

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

*Skyrock.com is a global social networking site dedicated to the New Generation offering its members a free, personal web space where they can create a blog, add a personal profile, share photos and videos, and exchange messages with other registered members. The platform registers 40.446 million accounts<sup>1</sup>, and is frequented by 12.170 million of Unique Visitors in Europe (reach: 3.4%)<sup>2</sup>. Fifty percent of those visitors are under eighteen years old.*

1 : Internal data – October 28<sup>th</sup> 2010 ----- 2 : Mymatrix Comscore – Europe – Skyrock.com – September 2010

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

The following is an outline of how *Skyrock.com* has considered the EU Safer Social Networking Principles in relation to its Social Networking Service(s). This section will reference 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**

*Online safety is a high priority for Skyrock.com in regards to its important minor public. Skyrock.com dedicated a lot of resources to continually empower safety awareness.*

- Skyrock.com provides since April 2009, clear targeted guidance to minors and parents in a prominent accessible and easy to understand format (cf <http://www.skyrock.com/safety/index.php> )
- Skyrock.com provides guidance specifically targeted at children and young people on how to navigate the website safely
- All users receive security warnings before posting content on the platform.
- There is a “flag this content” button on every page.
- Skyrock.com presents, before accepting the Terms of use, a short summary of users major engagement easy-to-understand for young children and teenagers.

- Skyrock.com provides education and tips about online safety and privacy in clear, relevant and age-appropriate language throughout the site.
- Skyrock.com displays context-specific warnings to users in clear, relevant and age-appropriate language.
- Skyrock.com displays on its website INSAFE (Internet sans Crainte) national campaign about bullying.
- Skyrock.com participates in the EU Safer Social Networking Task Force.
- Skyrock.com has outreach partnership with organisation such as e-Enfance.org, NetEcouteFamille, Internet Sans Crainte, the HALDE in France and offers targeted links to educational material that support dialogue, trust and involvement between parents and children about responsible safer internet.
- Skyrock.com has a direct relationship with the Minors brigade in Paris.
- Skyrock.com actively participated in launching the “Alerte Enlèvement,” the French Amber Alert equivalent.

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

*The Skyrock.com service is mainly designed for young people (12 or older). Skyrock.com does not host any “adult” content or does not have any specific sections or services for adults.*

- Skyrock’s Terms of Use clearly indicates a minimum age of use, and moreover to register on Skyrock.com.
- Skyrock.com only authorizes the publication of legal content and limits the interactions between users of different age group.
- Skyrock.com uses cookies session, permanent cookies, email and IP addresses on its registration page to flag users who will change their age if the initial age was below the one specified in Terms of Use.
- Email verification is required for all new Skyrock.com members.
- Skyrock.com moderation staff actively searches out underage users manually. Upon discovery that a user is not 12 years or older, Skyrock.com deletes the user’s account, blog and profile.
- Skyrock.com uses a filtering algorithm especially in French to forbid certain kind of words, expression and login.
- Skyrock.com uses a filtering algorithm especially in French, Dutch and English, to seek and delete individuals misrepresenting their age.
- The age registered by the user will determine which categories of age groups the user will be able to contact or be contacted by.
- All hosted images are hashed when uploaded and are all reviewed by the Skyrock.com moderation team for compliance with Terms of Use. All deleted images are then hashed to ensure they cannot be re uploaded.
- Skyrock.com filters automatically thousands of inappropriate terms and urls every day.
- Skyrock.com only displays safe advertising banners and “Family Safe Google Ads”.
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### **Principle 3: Empower users through tools and technology**

*Skyrock.com is designed for teenagers.*

- No visitor can search for anyone under 16 year olds.
- Users can choose with whom they want to interact: everyone, members only, friends only, best friends only or nobody.
- Skyrock.com limits the interaction between people who are not in the same age group.
- Minors or majors cannot contact members who are not in the same age group.
- Skyrock.com has created a pornographic site database to filter offensive links to be published on its service.
- Users can manage who posts comments on their profiles or blogs: everyone, members only, friends only, best friends only or nobody.
- Skyrock.com users have the possibility to pre-moderate comments of other users or visitors before being published on their profile or blog.
- Skyrock.com users can block other users from contacting them. The users that are the most blocked are blacklisted from the platform.
- Skyrock.com users can easily delete their profiles.
- Skyrock.com users can prevent their images from being forwarded to other sites.
- Skyrock.com uses a series of tools and algorithms to identify anomalies in how a user might be using Skyrock.com. Users' behaviors are then rated and users can be excluded from the website.
- There is a "Flag this content" button on every page of the site to report illegal content or behavior.
- Skyrock.com supports the safety education of parents in order to help them protect children and young people (e.g. <http://www.skyrock.com/safety/parents.php>) on Skyrock.com and generally on Internet.
- Skyrock.com helps parents to be aware of the existence of other available safety tools/information to help them protect young people. For instance, by educating them about the uses/ benefits of filtering tools and/or parental controls.

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

*A report abuse procedure can be accessed from every Skyrock.com webpage and wherever user-generated content appears. Skyrock.com moderation staff deals with **thousands** of reports or legal requests **daily**.*

- Users or visitors can easily report inappropriate content, regarding Skyrock.com terms of use or French laws.
- There is a “Flag this content” button on every page of the site to report illegal contents or behaviors.
- Every report is dealt under 48 hours.
- All reports are categorized by users to be prioritized on moderation staff timeline. Categories such as inappropriate sexual behavior, pornography, suicidal tendencies, run away are the highest priorities.
- The procedure report has been tested on all age groups of users to ensure that it was easily accessible, understandable and age appropriate.

#### **Principle 5: Respond to notifications of illegal content or conduct**

*Since Skyrock has signed the Safer Social Networking principles for the EU, it is engaged in an internal improving process. Skyrock.com recognizes the importance of co-operating with law enforcement.*

- The moderation staff works 24/7 and is seized to handle the thousands of reports or millions of images, texts or other contents and behaviors that are illegal are removed immediately by the Skyrock.com team upon notice and saved for possible police investigations.
- Skyrock.com co-operates with psychologists to handle teen distress or suicidal will. In case of an emergency, Skyrock.com has direct contact to the French relevant law enforcement bodies.
- Extremely inappropriate contents or behaviors such as paedo-criminality, racial hate, inciting or advocating crimes against humanity are reported to the French Interior Minister centralized platform (*PHAROS*).

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

*Skyrock.com encourages users to employ a safe approach to personal information and privacy. Skyrock asks very basic private information when registering and lets users decide which kind of information they want to display on their profile or blog.*

- Skyrock.com users are provided with a range of privacy setting options.
- Skyrock.com is displaying contextual warnings to users in an easy understandable way.
- Skyrock.com privacy settings options are prominent on the website and accessible at all times (i.e. [http://www.skyrock.com/m/account/setup\\_privacy.php](http://www.skyrock.com/m/account/setup_privacy.php)).
- Skyrock.com has declared all its service to the French CNIL.
- Skyrock.com provides safety tips to the younger users, including how they should manage their online images.
- Skyrock.com allows users to manage their personal information and privacy in an all-in-one URL: [http://www.skyrock.com/m/account/setup\\_privacy.php](http://www.skyrock.com/m/account/setup_privacy.php)

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

*Skyrock.com invests a lot in optimizing in its own safety. This effort represents more than 5% of its turnover.*

- Skyrock.com moderation staff is over 18 years old.
- Skyrock.com moderators are experienced and trained. All moderators' backgrounds are checked when hired.
- Skyrock moderation department runs 24/7 and is seized to handle all reports daily received.
- Skyrock.com moderation staff manually checks all pictures or videos that are uploaded onto the platform (more than 800 000 pictures per day).
- Skyrock.com has created high precision images analyzer algorithm initially created by the Rank Xerox Research center from Palo Alto and browses every image uploaded on its platform.
- Skyrock.com educates investigators and lawyers about how to lawfully obtain data from Skyrock.com.

### 3. Other information

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

For more general information or any inquiries you might have on Skyrock.com please feel free to contact us : <http://uk.skyrock.com/common/footer.php?page=contact>

**This information can be published:** Yes