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", Facebook 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
1. 18+ age restriction on content through: Pages, ads and app developers	Completed	https://www.facebook.com/help/128777638 0545106/?q=18%2B% 20pages&sid=0UapmH c9DhWy69r79
2. We have introduced a more reader friendly version of the Data Use Policy, in addition to the complete DUP	Completed	https://www.facebook.com/about/privacy
3. In our statement of rights and responsibilities users are informed in a clear and easy way what behaviour is accepted	Completed	https://www.facebook.com/legal/terms
4. From nearly every page and every piece of content posted on Facebook is it possible to report	Completed	www.facebook.com
5. At Facebook we are always striving to be more innovative and at the forefront in regard to our services, which encompasses explicitly providing the best child safety tools	Perpetually on-going	

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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. Thought not directly relevant to Facebook, we recognise the aspect of deploying parental controls on hardware. We encourage parents to have safety conversations with their children. We have dedicated resources and advice directed for parents in our Safety center and dedicated tools available for them	Completed	https://www.facebook.com/safety/groups/parents/
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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
1. Facebook offers one of the most robust reporting mechanisms on the web today. Our reporting system enables the 1 billion people that use Facebook to report content that may breach our Statement of Rights and Responsibilities, from nearly every page and every piece of content posted on the site	Completed	https://www.facebook.com/help/181495968648557/
2. At Facebook we also encourage social reporting. Social reporting is a unique and innovative feature of the reporting tool that helps people resolve issues with posts, profiles or other content on the site. If they are reporting content they don't like but that doesn't violate the Facebook terms, we make it easy for them to communicate with the person who posted it. Equally, in cases of bullying or harassment where the person doesn't feel comfortable reaching out to the person directly, they can use social reporting to get help from a parent, teacher or trusted friend either through Facebook or via e-mail. As part of Social Reporting, during the past year, we've worked with academics and researchers to better identify the exact language that people will respond to. To this end we recently also started testing new language in our reporting system specifically for young teenagers, since academic research indicated that some of our reporting language was not working for them	Completed	https://www.facebook.com/help/128548343894719/?q=social%20reporting&sid=0iyTSwK3D9De81QfG

3. We have launched the Support Dashboard, which aims to provide feedback to users for their reports and gives people better visibility and insight into the reports they make on Facebook	Completed	https://www.facebook.com/help/338745752851127/?q=support%20dashboard&sid=0Lb9QVhcSmIzEMLvs
4. Relevant child welfare organizations or specialist providers of advice and other confidential helplines/support services can be found through our Help Center. However, we are also continuously working on improving this. We also commit to provide periodic information to keep the database of company practices up to date upon request from NGOs and others	Ongoing	https://www.facebook.com/help/162944117101189/?q=child%20report&sid=0KSCrGp1YGnj4wkDn
5. We have a trained team of analysts who respond and can escalate serious reports to law enforcement, NGOs and hotlines as appropriate	Completed	

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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. Nothing is more important to Facebook than the safety of the people that use our site and child abuse material has absolutely no place on Facebook. We have zero tolerance for child abuse material and are extremely active in preventing and removing child exploitive content as well as reporting it and the people responsible for it to law enforcement. We've built complex technical systems that either block the creation of this content or flag it for quick review by our team of investigations professionals. **We have created effective partnerships around the world for effective take down:** • **We have strong partnerships with CEOP in the UK, NCMEC, the International Center for Missing and Exploited Children (ICMEC), and relationships with law enforcement agencies around the world that are focused on child protection.** • **We have a partnership in place with NCMEC and the Dept. of Justice where we created Amber Alert pages for all 50 US states, which has been a great way to virally distribute life-saving alerts in child abduction cases.** • **We work closely with hotlines dedicated to the removal of Child Exploitation Materials. We have created a direct escalation channel for networks such as INHOPE, INSAFE and ECPAT to quickly bring cases to our attention.**	**Ongoing**	
2. We effectively use photoDNA to prevent the upload of the worst of the worst of child abuse images. **We currently run the NCMEC hash list (codes that can identify known child abuse images) as well as our own hash list on every photo uploaded on the side. We are able to block image hash matches upon upload and send those users directly to NCMEC. This has had an ongoing effect at disrupting the activities of people seeking to distribute this**		

kind of material		
3. Relevant child welfare organizations or specialist providers of advice and other confidential helplines/support services can be found through our Help Center. However, we are also continuously working on improving this. We also commit to provide periodic information to keep the database of company practices up to date upon request from NGOs and others	**Ongoing**	**https://www.facebook.com/help/162944117101189/?q=child%20report&sid=0KSCrGp1YGnj4wkDn**
4. Facebook offers one of the most robust reporting mechanisms on the web today. Our reporting system enables the 1 billion people that use Facebook to report content that may breach our Statement of Rights and Responsibilities, from nearly every page and every piece of content posted on the site	**Ongoing**	**https://www.facebook.com/help/181495968648557/**
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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. Specifically for minors (aged 13-17) the recommended initial settings are naturally stronger: • They automatically limit minor's sharing to a much smaller subset of people which substantially reduces their visibility. • Minors can't have public search listings, so their profiles don't show up in public search engines until they've turned 18. • The location feature on the composer is turned off by default for minors. • Contact details are not visible to non-friends Our Family Safety Center provides tailored information, tips and advise for teens, parents, teachers and law enforcement.	Completed	https://www.facebook.com/safety
2. We believe that every person should have control over the content they share and choose the audience with whom they are sharing it. Our inline, contextual settings (i.e. at the moment the content is posted) make it easy to understand who can see photos, tags, wall posts and other content. The activity log feature is one of the most innovative offerings in the social media industry and clearly demonstrates Facebook's commitment to integrating transparency and control over data into the Facebook experience. The activity log presents users with a detailed and comprehensive look at all of their Facebook activity since the beginning of their accounts. It further provides them with the ability to change the visibility of their activity, remove it from the timeline or delete it altogether.	Completed	https://www.facebook.com/help/437430672945092
3. Facebook also believes in empowering people with	Completed	

robust information which includes tool tips, tours and confirmation dialogs at registration and the first time they share, which helps to ensure that they are sharing with the people they want and that they know how to adjust their settings for the future. For example, the first time a user posts a status update, the user is given a tour of the settings and features in status updates, including the icons for the visibility options of 'public', 'friends of friends', 'friends', 'only me' and custom.		
4. Our on-going commitment to privacy means that we will continue to improve our privacy settings. We will also continue to innovate in the way we provide notifications and information to users on how to best control their privacy settings. We also commit to provide periodic information to keep the database of company practices up to date upon request from NGOs and others.	Ongoing	
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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. Our Family Safety Center provides tailored information, tips and advise for teens, parents, teachers and law enforcement.	Completed	https://www.facebook.com/safety
2. Facebook also believes in empowering people with robust information which includes tool tips, tours and confirmation dialogs at registration and the first time they share, which helps to ensure that they are sharing with the people they want and that they know how to adjust their settings for the future. For example, the first time a user posts a status update, the user is given a tour of the settings and features in status updates, including the icons for the visibility options of 'public', 'friends of friends', 'friends', 'only me' and custom.	Completed	
3. Information, advice, support and tools on all pertinent topics can be found on the Help Center. We are constantly working on improving the language and updating the information and responding to societal changes online	Ongoing	https://www.facebook.com/help/
4.		
5.		