EU SNS Safer Social Networking Principles
Self-declaration Form

In the interests of transparency, providers supporting the EU Safer Social Networking Principles agree to self-declare how they have considered the Principles in relation to the Social Networking Services they offer, using the form below.

1. About the Social Networking Service(s)

The following is a brief outline of [*Dailymotion*] declaration, including a short description of the services it offers that fall into the category of "social networking" as outlined in the Principles.

Dailymotion is a video hosting service website attracting over 76 million unique monthly viewers worldwide (ComScore September 2010). More than 40 million are European. The company is French and its headquarters and servers are based in France.

Every day, over 15,000 new videos are uploaded into Dailymotion's global suite of 19 localized video sites. Dailymotion streamed over 1 billion videos monthly to users, including curated content from premium and "Motionmaker" creative contributors.

Offering the most advanced technology to both users and content creators, Dailymotion provides high quality and HD video in a fast, easy-to-use website that automatically filters copyright-infringing material when notified by content owners.

Dailymotion is more of a video platform than a "social networking service", but it does deploy a number of social features. Users may communicate by leaving comments on each other's videos, sharing videos with their contacts, and messaging their contacts through an internal inbox system. The contact model is reciprocal: you are only considered a contact when the second party has confirmed and approved the relationship.

2. How has the company considered these services in relation to the Principles?

The following is an outline of how [*Dailymotion*] has considered the EU Safer Social Networking Principles in relation to its Social Networking Service(s). This section will make reference to the recommendations made in the Principles document, where they are applicable and outline how they are applied.

Principle 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

Terms of Use: When users register on Dailymotion, they must commit to the terms and conditions of use ("Terms") of the service. It clearly stated that failure to comply with the Terms or any other policy of Dailymotion may result in temporary or permanent suspension of access to the user's personal page, immediately and without notice, or in the deactivation of the user's account, without prejudice to any other rights we may have.

Safety Education messages

Dailymotion takes an active role in raising children's and parents' awareness of Internet risks. A dedicated page can be found under the link "child protection" in the site footer: http://www.dailymotion.com/legal/childprotection. The page includes advice on encouraging "safe surfing" habits.

In October 2008, Dailymotion entered into a partnership with the French association e-Enfance, a nonprofit group that supports parental education on Internet risks, encourages positive web content for children and promotes "safe surfing" habits. Dailymotion also published an educational video for young people, which outlines safe and responsible Internet use so that young internet users can be more confident when browsing. Essential advice is given: do not share personal information on the internet; do not upload photos or videos of other people without their permission; always respect intellectual property rights; and report any inappropriate content you come across.

The video can be found on the E-Enfance account here: http://www.dailymotion.com/e-enfance

This partnership which is renewed each year since 2008, is exclusively French, Dailymotion hopes to develop similar partnerships in other regions through the help of the EC. In our prior self-declaration dated April 2009, we made the same request and surprisingly no contacts of local children protection association has been given to us by the EC.

Additionally, the Safer Internet programme in France (Internet Sans Crainte) has a Dailymotion account where it uploads videos describing best practices and safe conduct on the Internet: http://www.dailymotion.com/Internet-Sans-Crainte

Users can also consult the FAQ that provides useful information on community features, copyright and privacy policy: http://www.dailymotion.com/fr/faq

Community Support Team

The Dailymotion Support Team works around the clock and can be reached at any time for any kind of request through the feedback page: http://www.dailymotion.com/fr/feedback.

The team works to foster a welcoming and enjoyable environment on Dailymotion, encouraging respect for proper behaviour and promoting quality commentary and video contribution from the community.

Principle 2: Work towards ensuring that services are age-appropriate for the intended audience

-Dailymotion works to identify underage users. When a French user is under 18, according to the birth date provided during the registration process, they receive a specific email reminding them of the different features on Dailymotion (sharing videos, commenting on others' videos, creating groups...) and asking them to watch with the above-mentioned E-Enfance video with their parents. As mentioned above, we would appreciate the help of the EC to identify any local children protection association in order similar partnerships in the EC

-Dailymotion also provides a Family Filter, which is "on" by default. This prevents users from finding and watching explicit content as sexy videos, pornographic materials being prohibited on our service. Logged users who are under 18 cannot deactivate the Family Filter and therefore cannot access any explicit content on the site.

-Users accounts are terminated if they upload any pornographic material.

-Inappropriate content: videos tagged with keywords in our extensive, multilingual blacklist are preemptively placed behind the Family Filter, triggering alerts for the support team. Upon receiving these alerts, the support team reviews the videos to make sure no inappropriate content is uploaded to the site.

Principle 3: Empower users through tools and technology

As noted above, users less than 18 received a special message when registering on Dailymotion

All profiles of user less than 18 are excluded from member search results, and users cannot be searched by age.

Logged users less than 18 cannot access any explicit content on the site, nor browse within the sexy channel.

Dailymotion provides all the features necessary for users of any age to control their personal information, and their interactions with other users.

Users can:

- SET their personal information to private
- REJECT friend requests
- BLOCK other users to prevent any further interactions with them
- DELETE unwanted comments or BLOCK all comments on their videos
- MODERATE all content submitted to groups they administrate
- NOTIFY the Dailymotion Support team of any inappropriate content or behaviour through the feedback interface, or by using the "report" button beneath each video

Automatic explicit content filtering: as noted above all uploaded videos tagged with keywords in our extensive, multilingual blacklist are preemptively placed behind the Family Filter, and trigger alerts for the support team. Upon reception of such alerts, the support team then reviews the videos to make sure there is no inappropriate content uploaded to the site

Principle 4: Provide easy-to-use mechanisms to report conduct or content that violates the terms of service

In order to protect the interests of all parties, Dailymotion makes it easy to report inappropriate content. A *« Report »* button is provided beneath each video. This link opens a short form with a field for comments where users can describe their problem with the video.

Comments posted on videos and in forums can also be flagged as "inappropriate", after which they are

reviewed by the support team in the next coming hours, generally within 8 hours.

Finally, all users can contact the support team at any time via the feedback page.

Principle 5: Respond to notifications of Illegal content or conduct

Dailymotion Support team works 24/7 to review and act upon all notifications. All reports from users are handled in a timely fashion, generally within 8 hours.

Liaison with legal authorities: based in Paris, Dailymotion can contact appropriate authorities in France to report dangerous behaviour implied by the comments or the videos uploaded by users. Dailymotion also liaises when needed with the specialized police bureau named OCLCTIC in France on matters regarding cybercrime.

Principle 6: Enable and encourage users to employ a safe approach to personal information and privacy

Dailymotion provides exhaustive information on privacy policy through a permanent link in the footer of the service : http://www.dailymotion.com/fr/legal/privacy

Users can choose to hide any personal information provided during the registration process. This option can be modified at any time in the "settings" profile section.

Accounts of users less than 18 years old do not appear in member search results.

Principle 7: Assess the means for reviewing illegal or prohibited content/conduct

Videos tagged with keywords in our extensive, multilingual blacklist are preemptively placed behind the Family Filter, and trigger alerts for the support team to review.

Upon receiving such alerts, the support team reviews the videos to make sure there is no inappropriate

content available on the site.

As noted above, the support team handles any user generated reports on an ongoing basis.

3. **Other information**

   This section provides an outline of any other information that is relevant with regards how the company has considered the Principles.

Dailymotion is seeking help from the EC to better identify NGO's ready to cooperate as E-enfance is doing in France. PLEASE HELP.