

EU SNS Safer Social Networking Principles Self-declaration Form - Hyves

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 Hyves, including a short description of the services it offers that fall into the category of “social networking” as outlined in the Principles.

Hyves is Holland's most popular social network and the most visited Dutch website with 8 million unique visits per month (courtesy of Comscore numbers October 2010) and a general reach of 52% of the Dutch population.

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

The following is an outline of how Hyves has considered the EU Safer Social Networking Principles in relation to its Social Networking Service. 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

Providing Education

- Hyves regularly runs educational campaigns with our local partner Mijn Kind Online (My Child Online).
- Members can contact us through the "Help" link from every page.
- Hyves provides contextual tips not to share information with strangers
- Hyves provides tips to hyve safely, not only textual but also with visuals to make it easier to understand for all users.
- Hyves provides tips for parents
- Hyves will provide a parallel document to the Terms of Use, which will explain the rules and regulations in a clear and simplified matter.

Partnering with Non-Profit Organisations and Government Task Forces

- Hyves regularly runs educational campaigns with our local partner Mijn Kind Online (My Child Online).
- We participate in the EU Safer Social Networking Task Force.
- We work closely together with the Dutch police online taskforces.

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

Preventing Underage Users

- Children younger than 16 need permission of their parents to join Hyves.
- On requests, parents can have their IP address blocked to prevent their child from joining Hyves against their consent.

Protecting Younger Users from Inappropriate Content

- A notification link (*not ok button*) is posted below all content. After multiple reports, the content is automatically temporarily deleted and reviewed by specially trained community managers
- Pornographic or nude content with visible genitals is forbidden.
- User accounts can be deleted for violation of the terms, including improper content.
- Alcohol related ads are not targeted to under eighteen and users who have decided to not share their age.
- Ads related to candy and soda's are not targeted to under thirteen and users who have decided to not share their age.
- Every ad campaign using user data is checked by our ad department and modified if users complain. As our ad department checks the campaign itself, it's seldom that campaigns get modified.

Principle 3: Empower users through tools and technology

Protecting Younger Users from Inappropriate Contact

- New profiles for under 16s are automatically defaulted to private.

- No user can search for under 16s.

Providing Tools for all Members

- All users can set their profiles to Private.
- Users have to specify with every piece of content whom they want to share it with.
- Users can make all their photos, or sections of their photos, Private.
- Users can block other users from contacting them.
- Users can conceal their 'online now' status.
- All users can allow only those users whom they have proactively added to their Contact List to see when they are on IM and to contact them.

Security Features

- We have deployed CAPTCHAs to prevent the use of automated systems to engage in spam or other malicious activities.

Application Information and Data Collection

- All applications are governed by the same privacy controls that are in place for members.
- An application can only get information from the user if the user installs the application and thereby grants the application permission.

Application Security

- All applications must use our API's, which have security features built in.
- Hyves takes action against applications that violate safety and security requirements.

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

Reporting Inappropriate Content

- A report abuse procedure can be accessed wherever user-generated content appears.
- Users can report inappropriate content or behavior to Hyves
- Users can report spam email complaints to Hyves.
- Users can easily report abuse in email, videos, forum posts and classifieds.
- Users are easily able to provide reasons when reporting images for Terms of Use violations.
- Reports of abuse are acknowledged immediately and acted upon expediently by dedicated teams.
- Every user that contacts our community management team gets a personal answer.

Principle 5: Respond to notifications of Illegal content or conduct

- The Customer Care Team handles sensitive user issues.
- We have a dedicated security team that works to identify potential problems and takes immediate action when security issues occur.
- Our customer care contains a fulltime team of educated community managers who deal with sensitive issues on a personal note within 24 hours. These issues are addressed through a privacy funnel in our contactform.
- Every user that contacts our community management team gets a personal answer.

Partnering with Law Enforcement

- These requests are handled by full-time community managers. We also work closely with the Dutch Police (KLPD) and individual law enforcement units to provide information and knowledge on how to use social networks for citizen safety.

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

See Principle 3 “**Protecting Younger Users from Inappropriate Contact**”, “**Providing Tools for all Members**”, and “**Application Information and Data Collection**” for information

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

See Principle 2 “**Protecting Younger Users from Inappropriate Content**” and Principle 5 for information

Other information

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

