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Madrid, 4, 5 y 6 de noviembre 2009

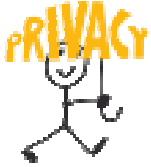
conferencia internacional
de autoridades de protección
de datos y privacidad

Social networking sites: EU approach to protect minors online

Christine Kormann
European Commission
Head of sector, Safer Internet Programme

<http://ec.europa.eu/saferinternet>

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Social networking sites and minors

- 75% on European children are online
- 42% of 6 years old are online (Eurobarometer survey 2008)
- Social networking sites very popular among them

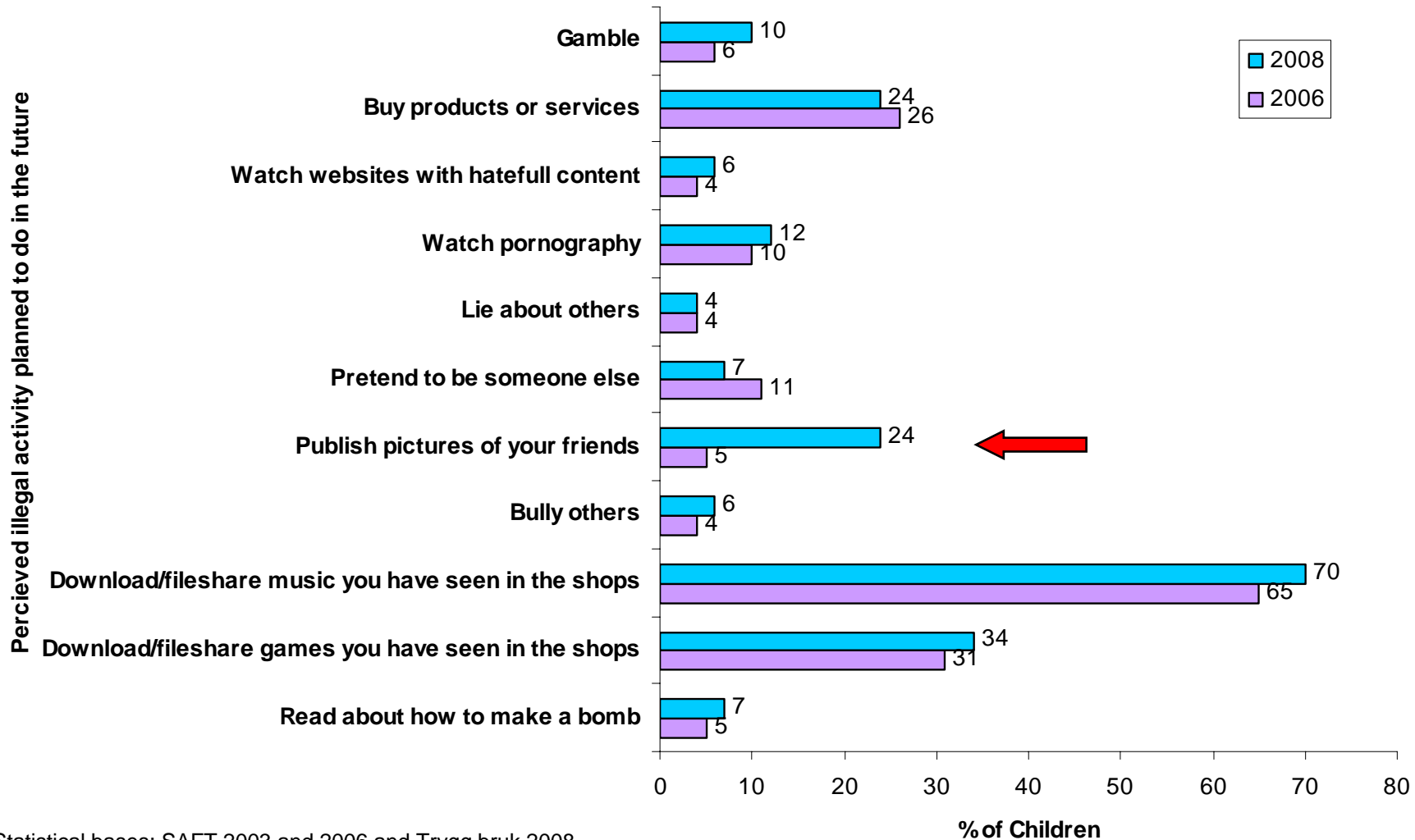
- What are the challenges ?

Results of European Commission public consultation on SNS and children (2008)

- Cyberbullying
- Challenges to **privacy**
- Grooming
- Access to harmful content

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Children who believe something is illegal but still plan to do it in the future (9-16 years)



Statistical bases: SAFT 2003 and 2006 and Trygg bruk 2008, Norwegian Board of Film Classification quoted by Elisabeth Staksrud, safer Internet Forum September 2008



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How to tackle these challenges? The EU approach

A **shared responsibility** between public authorities, civil society (NGOs), industry, parents and carers

- Legal framework
- Self-regulation
- Awareness raising

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Legal framework

- **Data Protection Directive (95/46/EC)** on the protection of individuals with regard to the processing of personal data and on the free movement of such data
- **ePrivacy Directive (2002/58/EC)** concerning the processing of personal data and the protection of privacy in the electronic communications sector
- **Recommendation on the protection of minors and human dignity (2006/952/EC)**
- **Audiovisual Media Services Directive 2007/65/EC** covers the increasing number and use of on-demand audiovisual media services, mostly in the Internet

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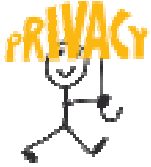
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Legal framework

- **Article 29 Data Protection Working Party** has adopted an Opinion 2/2009 on the protection of children's personal data
- **Article 29 Data Protection Working Party** has adopted an Opinion 5/2009 on online social networking

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Self-regulation

European Commission supports self regulation

- **The Commission promotes self-regulation as regards protection of minors using new media**
- **Self-regulation is flexible and easier to enforce**
- Self-regulation can be efficient only if:
 - It is widely accepted by stakeholders
 - It is **monitored and enforced**

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EU Safer Internet programme

- **Start date: 1999**
- **Objective of Safer Internet programme 2009-2013**
To **protect and empower children** by promoting safer use of the Internet and other communication technologies.
- **Method**
A multi-stakeholder approach that allows complementary action and exchange of expertise
- **Budget : 55 million euros**
- **4 actions**
 - Raise awareness
 - Fight illegal content
 - Promote a safer environment
 - Improve knowledge base



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EU Safer Internet Programme: promoting self-regulation

- Signature of **European Framework for Safer Mobile Use by Younger Teenagers and Children** in February 2007
- GSM Europe has issued 2 implementation reports in March 2008 and April 2009
- This successful exercise of industry self-regulation is transferred in the area of social networking providers

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EU Safer Internet Programme: promoting self-regulation

European Commission run a **public consultation** on SNS and minors (2008)

- Main risks
- SNS should continue to pursue a policy of self-regulation to meet public expectations relating to the protection of minors.
- Compliance with self-regulation regimes should be independently monitored

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EU Safer Internet Programme: promoting self-regulation

Safer Social Networking Principles for the EU

18 signatories on 10 February 2009:

Arto	Netlog
Bebo	One.It
Dailymotion	Piczo
Facebook	Skyrock
Giovani.it	StudiVZ
Google	Sulake
Hyves	Yahoo!Europe
Microsoft Europe	ZAP.lu
MySpace	
Nasza-klasa.pl	

2 signatories in June 2009

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Safer Social Networking Principles for the EU

First step: Agreement on 7 Principles

- 1. Raise awareness** of safety education messages and acceptable use policies to users, parents, teachers and carers in a prominent, clear and age-appropriate manner
2. Work towards ensuring that services are age-appropriate for the intended audience
- 3. Empower users through tools and technology**
4. Provide easy-to-use mechanisms to report conduct or content that violates the Terms of Service
5. Respond to notifications of illegal content or conduct
- 6. Enable and encourage users to employ a safe approach to personal information and privacy**
7. Assess the means for reviewing illegal or prohibited content/conduct

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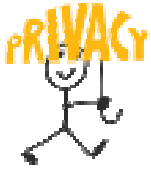
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Safer Social Networking Principles for the EU

Examples of measures:

- Providing an easy to use "report abuse" button on all pages, allowing users to report inappropriate contact from or conduct by another user.
- Making sure that the full online profiles and contact lists of website users who are registered as **under 18s are set to "private" by default**
- Ensuring that private profiles of users under the age of 18 are **not searchable**
- Guaranteeing that **privacy options are prominent and accessible** at all times
- Preventing **under-age users** from using their services

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Safer Social Networking Principles for the EU

Second step: self-declarations

- April-June 2009: Signatories sent the Commission their self-declarations describing the way they implement the Principles
- **19 self-declarations are available online**
http://ec.europa.eu/information_society/activities/social_networking/eu_action/selfreg/index_en.htm
- Increased transparency

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Safer Social Networking Principles for the EU

Assessment and monitoring by the European Commission

Objectives: compliance and effectiveness

- Check the extent to which actions mentioned in the self-declaration are in line with the Principles
- Check to what extent they are implemented
- Check if they are effective

Method

- EC ordered an independent testing (carried out by 2 academics lead experts, and 13 national experts)
- From a user perspective
- In the main language of the service

Next steps

- EC will publish results and draw conclusions on **9 February 2010**
- Social networking task force will be reconvened after 18 months

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Safer Social Networking Principles for the EU

Assessment and monitoring principles 3 and 6

Testing from a user perspective, registering as an 11/15 year old

Examples of questions:

- Which personal information that you used for registration was inserted automatically into your profile?
- When signed in to your user profile: Do you have to change settings for my personal information to be visible to other users?
- Can you easily change privacy settings?
- Can you search for users /user profiles that are 11/15 years old or younger?
- Can you find easy-to-understand information on how to delete/deactivate my profile?

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Awareness raising

A shared responsibility

- European Commission : through Safer Internet Programme
- Data Protection authorities
- Industry (principle 1 of Safer Social Networking principles)

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Awareness raising

Safer Internet Programme supports

27 Safer Internet Centres in the Member States, Norway and Iceland
All Safer Internet Centres perform **awareness-raising activities** towards
children, parents and teachers, 50% of the programme's budget

They are run by various organisations NGOs, industry associations, public bodies, e.g. **Protegeles** in Spain, Media Council in Sweden, NASK data networks operators in Poland.

They belong to the **INSAFE** network

In addition most of them include

- a) **hotlines** where the public can report illegal content and
- b) **helplines** where children and parents can raise concerns about illegal and harmful content and harmful contact and conduct

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Awareness raising

Safer Internet awareness centres

- Coordinate awareness raising activities on the **whole range on online risks** at national level, including privacy
- Campaigns run **with partners** (including data protection authorities and industry)
- **Campaigns: Ireland 2008**
« **watch your space** »,
“be creative, be yourself, but be in control.”
The campaign has been taken up by the Netherlands, Sweden and Slovenia





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Awareness raising in schools

- Safer Internet awareness centres target schools and teachers (material, training sessions...)
- The Commission wants to promote online safety in schools
Safer Internet Forum Conference in Luxembourg 22-23
October 2009
 - Online safety in school curriculum
Eurydice report 2009: « Education on Internet safety in school curriculum »:
16/21 countries have Internet safety in school curriculum.
14 include privacy issues
 - Youth Panel: children's expectations
 - Teachers panel: teachers needs and best practices

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Awareness raising

Safer Internet Day: 9th February 2010

2010 topic : personal image management online
« **Think before you post** ».

Expect 50 countries taking part
and more than 500 events.

Co-ordinated by INSAFE

