

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”, TeliaSonera has been working to implement the provisions in relation 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/ examples screenshot/
1. The commitment to classify apps according to well-established content classification systems, provide consumers the possibility to provide feedback and promote the CEO Coalition’s general approach to the classification of apps.	In progress	
2. The third-party professional content which TeliaSonera currently distributes is age-rated according to the applicable content classification systems.	Completed	In Finland, Sweden, Norway and Denmark, according to Act on Audiovisual Programs, all programs are classified with a certain age limit, depending on the program's content, and are to be given a symbol that describes the detrimental content of the program. If there is no reason to consider the program to be detrimental to the development of children, it shall be classified as suitable for all ages. This is applicable to TeliaSonera IPTV and CableTV content.
3. TeliaSonera is not a content provider. TeliaSonera will be supportive of well-established content classification systems.		
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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
<p>1. TeliaSonera is offering parental controls to its broadband and mobile customers. TeliaSonera Desktop and Mobile security service by F-Secure, offered to consumer customers, contains parental control features and web browsing protection for PC/Mac and mobile devices. TeliaSonera supply such service in Sweden, Finland and Estonia.</p>	<p>Completed</p>	<p>Finnish link: www.sonera.fi/nettiyhteydet/lisapalvelut/tietoturva+ja+nettiarkisto/</p> <p>Swedish link: www.telia.se/privat/bredband/tillval/tjanster/saker-surf</p> <p>Estonian link: https://www.elion.ee/eraklient/internet/arvutikaitse</p>
<p>2. TeliaSonera increases visibility and awareness of parental controls by different marketing efforts (leaflets, sms, email, webpage pop-up) and support take-up by installation helps and website guidance.</p>	<p>In progress</p>	

3. TeliaSonera will look at the ways to implement parental controls on more devices in the home and to offer parental controls in additional geographies.	In planning for long term	
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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. TeliaSonera will co-operate with INHOPE and promote Inhope's illegal content reporting application for mobile devices in Sweden, Finland, Norway, Denmark, Estonia, Latvia and Lithuania.	In planning	INHOPE reporting application will be included into TeliaSonera App launcher for mobile phones which is app discovery and distribution solution.
2. The respective national abuse teams at TeliaSonera will investigate customers' report and stop the misuse	Completed	Example: http://www.telia.se/privat/abuse/anmalan-av-overtradelser.page
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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. TeliaSonera is actively co-operating with national police to block child sexual abuse material in the DNS level.	In action / implemented	http://www.itotelekomforetagen.se/fakta-och-debatt/aktuella-projekt/blockering-av-barnporr http://www.tietoturvaopas.fi/en/index.html
2. TeliaSonera is working with the software provider Netclean, who provides a whitebox solution called 'Child SafeGuard', to block child sexual abuse material on the IP-level in cooperation with the Internet Watch Foundation. Child SafeGuard is placed in TeliaSonera's IP transit network in Sweden and Spain.	In progress	
3. TeliaSonera is a member of the GSMA Mobile Alliance Against Child Sexual Abuse Content.	In progress	http://www.teliasonera.com/en/sustainability/protecting-children-on-line/
4. TeliaSonera will in 2013 continue to work to provide transparency regarding blocking procedures in order to maintain public support for blocking for child sexual abuse material and to protect against a wider use of voluntary blocking than against the intended: child sexual abuse material.	Ongoing	

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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. TeliaSonera has committed to the 'Mobile Privacy Guidelines for mobile applications'.	In progress	http://www.gsma.com/newsroom/gsma-announces-new-initiative-addressing-mobile-app-privacy
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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. TeliaSonera will give clear information to users/customers on parental controls by a variety of methods, e.g. parental guidance center on websites, always considering best practice guidance when delivering the parental controls.	In progress	<ul style="list-style-type: none"> • www.sonera.fi/lapset • http://surfalugnt.se/ • Customer magazine and monthly newsletter • Blogging/social media
2.		