



Fame, fashion and friends

Changes and improvements on Stardoll as a result of the Assessment of the implementation of the Safer Social Networking Principles for the EU:

- Mirror profile for privacy settings – implemented Aug 2011.
- Add information to educators and carers – implemented Aug 2011.
- Implement Criminal Background Checks of new employees working directly with children via customer support etc – implemented as of September 1st 2011.
- Add more external links to the help section regarding abuse, online safety etc – implemented Aug 2011.
- Add warnings and educational text to minors on what not to include in the presentation -in progress.
- Add warnings and educational text to minors, if minors send/receive friends requests to/from adults - in progress.
- Add an educational quiz regarding online safety always available for users to take - in progress.
- Add privacy by default (on Stardoll only age, sex, country is the only personal information ever displayed) – to be discussed.

Stockholm September 7th, 2011