

# MICROSOFT Xbox LIVE

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

5th November 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. Microsoft hereby submits this updated self-declaration as of 5th November 2010.*

### 1. About the Social Networking Service(s)

Founded in 1975, Microsoft (NASDAQ:MSFT) provides software, services and solutions that help people and businesses realise their full potential. We operate in all EU Member States and elsewhere in Europe.<sup>1</sup>

**Xbox LIVE** is an online gaming and entertainment service that connects nearly 25 million members across 35 countries. The use of this service requires an Xbox 360 console as well as a broadband internet connection. Details about this service can be found at [www.xbox.com/live](http://www.xbox.com/live).<sup>2</sup>

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

**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:** The Xbox LIVE service spans multiple platforms including the Xbox game console

<sup>1</sup> [http://www.microsoft.com/presspass/inside\\_ms.aspx](http://www.microsoft.com/presspass/inside_ms.aspx);  
<http://microsofteurope.eu/MainHome/MicrosoftinEurope.aspx>.

<sup>2</sup> While Xbox Live is not a social networking service *per se*, the service provides access to social networking services like Facebook and Twitter, and provides features that enable users to communicate while playing games and while participating in other online entertainment experiences and features that allow sharing of some user created content.

and the PC (through Xbox.com and Games for Windows Live). Extensive online safety content is available through the service. The most comprehensive online safety information is available and easily accessible through [www.xbox.com](http://www.xbox.com) . A subset of the important and contextually relevant information is also available directly through the Xbox console.

- On the Xbox site, the family settings features can be found here: <http://support.xbox.com/en-gb/pages/xbox-live/how-to/parental-control.aspx>;
- Xbox LIVE has a dedicated web page around healthy gaming here: <http://www.xbox.com/en-US/Live/HealthyGamingGuide>;
- In the United States, Xbox produces the family friendly safe gaming web site, “GetGameSmart”: <http://www.getgamesmart.com>. Similar sites will be launched in key European markets – the UK, Germany, France and Italy – in late 2010 as part of our “Play Smart, Play Safe” campaign in Europe. As Xbox continues to add new features, new online safety information will be added to these sites. For example, in November 2010, Xbox will release Xbox Kinect. Kinect is the new Xbox hands-free controller system that uses a camera, microphones and sensors to track a user’s motions thus, turning their entire bodies into virtual game controllers. A Kinect safety site will be made public at the launch of Kinect: <http://www.xbox.com/en-US/Kinect/PrivacyandOnlineSafety>;
- An official Xbox LIVE blog post has just been published discussing new safety features released in a recent update to the Xbox LIVE console software: [Http://www.xbox.com/en-us/LIVE/EngineeringBlog/ConsoleSafety](http://www.xbox.com/en-us/LIVE/EngineeringBlog/ConsoleSafety);
- The “terms of use” for Xbox LIVE is always available on the Xbox 360 console. A user can find the Terms of Use by: signing in to Xbox LIVE, selecting the user’s profile, selecting “Manage Account”, selecting “Policy Information”, then selecting “Terms of Use.” Links to our usage policies may be found at: <http://www.xbox.com/en-GB/legal/liveTOU> for Xbox LIVE;
- Tutorial videos and information on how to use Xbox Family Settings, privacy settings, and abuse reporting mechanisms are also available through the Xbox Dashboard. A user can access these videos by:
  - selecting “Inside Xbox”;
  - selecting “More Free Videos”;
  - selecting “Xbox 101”, where the user will find videos about account management, games

and media, hardware, and joining Xbox LIVE;

- In the Xbox Dashboard, contextual information and descriptions are provided in the user interface as appropriate. For example, when a parent or guardian is setting up “Family Settings”, they are provided with descriptions of what each setting specifically controls.

**Providing Education – Corporate (for all Microsoft services)<sup>3</sup>:**

- Microsoft’s primary online safety education site is centralised and broadly available to all consumers. This “Protect Site” can be found at: [www.microsoft.com/protect](http://www.microsoft.com/protect)<sup>4</sup> and is available in every EU member state in the local language.
- Microsoft makes fact sheets, white papers and how-to safety guides available for free to consumers, policymakers and employers on safer internet practices at <http://www.microsoft.com/protect/resources/brochures.aspx>;
- Microsoft makes aged-based online safety guidance and other tips specifically for parents and guardians at <http://www.microsoft.com/protect/familysafety/childsafety.aspx>;
- Microsoft produces online safety guidance specifically for educators at <http://www.microsoft.com/downloads/en/details.aspx?FamilyID=4F413D00-52B8-4ABA-B6D8-6B9427BE87C3&amp;displaylang=en>;
- Microsoft conducts and publicises research on critical safety issues including this recent study on “Online Reputation” conducted in the UK, France and Germany which could be found at <http://www.microsoft.com/privacy/dpd/research.aspx>;
- Microsoft conducts global quarterly safety education around a broad range of issues to generate awareness, including specific guidance around safer social networking. Microsoft also participates in major global privacy and safety awareness events, including “Data Privacy Day” and “Safer Internet Day”. Please see: <http://www.microsoft.com/privacy/sid/> and <http://www.microsoft.com/protect/parents/social/socialnet.aspx> for more information;
- Microsoft provides a monthly safety and security newsletter for parents, guardians and consumers which could be found at <http://www.microsoft.com/protect/resources/newsletter.aspx>;
- Microsoft provides a safety and security tips blog: <http://blogs.msdn.com/b/securitytipstalk/>;

<sup>3</sup> The following information is not accessible via Xbox LIVE.

<sup>4</sup> This safety site receives approx. 1 million hits per month.

- Microsoft has an online safety channel on YouTube:  
<http://www.youtube.com/MSFTOnlineSafety>;
- Microsoft provides safety information via Twitter: [http://twitter.com/Safer\\_Online](http://twitter.com/Safer_Online);
- Microsoft UK makes available a parents' guide to online safety education from <http://www.microsoft.com/uk/citizenship/safeandsecure/parentadvice/default.aspx> and delivers "ThinkUKnow" safety presentations to parents, teachers and carers;
- Microsoft has education partnerships with a broad range of partners including the National Centre for Missing and Exploited Children, Netsmartz, iKeepSafe, iSafe, the National Cybersecurity Alliance, WebWiseKids, Enough is Enough, the Safe Internet Alliance, LookBothWays, Wired Moms.com and Web Wise Kids;
- General social networking tips could also be found by accessing <http://www.microsoft.com/protect/parents/social/socialnet.aspx>;
- Kid-specific social networking guidance could be found by accessing <http://www.microsoft.com/protect/parents/social/kidssocial.aspx>.

#### **Partnering with Non-Profit Organizations and Governments:**

Microsoft partners with organisations and task forces worldwide to help further our joint interest in making the Internet and online services, safer for children and families. Some of our partnerships are highlighted here: <http://www.microsoft.com/protect/community.aspx>.

Other notable partnerships in Europe and elsewhere are noted below:

- Microsoft partners with game rating organisation like Pan-European Game Information (PEGI) and PEGI online and with similar organisations around the world;
- Microsoft is a partner in France with Pedagojeux: <http://pedagojeux.fr/>;
- Microsoft works in partnership with European Schoolnet and Insafe;
- Microsoft and the Council of Europe have partnered on the Cybercrime Project to help eradicate cybercrime and child exploitation;
- We have a broad-reaching partnership with the International Centre for Missing and Exploited Children (ICMEC) including a recent donation of our PhotoDNA technology to track down paedophiles;

- Microsoft is a financial guarantor of INHOPE, the International Association of Internet Hotlines, and has been a partner since 2005;
- Microsoft is a member of the European Financial Coalition Against Commercial Sexual Exploitation of Children Online, co-funded by the European Commission;
- Microsoft is a partner with ICMEC and other technology and financial institutions in the Financial Coalition Against Child Pornography;
- Microsoft is an active participant in the global Technology Coalition Against Child Pornography;
- In 2004, Microsoft, Interpol and ICMEC joined in partnership for the Global Campaign Against Child Pornography to train law enforcement officials around the globe;
- Microsoft is a supporter of the Virtual Global Task Force and partners with the UK's Child Exploitation Online Protection (CEOP) and the Australian Federal Police in the ThinkUKnow online safety education program;
- Microsoft has joined in partnership with numerous European NGOs on safety education campaigns including: Child Focus Belgium, Nobody's Children Foundation, Helpline, Click.de, NGO Safer Internet Austria, Save the Children, Garda, ChildNet, Italiano Genitori, amongst others;
- Microsoft has participated in numerous task force efforts around online safety including the Internet Safety Technical Task Force, the Online Safety Technology Working Group, the UK Council for Child Internet Safety (UKCCIS) and the EU Safer Social Networking Task Force;
- Microsoft is a signatory to the EU Safer Social Networking Principles.

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

Xbox LIVE allows for the creation of accounts for users of all ages. However, it limits some functionality available to younger users and provides parents and guardians with extensive tools, called "Family Settings", for managing their children's online and offline activities (see Principle 2 for details). Xbox LIVE requires parents or guardians to create accounts on behalf of children accounts, and requires that the parent or guardian is responsible for the use of the account by the child.

**Xbox LIVE child accounts:**

When signing up to Xbox LIVE, a birthdate is requested and parental consent is required and verified by entering credit card details for users under 18. In addition to this safeguard, Xbox Family Settings are defaulted to more conservative settings for younger audiences:

- Profile sharing for under 13 year olds, by default, is blocked;
- Profile sharing with friends only from 13–18 years old;
- Adding new friends is blocked by default by both under 13 year olds and 13-18 year old groups;
- Receipt of user-created content and purchasing is blocked by default for under 13 year olds;
- Mature-rated content can be blocked for use by under 18s, and offers a way for mature-rated content to be hidden from under 18s;
- Gamer tags can be searched but blocked profiles only reveal minimal information (gamer tag and gamer score);
- The Kinect Sharing setting controls allows uploading video or in-game photographs to a website outside Xbox LIVE. However, it is set to be blocked for under 13 and allowed, by default, for older ages when signed in and playing online. For these safety settings to take effect, the person must be signed in and playing online.

**Principle 3: Empower users through tools and technology**

Xbox LIVE provides parents and guardians with a wide array of tools for managing their children’s gameplay and their online interactions and entertainment activities.

**Xbox LIVE Family Settings:**

Xbox Family Settings help facilitate age-appropriate gaming. They allow parents and guardians to set restrictions that apply to both offline and online play. The console recognizes game and video rating systems from countries around the world, like Pan-European Game Information (PEGI) and PEGI online, allowing parents or guardians to specify categories of games and movies that their children can access.

For Xbox LIVE, the console can be configured to only allow online gaming and communication with

approved friends and to require parental approval for new friends. It also allows users to report inappropriate use of the service.

In particular, Xbox 360 Family Settings allow parents to:

- Customise each child's playing environment;
- Specify how much time a child can spend playing games each day or each week;
- Specify which games a child can play, based on game rating;
- Create personal Xbox LIVE settings for a child's account that will be enforced on any machine used to access that account;
- Require parental approval of a child's list of online friends;
- Specify which types of online communication are allowed (i.e. text and voice, video) and with whom (no one, friends only, everyone);
- Control whether photos taken by games that utilise the Kinect device can be uploaded from the Xbox 360 console to a website outside of Xbox LIVE (Note that, for the setting to be in effect, the person must be signed in and playing online);
- Limit exposure to content created by other members of the Xbox LIVE community;
- Limit sharing of personal profile information to friends only, or block all sharing of personal profile information.

Although not a part of Family Settings controls, users are also given options to control the following Kinect-specific experiences:

- Turn off the Kinect sensors, including the microphones and camera, when using the Xbox but not playing a Kinect-enabled game;
- Determine if they want their Kinect device to use face recognition for identifying players;
- Disable Kinect's voice-recognition feature.

Abuse reporting mechanisms are described under Principle 4.

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

Xbox LIVE provides two mechanisms that allow users to manage interaction with other users and report inappropriate content or behaviour:

- Users can select the profile of someone they are in a game with or have recently played against and mute that player's communication or, select other options to help block further interactions with that person;
- Users can complain about another user's content or behaviour, including profile content, language, cheating and "griefing" (making it hard for others to play, such as by driving a race car backward and crashing into others);

The Xbox LIVE Services Enforcement team reviews each complaint for accuracy (to determine, for example, whether the complaint is merely an attempt to get good players off the system). If the complaint appears to be valid, the team can take the following actions:

- Mute the offender;
- Suspend the offender for a day, a week, or some other period of time;
- Ban the offender's account from Xbox LIVE permanently;
- Ban the offender's console from Xbox LIVE permanently;
- Report egregious, potentially criminal offenses to law enforcement;
- Provide information for individuals to directly report potentially criminal activity to law enforcement.

We have also deputised certain trusted individuals to report on our behalf when they encounter inappropriate behaviour on our services. Their reports automatically lead to a service penalty for that offender appropriate for the severity of the offense.

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

- Microsoft’s online properties employ mechanisms for reporting abuse;
- We also operate a complaint centre where users can report incidents of abuse on our sites;
- We respond to reports of abuse, including those potentially involving illegal content or behaviour and work in close cooperation with law enforcement and government agencies in response to lawful request;
- Instructions for reporting abuse are available in the Xbox Dashboard as referenced in Principle 1, and instructions are also provided in Principle 4 above;

Reporting offensive or obscene content in an Xbox Live Indie Game:

- <http://support.microsoft.com/kb/958226?sd=xbox>.

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

When establishing privacy settings, users are given information on how they can control who sees their profile and game play information:

- **Gamer Profile** (Decide who can see customizations like motto, name, location and bio): Everyone, Friends Only, or Blocked<sup>5</sup>;
- **Played Games** (Decide who can see your online achievements and game history in your gamer profile): Everyone, Friends Only, or Blocked.

Users are also given the ability to turn the Kinect Sensor on or off from within the console user interface.

#### **Privacy Statement and Policies:**

- Details on our privacy policies are available at <http://privacy.microsoft.com>;
- Microsoft’s “Online Privacy Statement” is readily accessible from every page of Xbox.com (<http://privacy.microsoft.com/en-gb/default.aspx>);

<sup>5</sup> Instructions on Xbox.com for creating a child account specifically alert parents to the fact that their child’s name, location, and bio are visible to anyone the parent allows. If they choose to make this information available to the child’s friends, they can also choose to approve with whom the child can be Xbox LIVE friends.

- A user can access the Privacy Statement through the Xbox console by:
  - Signing in to Xbox LIVE;
  - Selecting the “User’s Profile”;
  - Selecting “Manage Account”;
  - Selecting “Policy Information”;
  - Then, selecting “Privacy Statement”.

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

- Microsoft allows users to identify and report issues that might violate our terms of use;
- We utilise a range of automated technologies to ensure the integrity of our services;
- When we become aware of a violation of our terms of use or code of conduct, we take steps to remove and take down illegal or prohibited content/conduct;
- We have established and trained personnel on our global processes and standardised handling practices to ensure we respond in a consistent manner, and to meet all applicable laws and regulations related to this subject worldwide.

**3. Other information**

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

- In compiling this document, Microsoft EU has taken a cross-departmental approach in order to highlight the efforts we are making across our services.
- IT innovation is consistently evolving therefore Microsoft will continue to invest in online safety for its consumers.

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