

Supplement of report on testing of nasza-klasa.pl (NK)

Since nasza-klasa.pl has been controlled by an expert designated by European Union some new actions and mechanisms have been delivered by this provider to improve the safety of especially the youngest Users of this biggest Polish social networking site.

Due mostly to the first rule of Social Networking Principles for the EU, nasza-klasa.pl would like to point out some actions that were taken outside the Internet and some actions that were taken outside the media in general, because we consider that only complex approach to the safety matters is the best way to educate society about these problems:

Co-operation with Police

- net of safety specialists - we have created special hot (emergency) lines which connect specialists from nasza-klasa.pl Safety Department and specialists from every single province Police department around the country; NK & Police communication is complementary:

* nasza-klasa.pl informs law enforcement agencies when there is a probability of committing a crime on its pages, e.g. public showing of pornographic photos

* law enforcement agencies inform nasza-klasa.pl about suspicious actions on provider's sites

- nasza-klasa.pl actively takes part in apprehensions of the offenders (as a witness to recognize them); nasza-klasa.pl gathers the necessary evidences in many different types of cases

- workshops – nasza-klasa.pl Safety Department holds recurrent workshops about crimes committed via Internet and our service which are dedicated to Police officers and prosecutors

* 20 workshops in 2009, over 1500 participants

*40 workshops in 2010, over 3000 participants (in preparation)

Co-operation with other institutions

- nasza-klasa.pl Safety Department co-operates with Safety Departments from other services, co-operates also with government organizations such as General Inspector of Personal Data and with foundations: KidProtect, Helpline.org, FDN (emergency lines to act quickly especially in case of situations involving younger Users)

Educational campaigns connected with problem of safer Internet

- „Click with Your Head”, campaign organized in co-operation with foundation KidProtect and Allegro.pl (the biggest Polish e-commerce platform), dedicated to children aged 13-15, a dozen or so meetings with from few hundreds to thousand participants

- „You have the right”, campaign destined to wide target with main message: „You have the right to remain safety in the Internet”, the premiere date – spring/summer 2010, project in preparation

Educational campaigns about safe Internet issues in traditional media

* radio commercials addressed to teenagers and their parents – December 2009, over 70 audio commercials broadcasted in RMF MAXX – one of the biggest Polish radio channels

* advertisements addressed to children and their parents - January 2010, published in Gazeta Wyborcza – the biggest Polish daily paper

Events dedicated to safer Internet with nasza-klasa.pl patronage

- The Day of Personal Data Protection (28.01.2010)

- Polish edition of Safer Internet Day (10.02.2010)

New safety mechanisms and pages on nasza-klasa.pl

- „Family Filter” – special mechanism to finding and removing swear-words from nasza-klasa.pl pages (constantly developed)

- „Wrong Links Validator” – special mechanism which deactivates dangerous links

- „Canteen” – special page with listed contacts to institutions dedicated to teen problems:
<http://nasza-klasa.pl/bezpieczenstwo/mlodziez/znajdzpomoc>

PR actions dedicated to safety issues:

- competitions for the youngest Users: „Draw a poster illustrating sentence: „Make Your Internet Safer Place” or „Name Superhero who lives in Your NK Safety Section”

- PR materials about safe Internet prepared by PR and Safety Department of NK: articles, blog notes, interview, etc.

In 2010 we plan to implement another tools, mechanism and features to improve the comfort of using nasza-klasa.pl especially among the youngest Users.