

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

Yahoo! is a leading global internet brand and one of the most trafficked internet destinations worldwide. Headquartered in Sunnyvale, California, and with its European HQ in Switzerland, Yahoo!'s global network includes 25 world properties and is available in 13 languages. Yahoo! provides online products and services, offering a variety of services essential to users' lives with 'social networking' features.

This self-declaration relates to Yahoo! Pulse, which allows users to create a profile and connect to other users. Users can also post their own content – photos, blog entries and updates. Yahoo! Pulse allows users to link to third-party social network sites, including Facebook and Twitter, so they can keep up with friends, all in one convenient place. Examples given in this document are drawn from the UK & Ireland service available from the Yahoo! UK & Ireland home page - <http://uk.yahoo.com>.

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

The following is an outline of how Yahoo! in Europe has considered the EU Safer Social Networking Principles with respect to Yahoo! Pulse. 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**

##### **Terms of use and community guidelines**

In order to create a Yahoo! Pulse profile, a user must first have obtained a Yahoo! ID. In doing so, users commit to general terms of service which set out conditions of use for all Yahoo! services, including Yahoo! Pulse. They also set out the consequences of a user breaching the terms of service, including withdrawal of their access to a particular service or, in some cases, the deletion of their Yahoo! ID (i.e.: withdrawing access to all Yahoo! services).

In addition, Yahoo! has developed Community Guidelines which set out standards of behaviour for community-based services (see: [http://help.yahoo.com/l/uk/yahoo/safety/keeping\\_safe/guidelines.html](http://help.yahoo.com/l/uk/yahoo/safety/keeping_safe/guidelines.html)). These are supplemented with

additional guidelines for Yahoo! Pulse <http://info.yahoo.com/guidelines/uk/yahoo/pulse/>, explaining the dos and don'ts for users and what could happen if they breach the guidelines. They are widely available via a link in the page footer of every page on Yahoo! Pulse and are written in language that is accessible to all users, including children. Users are asked to commit to these guidelines when creating for a Yahoo! Pulse account.

### **Safety education and messaging**

Yahoo! Pulse is one of a number of services Yahoo! offers to its users. Many of these services have similar features and, where safety information is common to several services, we provide it in central locations on the Yahoo! portal (and outside the terms of service) and in local languages:

- Dedicated guidance for parents and carers, including teachers prominently shown within Yahoo! Help Central. The UK examples can be found at: [http://help.yahoo.com/l/uk/yahoo/safety/parents\\_and\\_carers/](http://help.yahoo.com/l/uk/yahoo/safety/parents_and_carers/). This is linked from the Help home page.
- Dedicated guidance for children and young users prominently shown within Yahoo! Help Central. The UK example can be found at: [http://help.yahoo.com/l/uk/yahoo/safety/young\\_users/](http://help.yahoo.com/l/uk/yahoo/safety/young_users/). This is linked from the Help home page.
- Information about direct and indirect support and advice from third party providers specifically targeted at children (e.g.: [http://help.yahoo.com/l/uk/yahoo/safety/young\\_users/useful\\_resources.html](http://help.yahoo.com/l/uk/yahoo/safety/young_users/useful_resources.html)).
- Information about direct and indirect support and advice from third party providers specifically targeted at parents, carers and teachers (e.g.: [http://help.yahoo.com/l/uk/yahoo/safety/parents\\_and\\_carers/useful\\_resources.html](http://help.yahoo.com/l/uk/yahoo/safety/parents_and_carers/useful_resources.html)). This includes materials that support dialogue, trust and involvement between parents and children about responsible use of the internet.
- Specific guidance on privacy and the posting of information and content on user generated services in the Yahoo! Privacy Policy (e.g.: <http://info.yahoo.com/privacy/uk/yahoo/>)

Additional information is provided as part of the Yahoo! Pulse service itself (and outside the terms of service):

- Permanent link on all pages to Yahoo! Pulse's Community Guidelines - <http://info.yahoo.com/guidelines/uk/yahoo/pulse/>
- Permanent footer and header on all Yahoo! Pulse pages linking to dedicated Help pages - <http://help.yahoo.com/l/uk/yahoo/pulse/> - where users can easily navigate to information about online safety.
- Permanent footer link on all Yahoo! Pulse pages displayed as "Safety" - <http://help.yahoo.com/l/uk/yahoo/pulse/safety/> - which leads users to a safety guide and general safety tips.
- Permanent link on all Yahoo! Pulse pages to safety information provided in Yahoo! Help Central. Users are directed to the advice that is most relevant to them (e.g.: users signed in under German terms of service are directed to safety information provided by Yahoo! Deutschland in German).

Yahoo! Pulse is primarily designed for adult users but all Yahoo! safety information is written in accessible language so that it is understandable by all users, including children.

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

### Age requirement

- All Yahoo! users can create a profile on Yahoo! Pulse but restrictions apply to different age groups for safety reasons:
  - Users with a registered age<sup>1</sup> under 13 years cannot create a Yahoo! Pulse profile. This is stated in the Yahoo! Pulse Community Guidelines.
  - Defaults for users with a registered age of 13-17 years are set to share profile information only with their connections. If users wish, they can choose to share their profile with all users.
- Where a young user is found to have lied about their age and breached Yahoo! terms of service, customer care will delete their profile.

### Product features

Certain measures are deployed to protect young users from inappropriate content and contact:

- Minimum ages apply to Yahoo! Pulse (as noted above) and technical blocks are in place to prevent users with a registered age of less than 13 years from creating a Yahoo! Pulse profile which allows them to connect to other users.
- Users are provided with further advice on what content is or is not acceptable on Yahoo! Pulse in Help pages – e.g.: <http://help.yahoo.com/l/uk/yahoo/answers/abuse/>

### Other features

- Advice to parents (noted above) provides information to parents about other tools (such as parental controls) which they can use to supplement safety features provided by Yahoo!

Note: Yahoo! Pulse does not provide tools which allow parents to control their children's accounts.

## Principle 3: Empower users through tools and technology

### Profiles

- Yahoo! users can only connect to other users via their Yahoo! Pulse profile if they have a registered age of over 13 years.
- Profiles of users 13-17 years are defaulted to "connections only".
- Users may create an online identity or nickname rather than use their real identities.
- Sharing Messenger ID and email address is optional and, where users select this option, it is set to "connections only" by default, not "public". Users can choose to leave this field blank.

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<sup>1</sup> Registered age is the age the user declared when creating his/her Yahoo! ID.

- All user profiles are searchable but users will only see profiles of 13-18 years old users in results if the default has been changed.
- Users can delete their Yahoo! Pulse profile by cancelling their Yahoo! account.

Note: Users are required to complete a more detailed registration form when creating their Yahoo! ID but this is independent of the profile a user creates for a particular service, including Yahoo! Pulse. Users are given the option of using their registration name for their profile but can change it to a nickname.

#### **User-initiated tools**

- Users can send and receive invitations to connect with other users on Yahoo! Pulse. Users can decline or ignore invitations. They can also block or 'ignore' another user and delete users from their contacts list if they accept an invitation and change their mind afterwards.
- Users can choose to share their profile and posted content with either "connections", "everyone" or "no one".
- Users may change their privacy settings on their profile(s) to control who sees different elements of their profile and apply different access controls to content they post.
- Users can access and amend their privacy settings, updates and linked accounts at any time via the "Settings" header link on all Yahoo! Pulse pages.
- Users can prevent other users from commenting in their guestbook or on their updates, blog or photos by blocking them. Users can also delete individual comments left by other users if they wish.
- Users can add or remove linked accounts at any time.
- Yahoo! products are widely used by family groups to keep in touch. For this reason, Yahoo! Pulse allows users to connect regardless of age.

#### **Reporting abuse**

- See comments on Principle 4 below.

#### **Educating parents**

- See comments on Principle 1 above.

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

Yahoo! Pulse provides users with a number of easy-to-use and prominently-placed tools to make reports to customer care:

- There is a permanent link on every profile page to a "report abuse" form. Users can report a range of terms of service violations via this link.
- There is also a prominent "report abuse" link alongside every photo, blog entry, update and comment which allows users to report anything that may breach the terms of service or require review by Yahoo! Pulse staff.
- Users are also provided with further information in a safety guide on Yahoo! Pulse Help pages - <http://help.yahoo.com/l/uk/yahoo/pulse/safety/eusafetyguide.html>

- The report abuse form is easy to understand by all users, including children.

In all cases, users are guided on what information to provide with their report and/or what steps they can take to resolve the matter themselves.

Users receive an on-screen notification of their report. Abuse reports from users are acted upon in a timely way and are typically resolved within 48 hours. More complex reports generally require further investigation and may take longer to resolve.

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

### **Reports about content or conduct**

- Yahoo! has in place clear procedures to handle complaints about content or conduct which breaches terms of service. These are typically handled by customer care agents.
- Serious abuses of a Yahoo! service may be escalated internally to a dedicated team within the Legal group which provides professional support and advice on more complex matters and determines an appropriate response.
- Abuse reports from users are acted upon in a timely way and are typically resolved within 48 hours. More complex reports generally require further investigation and may take longer to resolve.
- Users are advised to contact the emergency services if there is an immediate threat to life.

### **Liaison with law enforcement**

- Yahoo! has dedicated points of contact for law enforcement agencies in Europe and processes to receive and process lawful requests for assistance. These include arrangements to handle urgent matters out of hours.
- Where reporting mechanisms exist, Yahoo!'s Legal team has processes in place to pass on suspected illegal content or reports of suspected grooming of minors to the relevant enforcement body.

### **Liaison with other agencies**

- In all European markets, Yahoo! supports the local hotline (INHOPE member) responsible for handling reports about images of child sexual abuse.
- Yahoo! provides links to relevant organisations in its Help Central pages (see comments on Principle 1 above).

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

- Users access their account information via the “Settings” link at the top of every page on Yahoo! Pulse. This allows users to easily view their profile information and privacy settings. Users can edit their profile and change their privacy settings at any time via this link.
- A permanent “Privacy Policy” link at the foot of every page on Yahoo! Pulse links to a dedicated Privacy Centre for each market. This outlines the practical steps users can take to manage their privacy and personal information. It also includes advice on posting information about themselves and content to Yahoo!’s networking services such as Yahoo! Pulse.
- It is clear to users when completing their profile what content will be public.
- This information is provided in accessible and easy-to-understand language for all users.

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

See comments on Principle 1, Principle 3 and Principle 5 above.

**3. Other information**

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

Yahoo! is in the process of launching locally relevant versions of Yahoo! Safely sites containing online safety information for teens and parents, as well as safety guides for all Yahoo! products. The UK version of this site is available at <http://uk.safely.yahoo.com/> and via a permanent link at the foot of the Yahoo! UK & Ireland front page. The next phase of this programme will provide links from product pages in individual markets to the relevant local safety site.

**This information can be published:** Yes