

EU SNS Safer Social Networking Principles Self-declaration Form

Update: May 25, 2010

In the interest 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 VZ-Netzwerke declaration, including a short description of the services it offers that fall into the category of “social networking” as outlined in the Principles.




VZ-Netzwerke Ltd. provides three Social Networks for the German market.

- schülerVZ, www.schuelervz.net
SNS for pupils in the age of 12 to 21, 5,8 Million users (May 2010)
- studiVZ. www.studivz.net
SNS for students with full legal capacity, 6 Million users (May 2010)
- meinVZ, www.meinvz.net
SNS for employees and alumni with full legal capacity, 4,9 Million users (May 2010)

80% of all Germans between 14 and 29 years own an account at one of the three VZ-Networks. schülerVZ is a stand-alone platform, it is not possible for those users to interact with persons who are registered at studiVZ or meinVZ e.g. by sending messages or friend requests and vice versa. studiVZ and meinVZ are completely interconnected, users can contact each other but they are not able to contact users of schuelerVZ.

All three platforms are real name based, authentic networks. Sophisticated privacy settings enable every user to choose, which information of him can be seen by friends and other users. **On each platform and for every age-group profiles of new registered users are set completely private by default.**

Users of a VZ-Network can create a personal profile, upload images, found or join discussion groups, organize friend lists, use a platform based instant messaging service, send private messages, use different approved open social applications and have also a mobile access to the network.

<p style="text-align: center;">schülerVZ stand-alone</p>	<p style="text-align: center;">studiVZ</p>	<p style="text-align: center;">meinVZ + studivZ completely interconnected</p>
		
<ul style="list-style-type: none"> • pupils • 12 to 21 years • 5,8 Mio. users 	<ul style="list-style-type: none"> • university students and their friends • 18 to 27 years • 6,0 Mio. users 	<ul style="list-style-type: none"> • alumni and employees • 18 to 40+ years • 4,8 Mio. users

The following information is focused mainly on schülerVZ, because only this platform is targeted to underage users.

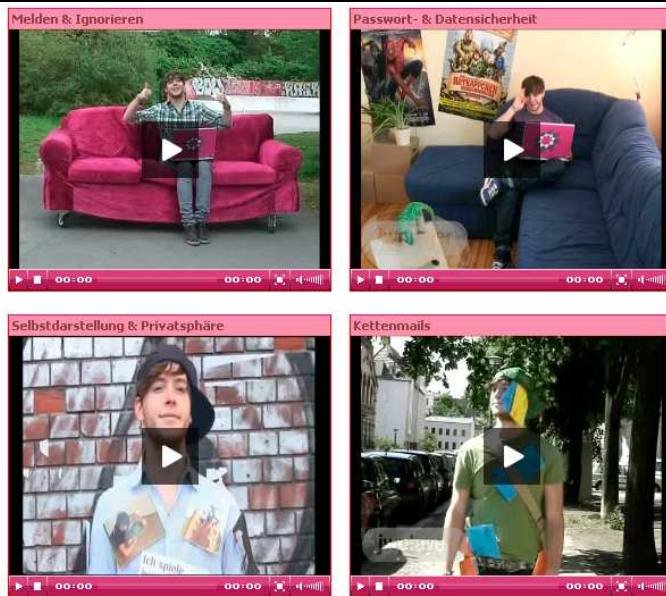
2. How has the company considered these services in relation to the Principles?

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

- Users have to accept an internal code of conduct (<http://www.schuelervz.net//rules/>)
- VZnet Netzwerke Ltd. provides age appropriate and easy to understand information sites about an responsible use of private data and copyrights (<http://www.schuelervz.net//security/>)
- New registered users got special information about privacy settings after the first Log-In.
- The code of conduct is visualised by videos, which are produced by the users (<http://www.schuelervz.net//rules>)
- VZnet Netzwerke Ltd. produced short education videos about using Open Social Applications, using the report mechanism, using the privacy settings, choosing a safe password, handling chain letters and about the legal terms (<http://www.schuelervz.net//security/videos>)
- 1,6 million users joined a campaign against cyber-bullying
- VZnet Netzwerke Ltd. provides special information sites for parents and teachers at schülerVZ (<http://www.schuelervz.net//parents>)
- VZnet Netzwerke Ltd. provides lecturing material about data protection, copyright, behaviour in the internet, etc. for teachers and schools (<http://www.schuelervz.net//parents/3/>)



education videos

Being a partner for our users

- VZnet Netzwerke Ltd. provides forums for technical support on each platform
- VZnet Netzwerke Ltd. provides support via e-mail or internal message 365 days per year
- VZnet Netzwerke Ltd. provides comprehensive information sites with technical help on each platform
- VZnet Netzwerke Ltd. provides consultation hours via telephone for parents and teachers with educationists



Information for parents und teachers

Being a partner for organisations and education campaigns

- VZnet Netzwerke Ltd. is member of the "Freiwillige Selbstkontrolle der Multimedia-Diensteanbieter" (FSM), an german institution for voluntary self-control of the internet, which is also member of the INHOPE network
- VZnet Netzwerke Ltd. worked on and signed the German code of conduct for providers of social communities (http://fsm.de/de/Web_2_0) at the FSM
- VZnet Netzwerke Ltd. supports several public education campaigns (e.g. for an responsible use of private data www.watchyourweb.de; against massive consumption of alcohol www.staygold.eu; against right-wing extremism www.netz-gegen-nazis.de)

- VZnet Netzwerke Ltd. is member of the german NGO *Deutschland sicher im Netz*, which is engaged to inform people about their security in the internet
- VZnet Netzwerke Ltd. got a software review and a certificate for data protection and software quality by the TÜV SÜD (<http://www.schuelervz.net/l/zertifikat>)
- VZnet Netzwerke Ltd. cooperates with jugendschutz.net and klicksafe.eu
- VZnet Netzwerke Ltd. cooperates with different Offices of Criminal Investigation

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

Providing different networks for different age groups allows VZnet Netzwerke Ltd. to configure each platform age-appropriate in an easy and safe way. Employed educationists are evaluating entire communication and safety education.

Special provisions to protect underage users at schülerVZ:

- strict default privacy settings for each new registered user
- no possibility to communicate between schülerVZ and studiVZ/meinVZ
- schülerVZ is an invitation only system, people must receive an e-mail-invitation sent by an existing schülerVZ-User. It is not possible to register a new account without such an invitation.
- schülerVZ is restricted for persons between 12 and 21 years by terms
- profiles of older or younger persons who get reported will be deleted
- no possibility to register with an age younger than 12 or older than 21
- no possibility to change age
- every user who breaches the internal code of conduct gets reprimanded, temporally locked or deleted
- functionality to restrict content in discussion groups for users who are 16 years or older
- e-mail-addresses of deleted users will be locked after the deletion
- all terms and information about data protection are formulated in an age-appropriated language

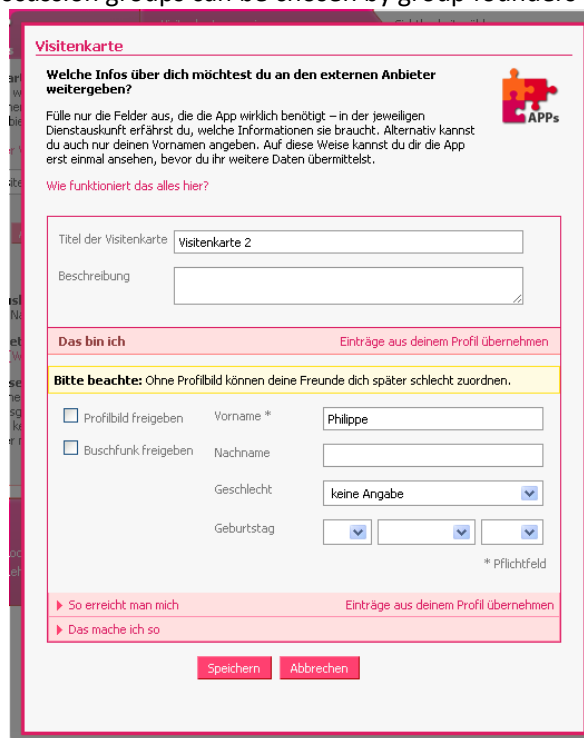
From November 2010 the new electronic passport will be available in Germany for citizen from 16 years. VZnet Netzwerke Ltd. will integrate a program module which enables the users to verify their accounts. Since it will take years until every citizen will have such a new passport the verification will not be obligatory.

Principle 3: Empower users through tools and technology

VZnet Netzwerke Ltd. provides several tools for all users to empower them to protect themselves and to feel comfortable and safe in the network.

- substantial and sophisticated privacy settings based on friend lists
- strict default privacy settings for each new registered user

- reporting mechanism to report objectionable conduct or content
- comprehensive control of personal data
- all profiles are not visible for non registered persons
- search engines are not able to crawl profiles
- Open Social integration with VCard-System. Users have to fill out a virtual VCard for every single application. Accordingly profile data will not be transferred to a third party. Every application is reviewed for legal and technical aspects in an approval process.
- ignore function for users who are in trouble with each other
- easy to find and easy to use button to delete the complete profile in the section “my account”
- delete button for every single post, photo, album, message, etc.
- users can only be tagged on photos by people who are their friends
- by default every phototagg must be approved by the flagged user
- age restriction for discussion groups can be chosen by group founders



Visitenkarte

Welche Infos über dich möchtest du an den externen Anbieter weitergeben?

Fülle nur die Felder aus, die die App wirklich benötigt – in der jeweiligen Dienstauskunft erfährst du, welche Informationen sie braucht. Alternativ kannst du auch nur deinen Vornamen angeben. Auf diese Weise kannst du dir die App erst einmal ansehen, bevor du ihr weitere Daten übermittelst.

Wie funktioniert das alles hier?

Titel der Visitenkarte:

Beschreibung:

Das bin ich Einträge aus deinem Profil übernehmen

Bitte beachte: Ohne Profilbild können deine Freunde dich später schlecht zuordnen.

Profilbild freigeben Vorname *

Buschfunk freigeben Nachname

Geschlecht:

Geburtsjahr:

* Pflichtfeld

► So erreicht man mich Einträge aus deinem Profil übernehmen

► Das mache ich so

VCard for Open Social App

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

- Users can report inappropriate conduct or content to VZnet Netzwerke Ltd.
- Every discussion group, image, photo album, posting, status update and profile can be reported. Buttons for reporting are easy to find and easy to use.
- the reporting links are integrated apparent on every page
- General reporting by e-mail and form possible (<http://www.schuelervz.net/Contact/8>; <http://www.schuelervz.net/l/impressum>)

- content which breaches the internal code of conduct is deleted
- every user who breaches the internal code of conduct is reprimanded, temporally locked or deleted
- trained employees with different skills for special topics are working in teams 365 days a year to screen reports and act promptly
- ignore function for users who are in trouble with each other
- contact requests can be declined noteless

Nutzer melden / ignorieren

Bitte wähle den passenden Meldegrund aus und beschreibe dein Problem so genau wie möglich! Nur so können wir deine Anfrage zügig bearbeiten.

Falsch- oder Spaßmeldungen können zur Sperrung deines Accounts führen.

Grund:

Erklärung:

Abbrechen

reporting tool

Principle 5: Respond to notifications of Illegal content or conduct

Particular way for contact

- Users can always contact the support and abuse team by e-mail or reporting system
- special team for requests of parents
- special team for requests of teachers
- special team for requests of public authorities and law enforcement agencies

Cooperation with law enforcement

- VZnet Netzwerke Ltd. cooperates with jugendschutz.net and the FSM, which are providing compliant hotlines for objectionable conduct or content in the internet
- VZnet Netzwerke Ltd. cooperates with State Offices of Criminal Investigation to fight against illegal content, especially against political extremism and child pornography

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

See 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” and Principle 3

“Empower users through tools and technology“

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

See Principle 2 “Work towards ensuring that services are age-appropriate for the intended audience “, Principle 4 “Provide easy-to-use mechanisms to report conduct or content that violates the terms of service“ and Principle 5 “Respond to notifications of Illegal content or conduct“

3. Other information

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

VZnet Netzwerke Ltd. is delighted and proud to have contributed to the Safer Social Networking Principles and to be enabled to sign them. In our point of view it is an important step in the future of consumer and child protection to work on high international standards. Protection of minors and data protection are main topics, which are relevant for each further development of our product.

Here you can find more information about VZnet Netzwerke Ltd:

http://www.meinvz.net/l/about_us

<http://www.meinvz.net/l/impressum>