

About Netlog

Netlog is an online community for young people to make friends by building a digital identity, sharing experiences and playing games. The community of Netlog counts over 60 million members and is growing by half a million every week. Netlog is targeted at youngsters aged 14 to 24, and so far it is available in 37 languages. The platform of Netlog is developed by Netlog NV, a company based in Ghent, Belgium.

At Netlog, the safety of our users is one of our primary concerns. That is why we take the 7 EU Safer Social Networking Principles into account whenever we develop a new functionality on our site:

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

- Netlog's **Terms & Conditions, Privacy Statement** and **Code of Conduct** are clearly visible in the footer of each Netlog page. Moreover, there is a whole set of **FAQs** devoted to a wide range of issues that users might encounter. Netlog's FAQ contains **national and international links** to suicide prevention centres.
- While translating the Terms & Conditions, Privacy Statement, Code of Conduct and FAQ into different languages, our **translators** keep in mind their target group: 14-24 years old. Special attention is devoted to the use of **easy and clear formulations**.
- Netlog members are **reminded about privacy options** in various places throughout the site. For example if someone has a lot of unanswered private messages in his or her inbox, Netlog informs the member that changing his or her privacy settings will prevent the unwanted private messages.
- Netlog **announces major security risks** in the **Netlog news** (available on the homepage and in the footer) or by **official private messages**.
- Netlog created an **online security centre**, gathering all useful information on **safety and security**, as well as **tips & tricks** on how to react to potential threats. The security centre is **translated** into all Netlog languages and contains useful links for **youngsters, parents and teachers**. These pages are made **visually appealing** with cartoons, videos and a very easy navigation. A link to the security centre can be found in the footer of every Netlog page.
- Netlog's **trained Community Support Assistants and Community Managers** often post blog messages and featured videos on security and safety. Each Netlog **language** version has its own Community Managers and an **official Netlog group**. This way all information comes in the language the member speaks and understands.
- Netlog representatives educate the public on safety and security in **national and international newspapers, magazines, tv and radio shows**. During all public presentations Netlog focuses on safety issues. Netlog also takes part in national and international **education campaigns** (for example Childfocus/Sensoa).

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

- Netlog's Terms of Service state that the **minimal user age** on Netlog is 13, and nobody below that age can register. If Netlog happens to find out that someone is lying about his or her age, the account is **blocked** instantly. Minors older than 13 can register but need **permission from their parents**.
- Privacy settings of all **minors** are **closed**, i.e. they cannot choose to show their profile to everyone and **adults cannot contact minors** unless they are friends. Friendship requests that are sent from adults to minors cannot be motivated (to avoid 'dirty talk' in friend requests to minors), adults cannot see minors' MSN details and cannot search for minors, etc.
- Netlog is **very strict** about the content published on the site. All pictures and videos are moderated as soon as possible upon upload. Blocked items are **hashed** so that it is not possible to upload them again. Netlog users can report all inappropriate content by simple **abuse buttons**. Netlog's trained staff review abuse reports on a **24/7 basis**.
- Content on Netlog is automatically **filtered** according to your age and location. This way, minors see content posted by other minors, not by adults. Netlog also uses **automatic spam filters**.
- Netlog has a **Wordlist** with inappropriate words, and a **Blocklist** with inappropriate URL addresses. Both lists are regularly updated.
- Netlog restricts some brand pages, ads and applications (for example alcohol related ones) to ensure that they are **accessible to adults only**.
- Netlog **screens** its games before allowing them on the site. No overly violent game will be accepted on Netlog. All games that are violent in nature (for example shooting games) are properly **labelled**. This means that minors see a **clear warning** not to try the behaviour presented in the game in reality.
- Netlog only displays **safe advertising banners** and **Family Safe Google Ads**. All custom ads are **moderated** before being published.
- The Netlog site is designed in a **very user-friendly** manner. It only takes a few moments to register, to report abuse or to contact one of Netlog's trained staff members to get further assistance.

Principle 3: Empower users through tools and technology

- Netlog has very extensive **privacy settings** that enable all users to tailor their **availability** and **visibility** to others. The settings range from very open to strictly limited.
- Individuals can be blocked from accessing one's profile by applying Netlog's easy-to-use **blacklist** option. It is also possible for users to **pre-approve** all the comments to their profile and to choose who can contact them. In terms of images and videos, users can choose the privacy settings for **each image and video** separately. As far as the profile is concerned, users can **choose** whether they want to show their real

name, birth date, location, mother tongue, profession, company, hobbies, love status, sexual preferences, introduction texts or interests on their profile. Members can also choose who can see their status updates and who can rate or comment their published items.

- Users are regularly reminded of their **own responsibility**. When uploading videos and pictures, users are prompted to respect property rights; when adding an event, users are reminded that only public events are accepted for safety reasons...

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

- All visitors to Netlog, registered or not, can report inappropriate content by simply hitting the **report abuse button**. That button can be found next to all types of content on Netlog: profiles, pictures, videos, blog messages, private messages, events, groups... To make it easier to motivate a report, Netlog provides a list of the most common reasons for reporting content: sexual content, racism, violence, property rights...
- For members that for some reason prefer not to report abuse via the 'report abuse' buttons, Netlog also provides **localized e-mail addresses, post addresses, Helpdesk** and a **fax number**.
- On all language versions of Netlog, some members have been granted a '**Netlog volunteer moderator**' title. These members are dedicated to help other users with their queries. Volunteer moderators always redirect to a CM or CA when more professional help is needed.
- **Experienced and trained** Community Managers and Community Assistants check the reports on a **24/7 basis**. Reports are **prioritized** according to the amount of complaints.

Principle 5: Respond to notifications of illegal content or conduct

- Netlog reports **all law violations** (racism, child porn...) to **eCops**, an online reporting service of the Belgian Federal Computer Crime Unit. In case of **international crimes**, eCops is transferring the issue to their international associates. In case of offences that are prosecuted only upon complaints, Netlog guides the member to the **correct authority**. In all cases, Netlog makes sure **all data** is saved in case the police needs it.
- Netlog is hosting **three-monthly brainstorm sessions** with representatives of FCCU. In these sessions, police officers are being informed of **actions** taken by Netlog and have a chance to comment on them. Likewise, FCCU informs Netlog on for example **new techniques** used by paedophiles, so Netlog can build **automated tools** to protect members and further **train** CMs/CAs to detect such behaviour.

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

- Netlog's **security centre and FAQ** provide information on how to maximize online safety in general. Our trained **staff** also keeps an eye on the safety of our users, and reacts promptly if someone's privacy is at stake. During registration, Netlog asks

very basic information only. Users then decide by themselves what other information they want to share on their profile.

- To inform our young members about the importance of privacy, Netlog has set up a fun **campaign**. A friendship request of a 45-year-old man is sent to all minors. Minors accepting the friendship are warned that it is important to think twice before accepting friendships. Minors that choose to ignore the friendship request are applauded for their wise choice.

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

- Netlog engages in **debates** with users, NGOs, police authorities and governments to assure that all of these systems are constantly improved. Among others, Netlog participates in **regular brainstorming sessions** with the Federal Computer Crime Unit, in a Belgian task force on safety and in the taskforce on the Safer Social Networking Principle.