



EU SNS SAFER SOCIAL NETWORKING PRINCIPLES SELF-DECLARATION FORM - MYSPACE

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

Myspace.com ("Myspace") is a technology company connecting people through personal expression, content, and culture. Myspace empowers its global community to experience the Internet through a social lens by integrating personal profiles, photos, videos, mobile, messaging, games, and the world's largest music community. Myspace is a division of News Corporation.

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

The following is an outline of how Myspace 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

- All users need to accept the Terms of Use before using Myspace. The terms outline the obligations under which the user can post content and use the Myspace Services. The implications for non compliance with these obligations are clearly communicated.
- All users under 18 must review and scroll through Safety Tips when they register on the site. Users under 18 will also receive periodic safety reminders upon login or when uploading content.
- There is a prominent, easily accessible "Safety Tips" link at the bottom of every page, which includes links to parent monitoring and blocking software. The safety pages also contain information on reporting inappropriate behaviour such as harassment, and cyberbullying.
- In the Terms of Use we explicitly state that we reserve the right to take action against violations of our terms. Actions may include removing the offending content from the Myspace Services, terminating the Membership of such violators and/or reporting such content or activities to law enforcement authorities.
- A "Help" link appears at the bottom of every page. There are tips for parents available on the Parent Safety Tips page along with the Myspace Parent Guide. The Myspace School Guide has been distributed to over 55,000 schools.
- We have run aggressive education campaigns through Myspace, News Corporation properties, and third-party partners including National Center for Missing & Exploited Children (NCMEC), National PTA, AdCouncil, Seventeen Magazine, National School Board Association & the National Association of Independent Schools.
- We have done extensive PSA campaigns across News Corporation properties.
- Myspace is a Steering Group member of the European Teach Today initiative with industry members and European Schoolnet (EUN).

Partnering with Non-Profit Organisations and Government Task Forces

- Myspace was a member of the Internet Safety Technical Task Force, in the US, which concluded its work with the issuance of its report in December, 2008.



- We have partnerships with the Illinois Library Association and the American Library Association to distribute millions of bookmarks on Internet safety in public libraries across the U.S.
- AMBER Alerts: Myspace partners with the NCMEC to distribute localised online AMBER alerts via Myspace so users can help bring a missing child home.
- We have education partnerships with organisations such as ConnectSafely.com, NetFamilyNews.com, WiredSafety.org, I Keep Safe Coalition (iKeepSafe.org), Cyberbullying 411, Enough is Enough and MyKids.
- We donated Sentential SAFE to NCMEC.
- We participated in the UK Government Taskforce on Child Safety on the Internet.
- We contributed to the UK Home Office Taskforce's first UK Social Networking Guidance.
- We are members of the Internet Watch Foundation Funding Council.
- We participate in the Australian Government's Consultative Working Group on Cyber-Safety.
- We participate in the EU Safer Social Networking Task Force.
- We are a member of the UK Council for Child Internet Safety (UKCCIS).
- We cooperate with www.jugendschutz.net in Germany.
- We participate on the Boards of NCMEC, the Family Online Safety Institute (FOSI), the Alliance for Children's Rights, Enough is Enough and International Association of Internet Hotlines (INHOPE).

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

Preventing Underage Users

- Our Terms of Use indicate a minimum age to use our site.
- We place a session cookie on the registration page, so prospective members cannot change their age if the initial age was below that specified in our Terms of Use.
- We employ a search algorithm, utilising terms commonly used by underage users, to seek and delete individuals misrepresenting their age.
- We delete hundreds of profiles per week for misrepresenting their age.

Protecting Younger Users from Inappropriate Content

- Hosted images and videos are proactively reviewed for compliance with our Terms of Use. Known inappropriate URLs are blocked from being posted on the site.
- We capture IP address associated with image uploads.
- User accounts are deleted for uploading pornographic videos.
- Alcohol related ads are not targeted to users under 18.
- Smoking/Drinking preferences are blocked for users under 18.
- Groups are reviewed for inappropriate content utilizing a specialized tool.
- Users under 18 are defaulted in a way that requires them to pre-approve all comments made on their profiles.
- Myspace works closely with commercial content providers to ensure that users have the information necessary to make informed choices regarding content. This may come in a variety of forms for example, warning messages and restricting access to content based on time of day. In all contractual agreements, partners accept their responsibility to abide by our Terms and Conditions, thus adhering to our content standards.

PRINCIPLE 3: EMPOWER USERS THROUGH TOOLS AND TECHNOLOGY

Protecting Younger Users from Inappropriate Contact

- New profiles for users under 18 are automatically defaulted to friends only.
- No user can browse for users under 16.
- Adults can never add users under 16 as a friend unless they know the user's last name or email



address (the adult must know the user in the physical world).

- If users under 16 override their privacy settings, they are still only viewable by other users under 18.
- Mature groups cannot be accessed by users under 18.
- Users under 18 can block all users over 18 from contacting them or viewing their profiles.
- Users under 16 are tagged to be un-searchable by age on search engines.
- Users under 16 can only receive group invites from the individuals in the friend network.
- Users under 18 cannot access age-inappropriate areas such as Romance and Relationship forums and groups or other mature groups.
- Users under 18 cannot browse for age inappropriate categories such as relationship status or income.
- Users over 18 are limited in their ability to search within the School section.
- We have created and implemented a pornographic website database that restricts users from posting mature links on their profile.
- Myspace, in partnership with Sentinel Tech Holding Corp., built a database which compiles all the US sex offender registries into one centralized database. We match the Sentinel SAFE database against the Myspace database and remove registered sex offenders from our Site.

Providing Tools for all Members

- All users can set their profiles to friends only.
- All users have the option of only allowing friends to post comments on their profile.
- Users can pre-approve all comments before being posted.
- Users can block other users from contacting them.
- Users can delete unwanted comments of other users.
- Users can conceal their 'online now' status.
- Users can prevent forwarding of their images to other sites.
- Users over 18 can block users under 18 from contacting them or viewing their profile.
- 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.
- Users can make all their photos, or sections of their photos, friends only.
- There is a clear link to the photo policy upload page, where it states "for security and privacy reasons, any image that contains personally identifiable information such as a name, phone number, email address or web URL is not permitted."
- Email verification is required for all new Myspace members.
- In the "Safety Tips" pages, users will find targeted information for teens, educators and parents alike. There are guides that contain useful information on a variety of Myspace safety tools for each of the target groups.
- Users are empowered with many communication preference options designed to allow them to restrict communication as strictly or as leniently as they choose, save for the default settings.

Security Features

- Interstitial pages appear when clicking on third party links. These pages inform users that they are leaving Myspace.com and to be mindful not to reveal their login information.
- Users are empowered to control the amount of communication they receive from Myspace with over twenty communication preference options.
- We have deployed CAPTCHAs to prevent the use of automated systems to engage in spam or other malicious activities.
- Myspace has developed a tool which can detect user accounts that may have been phished and "lock" them, preventing the account from perpetuating the advertisement until the user can update their password and solve a CAPTCHA.
- All third party links on Myspace are now converted into 'MSPlinks' which act as a wall between Myspace and outside websites. In doing so, Myspace maintains control of third party links on its service and can "turn off" malicious or inappropriate links immediately and retroactively across the entire site.
- Myspace uses a series of tools to identify anomalies in how a user might be using Myspace.



Application Information and Data Collection

- Before a user installs a third party application, they are informed that their display name, public photos and friends list will be shared with the application developer.
- Users can block access by all third party applications they have not connected with from accessing their profile data through the Myspace Developer Platform via their account settings.
- Each application offers granular settings giving the user the ability to control different types of information from being shared.
- 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.
- Myspace offers a universal setting for not sharing any data, including public information, with any applications.

Application Security

- All applications must use our API's, which have security features built in.
- All applications hosted on Myspace go through a security review process for both code and content, to ensure compliance with our Developer Terms of Use before going live to our members.
- Myspace 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 from every Myspace webpage and wherever user-generated content appears.
- Users can report inappropriate content or behaviour to Myspace.
- Users can report spam to Myspace.
- Users in the United States can directly report sexually explicit conduct to NCMEC's CyberTipLine. Users in the United Kingdom can report sexually explicit conduct to the Child Exploitation and Online Protection Centre (CEOP) through a direct link, when they chose the "inappropriate contact" report abuse option.
- Users can easily "Report Abuse" in all site areas that contain user generated content such as images, messages, videos and blogs. Users are easily able to provide reasons when reporting images for Terms of Use violations.
- We provide links, via the safety tips pages, to relevant local agencies and organisations that may provide help or support on topics such as depression, suicide and bullying.
- Reports of abuse are acknowledged immediately and acted upon expeditiously by dedicated teams. Myspace reviews reports of abuse, takes the appropriate action and responds back to the user explaining the action taken.

Principle 5: Respond to notifications of Illegal content or conduct

- Myspace proactively reviews images and videos and enforces compliance with the Terms of Use.
- Myspace manages communications from users, parents, educators, and other domestic and international parties concerning various issues including general support, underage users, cyberbullying, imposter profiles, and inappropriate content.
- The Policy Enforcement Team liaises with law enforcement and government personnel including operation of an around the clock telephone hotline in addition to handling high priority and highly sensitive user reports.



- The Security Abuse Enforcement Team develops processes to prevent and respond to malicious use of the site and investigates malicious activity.
- The Parent Care Team provides a dedicated parent hotline, email (parentcare@support.myspace.com) and guidebook .
- The School Care Team provides a dedicated educator hotline, email (schoolcare@support.myspace.com) and guidebook.
- The Law Enforcement Team provides a 24/7 dedicated hotline, email (lawenforcement@support.myspace.com) and guidebook.
- We have effective and robust reporting mechanisms and established working procedures in place with NCMEC.

Partnering with Law Enforcement

- We provide ongoing support for local, state, federal, and international law enforcement in investigations and prosecutions.
- There is a 24/7 dedicated hotline and email created for use by law enforcement – not just for emergencies.
- We provide ongoing training to cyber crime units on how to investigate and prosecute cyber criminals using Myspace.
- The Law Enforcement Guide and Quick Reference Guide have been created to help law enforcement agencies understand Myspace and investigate cases.

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 “**Dedicated Myspace Teams**” 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.