/ayuda/consejos-padres/ http://www.o2.co.uk/pare

<p>misuses.</p>		<p>nts</p> <p>http://www.o2online.ie/o2/about-o2/child-protection/</p> <p>http://www.o2online.de/meta/daten-und-jugendschutz/jugendschutz/?o2_type=goto&o2_label=jugendschutz</p> <p>http://www.telefonica.cz/odpovedny-pristup/?ir=www.cz.o2.com</p>
<p>2.Telefónica has institutional websites available in English and Spanish providing information and advices about their services</p>	<p>Completed</p>	<p>http://www.crandsustainability.telefonica.com/en/ict/citizens.php</p> <p>http://www.02.com/cr/child_protection.asp</p>
<p>3.Telefónica is the cofounder of the Interactive Generation Forum and through this non-profit organisation they provide research and data about how kids use ICT, they publish educational books, leaflets and training courses for teachers and parents and children</p>	<p>On going</p>	<p>http://www.generacionesinteractivas.org/</p>
<p>4.The Interactive Generation Forum together with Telefónica are working to develop a Child Advisory Resources Center with updated information about the use of ICT, resource and advice. And also is looking to create an International Advisory Panel integrated by experts to provide guidance to the Advisory Resources Center</p>	<p>In progress</p>	
<p>5.Telefónica is sponsoring the e-safety label initiative launched by the European Schoolnet</p>	<p>In progress</p>	<p>http://www.esafetylabel.eu/web/guest;jsessionid=71DB4672C36A428B87C5C873A0C86CD4</p>