

TEST

TECHNICAL INFORMATION

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|---|--|---------|-------------------------|-------|--------|-----------------------|
| Name of SNS being reviewed | RATE | | | | | |
| URL of SNS | www.rate.ee | | | | | |
| Date of testing | 26.10.2009 – 28.10.2009 | | | | | |
| Name of tester | Andra Siibak, PhD, University of Tartu | | | | | |
| Nicknames to be used for testing (please list all) | Margitmets77, Tiinapaas98, Janalind | | | | | |
| Contact e-mail for tester | | | | | | |
| Contact phone for tester | | | | | | |
| Other contact info for tester | | | | | | |
| Browser used for testing | Chrome | Firefox | Internet Explorer (7/8) | Opera | Safari | Other, Please specify |

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

| According to its self-declaration: | | | |
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| | <i>Yes (relevant quote from the self-declaration)</i> | <i>No info provided in the self-declaration</i> | <i>Not applicable¹ to this SNS (relevant quote from the self-declaration)</i> |
| Does the provider include information on terms of use in their self- declaration? | “Terms of Service are provided in a simple and easy-to-read format (http://www.rate.ee/rules.php) and are made available at the footer of every page. Among others the terms prohibit disclosing personal information of other people. Rate.ee reserves the right to suspend an account immediately with no warning should a violation of the Terms occur.” | | |
| Does the provider include information on safety in their self- declaration? | The provider states that they created a link to a safety page. “Rate.ee places a link to its safety page (www.rate.ee/safety.php) on all of its pages in the footer section.” | | |
| Does the provider include information on privacy in their self- | “Contextual warnings are displayed throughout the site | | |

¹ If the provider has indicated in the self-declaration an explanation why this optional recommendation is not part of the service, please note that explanation in the ‘not applicable’ column

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| declaration? | and confirmations are asked before user submissions. User privacy settings are prominently made available on user's profile page." | | |
| Does the provider state that the safety information is targeted (info specifically targeted at children)? | " The page is divided into two sections, one targeting the parents warning them of the possible dangers on the internet while giving clear instructions on what they could do to protect the safety of their child. Second section is targeting children in an age-appropriate language warning them of the dangers of the internet and provides instructions on what they should do to ensure their own safety." | | |
| Does the provider state that the safety information is presented in a prominent way? | "Rate.ee places a link to its safety page (www.rate.ee/safety.php) on all of its pages in the footer section." | | |
| Does the provider state that the safety information is accessible? | "Rate.ee places a link to its safety page (www.rate.ee/safety.php) on all of its pages in the footer section." | | |
| Does the provider state that the safety information is easy to understand? | | V | |
| Does the provider state that the safety information is presented in a practical format? | | V | |

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| <p>Does the provider state that the safety information provides guidance regarding inappropriate content and conduct and information on the consequences of breaching the Terms of Service?</p> | <p>“The page is divided into two sections, one targeting the parents warning them of the possible dangers on the internet while giving clear instructions on what they could do to protect the safety of their child. Second section is targeting children in an age-appropriate language warning them of the dangers of the internet and provides instructions on what they should do to ensure their own safety.”</p> | | |
| <p>Does the provider state that the service includes information on links to educational material and technical controls for parents?</p> | | <p>v</p> | |
| <p>Does the provider state that the service provides advice/link to advice for teachers?</p> | | <p>v</p> | |

WITHOUT REGISTERING AS A USER, PLEASE ANSWER THE FOLLOWING QUESTIONS:

| I can find the following information about the SNS on the site itself: | Yes, very easily | Easily | Partly easily/partly difficult | Difficult | Very difficult | I could not find it | N/A to this SNS | Comment? |
|--|------------------|--------|--------------------------------|-----------|----------------|---------------------|-----------------|--|
| Terms of use/service | | V | | | | | | Rules are provided at the footer of the page and accessible from every page of the site |
| Safety policy | | | V | | | | | Provided at the footer of the page, accessible from every page. However, in case a person does not know what they are looking for, it could be hard to notice the link. Furthermore, |

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| | | | | | | | | the information provided is simplifies and does not give real advice about possible safety measures. |
| Privacy policy/information | | | V | | | | | No concrete page is provided. One can read about privacy issues from the code of conduct (what kind of photos one needs to use; who can use the photos besides the owner of the profile; questions about intellectual property rights, etc. |

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| Code of conduct ² | | V | | | | | | In case the user has some additional questions that are not stated in the code of conduct, one can ask or get advice from the “most often asked questions” page. |
| Safety tips/information for children | | | V | | | | | If one finds the safety link as such, there is no problems with finding the information for children |
| Safety tips/information for parents and carers | | | v | | | | | If one finds the safety link as such, there is no problems |

² A code of conduct is a set of rules outlining the responsibilities of or proper practices for an individual.

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| | | | | | | | | with finding the information for parents |
| Safety tips/information for teachers | | | | | | | V | There is no specific information targeted to teachers |
| Links to educational material or organizations active in child safety | | | | | | | V | There are no links to such materials or organizations |
| Other (according to self-declaration) | | | | | | | | |

PLEASE LOOK AT HOW THE SAFE USE INFORMATION TO THE DIFFERENT TARGET GROUPS IS PRESENTED ON THE SITE. CONSIDERING THE TARGET GROUP THE INFORMATION IS INTENDED FOR - DO YOU BELIEVE THE INFORMATION TO BE:

| | Yes, very | Sufficiently | Some parts are easy, some parts are difficult | No | Not applicable to this SNS | Comment? |
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| FOR TEACHERS | | | | | | |
| Easy to understand? | | | | | V | There is no information targeted explicitly |

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| | | | | | | to teachers |
| Easy to access (less than 15 seconds ³)? | | | | | | |
| Exhaustive? | | | | | | |
| All material is available in (insert language) | | | | | | |

| FOR PARENTS | Yes, very | Sufficiently | Some parts are easy, some parts are difficult | No | Not applicable to this SNS | Comment ? |
|--|-----------|--------------|---|----|----------------------------|--|
| Easy to understand? | V | | | | | Very simple |
| Easy to access (less than 15 seconds)? | V | | | | | |
| Exhaustive? | | | | V | | Does not provide any concrete suggestions to parents what to |

³Research shows that one second is the limit for the users flow of thought to remain uninterrupted, while 10 seconds is about the limit for keeping the users attention focused on the dialog online. 15 is therefore quite long. (Ref. Jakob Nielsen's "Designing web usability").

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| | | | | | | do, if there actually is a problem their child has encountered. |
| All material is available in Estonian | V | | | | | |

| FOR CHILDREN (<13) | Yes, very | Sufficiently | Some parts are easy, some parts are difficult | No | Not applicable to this SNS | Comment ? |
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| Easy to understand? | V | | | | | |
| Easy to access (less than 15 seconds)? | V | | | | | The text is less than half a page long |
| Exhaustive? | | | | V | | No information about what a child should do and whom to contact |

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| | | | | | | if someone has bullied them or contacted them in a manner they did not like. |
| All material is available in Estonian | V | | | | | |

| FOR TEENAGERS | Yes, very | Sufficiently | Some parts are easy, some parts are difficult | No | Not applicable to this SNS | Comment ? |
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| Easy to understand? | V | | | | | There is no differentiation between children or teenagers- all info is the same and thus may appear |

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| | | | | | | <p>too simple to older teens. No links are provided about the organizations that deal with the issues. No examples of inadequate behavior are given.</p> |
| Easy to access (less than 15 seconds)? | V | | | | | |
| Exhaustive? | | | | V | | <p>Many topics are left uncovered. Basically the only issue clarified is meeting a virtual-acquaintance in the</p> |

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| | | | | | | offline setting – suggestions are provided of what to do and where to meet if that kind of meeting is planned. |
| All material is available in Estonian | V | | | | | |

| | Yes | No | Comment? |
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| What kind of safety information is provided at | | | |

| this SNS (please choose all that apply)? | | | |
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| General textual info | V | | Without external links or proper examples. |
| General audio/video info | | V | |
| Concrete examples (e.g. anecdotes, information on concrete consequences of safety threats etc) | | V | |
| Information/tips for children and young people | V | | It is suggested that the child should not make their contact information public, should be careful from where they are accessing their accounts; should not meet people they have got to know from online in offline |

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| | | | <p>setting but if they do want to meet, they should meet in a public place with lots of people around and for the first meeting the child should take their parent or a friend along. Or at least let their parents/friends know where they are going.</p> |
| <p>Information on safety settings of the user's profile</p> | | <p>V</p> | <p>On a separate page, under most frequently asked questions, in answer to the question "is it safe to</p> |

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| | | | <p>use rate.ee?" the site provider reminds users how they should use their site, choose nicknames and passwords, etc so there would not be any occurrence of the identity theft. No information about how to make one's profile private in some aspects and public in others was provided. Users can also block their profiles so that other</p> |
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| | | | <p>users will not be able to see or find it with the search engine, however, the wording of the link suggests that this application is mainly used by those users who want to quit using the service altogether and not for safety/privacy reasons</p> |
| <p>External links/referrals to professional safety organizations and authorities (e.g. Insafe, national hotline, police, health authorities etc.)</p> | | <p>V</p> | |

| In their terms of service/use and/or codes of conduct does the SNS clearly list the following: | Yes | Yes, but it is difficult to understand for children/young people | No/I cannot find this info | N/A to this SNS | Comment? |
|---|-----|--|----------------------------|-----------------|--|
| Content that is not allowed on the social network (e.g. pornographic or racist content) | V | | | | Besides racist and pornographic photos, photos where drugs, smoking or alcohol are visible or where a person on the photo is visibly drunk or high. Photos were some kind of advertising is done, are also |

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| | | | | | prohibited. Also photos were some kind of illegal activities are shown, or which contain violence and hatred are prohibited. |
| Conduct (behavior/actions) that is not allowed (e.g bullying, harassment, racist comments) | V | | | | Photo headlines which might insult or threaten someone are not allowed. One cannot use photos or data which is not their own intellectual property. One cannot use the site |

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| | | | | | <p>for one's own advertising purposes, cannot send spam to other users, nor send threatening and hatred containing information to other users nor post it in forums. Nicknames which are not ethical, rude, arrogant, etc. cannot be created. Religious and racist propaganda is not allowed, as well as any kind of</p> |
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| | | | | | content which is unethical or illegal. |
| Consequences of engagement in prohibited behaviour/actions (e.g. your user profile/messages/ photos might be deleted, or police contacted) | V | | | | Administrators are in charge of deleting profiles or taking care of the users who have violated the terms of conduct. If misbehavior was small, the administrator might give a warning, or delete the profile of the user without needing to explain the reasons for it. In case of |

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| | | | | | problems, users are advised to send an e-mail to administrators and in case of need, the administrators may contact higher organizations or institutions. |
| Age requirements | | V | | | 0-6 year old children's photos are not allowed. Adults are not allowed to post photos of children. |

| Is there any information provided on specific risks regarding using online services? | Yes, I can find it on the site | No/I cannot find this info | N/A to this SNS | Comment? |
|--|--------------------------------|----------------------------|-----------------|--|
| The possibility of seeing or being the subject of images of child abuse | | V | | It's stated that photos of 0-6 year old children are not allowed and violence cannot be shown on photos but there is no additional information about this risk and what to do if the user is facing this problem |
| Hate speech | | V | | It's stated in the rules of conduct that hate speech is not allowed on the site but no additional information is provided. |
| Pornography or sexual content | | V | | It's stated in the rules of conduct that sexual content is not allowed on the site |

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| | | | | but no additional information is provided. |
| Violence | | V | | It's stated in the rules of conduct that violence is not allowed on the site but no additional information is provided. |
| Inappropriate contact from adults with a sexual interest in children | | V | | No information |
| Bullying | | V | | It's stated in the rules of conduct that bullying is not allowed on the site but no additional information is provided. |
| Divulging personal information | | V | | It's stated in the rules of conduct that divulging personal information is not allowed on the site but no additional information is provided. |
| Posting sexually provocative photographs | V | | | Rules of conduct state that these kind of photos are not allowed. No additional information provided. |
| Information on self-harm actions (anorexia, suicide etc) | | V | | No information |
| Other, please list: | | | | |

| Principle 2: Work towards ensuring that services are age-appropriate for the intended audience | | | |
|---|--|---|---|
| According to its self-declaration: | | | |
| Recommendation: Limit exposure to potentially inappropriate content and contact. For example: | Yes (relevant quote from the self-declaration) | No info provided in the self-declaration | Not applicable to this SNS (relevant quote from the self-declaration) |
| Does the provider outline in the self-declaration how it is made clear to users when services are not appropriate for children and young people? | “On registering for the service, users are asked to enter their date of birth.” Furthermore: “all profile pictures are a subject of approval by site’s moderators. | | |
| Does the provider outline in the self-declaration how it is made clear to users where a minimum registration age applies? | | V | |
| Does the provider in their self-declarations outline the steps taken to deny access under-age users from their services? | There are no age limits in terms of user profiles, however: “On registering for the service, users are asked to enter their date of birth.” | | |
| Does the provider in their self-declarations outline the steps taken to deleting under-age users from their services? | | | V There are no age restrictions and thus no info about it in the self-declaration |
| Does the provider in their self-declarations outline the steps taken to prevent users from attempting to re-register with a different age if they have previously been rejected for being below the minimum age (if their terms require a minimum age)? | | | V |

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| Does the provider in the self-declaration indicate how compliance with minimum age requirements is promoted (within technical and legal constraints)? | | | V |
| Does the provider in the self-declaration outline how uptake of parental controls is promoted on the service? | | V | |
| Does the provider in the self-declaration outline what functionality is provided for content providers, partners or users to label, rate or age restrict content that is provided? | <p>„Users have an option to delete unwanted comments on their profile page.</p> <input type="checkbox"/> Users can block other users and reject friend requests <input type="checkbox"/> Users are able to report inappropriate contact „ | | |
| Does the provider in the self-declaration outline that certain professionally produced content is only shown at particular times of the day? | | V | |
| Does the provider in the self-declaration outline other means they have employed to limiting exposure to potentially inappropriate <i>content</i> ? | <p>„All profile pictures are a subject of approval by site’s moderators. Pictures displaying drugs or alcohol are not permitted. Also, adults posting pictures of children, even of themselves at a young age, is not permitted.”</p> | | |
| Does the provider in the self-declaration outline other means they have employed to limit exposure to potentially inappropriate <i>contact</i> ? | <p>„Rate.ee provides extensive controls for the user to control what parts of their profile are visible to friends or public.</p> <input type="checkbox"/> Users have an option to delete unwanted comments on their profile page. <input type="checkbox"/> Users can block other users and reject friend requests <input type="checkbox"/> Users are able to report inappropriate contact“ | | |

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PLEASE ATTEMPT TO SIGN UP AS AN **ADULT** USER. WHEN SIGNING UP, PLEASE STOP AT EACH STAGE MAKING SURE THAT YOU ARE ABLE TO RESPOND TO THE NEXT SECTION OF QUESTIONS. DEPENDING ON THE SNS THE INFORMATION PROVIDED BY THE SNS MIGHT NOT COME IN THE SAME ORDER AS THE QUESTIONS IN THE FOLLOWING SECTION.

| When signing up to the SNS it requires you to submit the following information: | Yes | No | No/I cannot find this info | N/A to this SNS | Comment? |
|---|-----|----|----------------------------|-----------------|--|
| Birthday data at the registration process | V | | | | |
| Statement that I am above a certain age (e.g. by ticking a box) | | V | | | |
| E-mail verification*/address for e-mail verification | V | | | | |
| <i>*If e-mail verification DO NOT verify over e-mail yet:</i> | | | | | |
| I am able to sign in even without verifying my e-mail address first (e.g. without clicking on a verification link sent over the e-mail) | V | | | | After creating the account one is automatically signed in without the need to verify the link on the e-mail account. At once a |

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| | | | | <p>notification that the profile photo was approved by the administrator was received. However, the photo will not be made public unless authorization code is provided which could only be given by some rate.ee user who has photos up on the site. In order to start changing the textual profile and adding things to it, one needs to verify the account by</p> |
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| | | | | | clicking the link sent to one's email. As agreed with the leading experts, no profile image is used on the account. |
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NOW PLEASE MAKE NEW ATTEMPTS TO SIGN UP AS SPECIFIED BELOW, USING THE SAME COMPUTER:

| | The SNS allows me to sign up because the service is not age restricted | The SNS is intended to be age restricted but it allows me to sign up anyway | The SNS denies the signing up due to age restrictions | The SNS denies the signing up, but I am not told why | N/A to this SNS | Comment? |
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| Sign up as a 11 year old child using 06.06.98 as date of birth | V | | | | | There were no problems with signing |

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| | | | | | | <p>up. One even did not have to press the link sent for the account to be available. In order to start making changes to the profile verification was needed. The live photo of the girl was not accepted as it was too small and too bad in quality. One can keep on using the profile without the profile</p> |
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| | | | | | | image. |
| Sign up again as a 15 year old child using 06.06.94 as date of birth | V | | | | | There were no problems with signing up. One even did not have to press the link sent for the account to be available. In order to start making changes to the profile verification was needed. The live photo of the girl was not accepted as it was too small and too bad in quality. One |

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| | | | | | | can keep on using the profile without the profile image. |
| IF PREVIOUS ATTEMPTS ARE REFUTED: Sign up again as a 15 year old child using 07.07.94 as date of birth | | | | | | |

PLEASE SIGN IN AGAIN TO THE SNS, USING THE YOUNGEST IDENTITY THAT IS WITHIN THE RULES OF THE SNS YOU ARE TESTING (IF THE SNS IS FOR ALL USERS/YOUNGER USERS, USE THE 11-YEAR OLD, IF THE SNS IS FOR OLDER USERS, USE YOUR 15 YEAR OLD IDENTITY). IF YOUR ATTEMPTS TO SIGN UP ARE REFUTED PLEASE REMOVE THE COOKIE FROM YOUR COMPUTER.⁴ IF THIS DOES NOT WORK, PLEASE CHANGE COMPUTER AND LOG IN AGAIN.

| I have successfully signed in as | Yes | Yes, but I had to remove cookies first | Yes, but I had to change computer | No, I had to move on to the next user profile | N/A to this service | Comment? |
|----------------------------------|-----|--|-----------------------------------|---|---------------------|---|
| An 11-year old user | V | | | | | The profile contains information one had to upload when making the profile. The name and surname of the account holder as well as their email account address are automatically |

⁴ Find information on how to do this on <http://www.aboutcookies.org/Default.aspx?page=2> for the browser you are using.

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| | | | | | | said to be available only for the friends in one's friends list. No changes in the settings have been made. |
| A 15 year old user | | | | | | |
| No need to sign in, access open | | | | | | |

| Parental control tools | Yes, I can find it on the site ⁵ | No/I cannot find this info | N/A to this SNS | Comment? |
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| Does the SNS provide any parental control tools? | | V | | On the Safety Page targeted to parents, the service provider suggests that parents should |

⁵ If yes, please answer the following set of questions about parental control tools

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| | | | | <p>become users of the site as well in order to keep an eye on their child's activities. No other information is provided and no parental control in terms of software tools, is provided.</p> |
|--|--|--|--|--|

| As a parent: | Yes | No/I cannot find this info | N/A to this SNS | Comment? |
|--|-----|----------------------------|-----------------|----------|
| I can easily find the information on how to use parental control tools on the site | | | | |
| I can easily understand how to use the available parental control tools. | | | | |

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| I can monitor my child's activities on the SNS. | | | | |
| I have to verify my child's profile over the email before it can be used. | | | | |
| I consider available parental control tools efficient. | | | | |

| Principle 3: Empower users through tools and technology | | | |
|---|---|-------------------------|--|
| According to its self-declaration: | | | |
| Recommendation: Employ tools and technologies to assist children and young people in managing their experience on their service. For example: | Yes (relevant quote from the self-declaration) | No info provided | Not applicable to this SNS (relevant quote from the self-declaration) |
| Does the provider indicate in the self-declaration that the private profiles of users registered as under the age of 18 are not searchable on the service or via search engines? | | V | |
| Does the provider indicate in the self-declaration that full profiles are set to 'private' by default or to the user's approved contact list for those registering under the age of 18? | „☑ Users can block other users and reject friend requests ☑ Users are able to report inappropriate contact „ | | |
| Does the provider indicate in the self-declaration that users have control over who can access their full profile by, for eg, being able to block friends or 'reject' friend requests? | „Rate.ee provides extensive controls for the user to control what parts of their profile are visible to friends or public. ☑ Users have an option to delete unwanted comments on their profile page. ☑ Users can block other users and reject friend requests ☑ Users are able to report inappropriate contact „ | | |
| Does the provider indicate in the self-declaration that users have the option to allow only direct friends to post comments and content to their profiles? | „ Users can block other users and reject friend requests „ but there is no indication that only direct friends can post content or | | |

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| | comments | | |
| Does the provider indicate in the self-declaration that users have the option to delete unwanted comments of other users? | „Users have an option to delete unwanted comments on their profile page.“ | | |
| Does the provider indicate in the self-declaration that users have the option to pre-moderate comments from other users? | „Users have an option to delete unwanted comments on their profile page“ | | No specification is given how they can do it. |
| Does the provider indicate in the self-declaration that it provides easy-to-use tools for users to report inappropriate <i>contact</i> from another user? | „Users can block other users and reject friend requests | | There is no indication given how easy the process would be. |
| Does the provider indicate in the self-declaration that it provides easy-to-use tools for users to report inappropriate <i>conduct</i> by another user? | „ Users are able to report inappopriate contact“ | | No specification is given how they can do it. |
| Does the provider give information in the self-declaration on how it educates parents about available tools, both for wider internet access and the tools, information and advice provided to parents by SNS to help them protect young people ? | | V | |
| Does the provider address in the self-declaration how to delete profiles? | | V | |

| On the Social Networking Site, I can find information on: | Yes, I can find it on the site | No/I cannot find this info | N/A to this SNS | Comment? |
|---|--------------------------------|----------------------------|-----------------|--|
| How to report abuse or bullying; | V | | | According to the rules of conduct in case of problems e.g. some user has sent nasty emails or in other ways violated the rules of the site, the person has to contact site administrators and send a full overview of the problem together with the nasty emails, persons address, and other |

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| | | | | contact details of the abuser |
| The possibility to block other users from contacting me (or reject friendship requests); | V | | | |
| The possibility to specify who or which groups of users can contact me (defined by age, gender, etc.); | | V | | |
| Restrictions on search options for profiles (e.g. not able to search for minors); | | V | | There are no restrictions of that kind. Everyone, even people who are not users themselves, can search fall the profiles - based on age, full name, nickname, school, gender, etc. And all the information except contact |

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| | | | | details and full name in cases where the users has made them private are available to the general public. All the profile images and photo albums of users are public for everybody so one can just surf around the site without the need for registering in order to look at the photos of children for example. Only if one would like to contact |
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| | | | | the person on the photo, comment the photo or give points for the photo, one needs to be the user of the site |
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PLEASE CONSIDER ALL THE INFORMATION YOU HAVE INSERTED INTO YOUR PROFILE PERSONAL INFORMATION AND ANSWER THE QUESTIONS BELOW (NB, BY "FRIENDS" WE MEAN ALL THE CONTACTS YOU CONFIRM WHEN RECEIVING THEIR FRIENDS REQUEST OR YOU HAVE ADDED YOURSELF):

| When signed in to my user profile I am able to: | Yes | Yes, but the person who posted/own the profile must approve it first | No | I do not know/it does not say | N/A | Comment? |
|---|-----|--|----|-------------------------------|-----|--|
| I am able to delete/remove postings on my profile | V | | | | | |
| I am able to delete/remove pictures on my profile | | | | V | | It is difficult to answer this question without having photos up on the site. However, there seems to be a possibility for doing that. |
| I am able to delete/remove postings I have put on other | V | | | | | |

| | | | | | | |
|---|--|--|--|---|--|--|
| peoples profile | | | | | | |
| I am able to delete/remove pictures I have put on other peoples profile | | | | V | | Difficult to answer without having photos on the site. |

| On my user profile: | Yes | Yes, but I must approve it before it is published | No | I do not know/it does not say | N/A | Comment? |
|---|-----|---|----|-------------------------------|-----|---|
| All users can post comments on my profile | V | | | | | Even without having photos on the profile one can comment the users who have photos and vice versa. |
| Only my friends can post comments on my profile | | | V | | | Every user can comment the profile |

| | | | | | | |
|--|--|--|--|--|--|------------|
| | | | | | | and photos |
|--|--|--|--|--|--|------------|

| When signed in to my user profile: | Yes | Yes, but only some of the information | No | I do not know/it does not say | N/A | Comment? |
|--|-----|---------------------------------------|----|-------------------------------|-----|--|
| My personal information is visible to all other users | | V | | | | The email address and one's surname are said to be visible only to the users in the friends list |
| My personal information is visible only to my friends | | V | | | | E-mail address and one's surname are available only to friends. |
| I have to change settings for my personal information to be visible to other users | | V | | | | Settings can be changed |

| | | | | | | |
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| | | | | | | and surname, e- mail address, phone number and Instant Messenger account available can be made visible a) to all users b) only to people in the friends list 3) not visible to anybody |
| I have control over the display of my online status (if other people can see if I am online | | | | V | | Could not find information about it. |

| When I am about to upload a photo/publish information on my profile I get: | Yes | No | I do not know/it does not say | N/A | Comment? |
|---|-----|----|-------------------------------|-----|--|
| Safety tips and/or guidance about publishing personal information on the profile | | V | | | No safety reminders are provided. In case of contact information sections I one has the ability to choose if they want this information to be public to all, private or available to friends only. One can also choose if they want their email account on the site to be available to |

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| | | | | | friends only. |
| Safety tips and/or guidance about uploading the photo onto my profile | V | | | | There is info about what kind of photos (resolution, etc) not to upload and guidance on other technical matters but no information is provided in terms of safety |

| When signed in to my user profile: | Yes, and I can approve it before the photo is published | Yes, but I do not have a chance to approve the photo before being published | No | I do not know/it does not say | N/A | Comment? |
|---|---|---|----|-------------------------------|-----|----------|
| I am notified when I am identified (tagged) in pictures | | | | V | | Without |

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| posted on other people's profiles | | | | | having photos on the site, the question cannot be answered specifically. Looking at the profiles of others, it's visible that users are tagged on the photos. However it is difficult to say if they are notified of being tagged and can they reject the photos. |
|-----------------------------------|--|--|--|--|---|

| If I wish to delete my profile: | Yes | No | I do not know/it does not say | N/A | Comment? |
|---|-----|----|-------------------------------|-----|--|
| I can find easy-to-understand information on how to delete/deactivate my profile. | V | | | | When editing one's profile one can also block it. If one reconsiders, the profile will be still active in 2 months time. If the user does not log in, then in 2 months the account will be deleted |
| There is a clear link/button provided for deleting/deactivate my profile. | V | | | | |
| I can only deactivate my profile but not completely delete it. | V | | | | One can deactivate the profile but the profile will be |

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| | | | | | automatically lost in 2 months. |
| The provider provides information about what personal information the SNS collects/retains after deleting/deactivating my profile. | | V | | | In the rules of conduct it is stated that the provider has the right to use the information and photos provided by the users for their own purposes which however are not against Estonian law or ethical matters. No information is provided what happens when the account is deleted. |

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| The provider provides information about how the personal information is/may be used once I delete/deactivate my profile. | | V | | | |
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| Principle 4: Provide easy-to-use mechanisms to report conduct or content that violates the terms of service | | |
|---|---|-----------|
| According to the self-declaration: | | |
| | Yes (relevant quote) | No |
| Does the provider indicate in the self-declaration that a mechanism for reporting inappropriate content, contact or behavior is provided? | Users can report any picture that is inappropriate by using a Report Abuse button <input type="checkbox"/> Users can report any received e-mail that violates the terms of service <input type="checkbox"/> Users are instructed to write at webmaster@rate.ee to | |

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| | report any violation of the terms of service. | |
| Does the provider indicate in the self-declaration that reporting mechanisms are easily accessible to users at all times? | | V no information about how easy the mechanisms will be. But as the users are mainly instructed to send an email to administrators they should be fairly easy. |
| Does the provider indicate in the self-declaration that the reporting procedure is easily understandable? | | V |
| Does the provider indicate in the self-declaration that the reporting procedure is age-appropriate? | | V No indication about the age |
| Does the provider indicate in the self-declaration that reports are acknowledged? | | V Self-declaration does not provide any information what will happen in case a person reports about some misbehavior to the administrator. |
| Does the provider indicate in the self-declaration that reports are acted upon expeditiously? | “Rate.ee administrator responds to complaints daily” (in principle 5) | |
| Does the provider indicate in the self-declaration that users are provided with the information they need to make an effective report and, where appropriate, an indication of how reports are typically handled? | | V No concrete information is provided what the user has to do in order their complaint to be effectively reported and no longer description is provided how the administrators will handle the reports |

Principle 5: Respond to notifications of illegal content or conduct

According to the self-declaration:

| | <i>Yes (relevant quote)</i> | <i>No info provided</i> | <i>Not applicable (relevant quote)</i> |
|---|--|-------------------------|--|
| Does the provider indicate in the self-declaration that effective processes are in place to expeditiously review and remove offending content upon receipt of notification of alleged illegal content or conduct? | “Rate.ee administrator responds to complaints daily.” | | |
| Does the provider indicate in the self-declaration that arrangements are in place to share reports of illegal content or conduct with the relevant law enforcement bodies and/or hotlines? | “A cooperation is established with the law enforcement agency provided the complaint is filed with the police” | | |
| Does the provider indicate in the self-declaration that links to other local agencies or organizations, for example that relevant Inhope services and law enforcement agencies are featured? | | V | |

| On the Social Networking Site | | | | | |
|--|-------------------------------|----------------------------------|----------------------|-----------------|---|
| When signed into my user profile I can find: | Yes, (available all the time) | Difficult (more than 15 seconds) | No, I cannot find it | N/A to this SNS | Comment? |
| a link/information on where to report other users that bothers me /violations of terms | V | | | | Every aspect(communities, comments, photos, videos, blogs, etc) up on the site has its own link , providing a very handy system to report about abuse |
| a link/information on where to report content that bothers me/violations of terms | V | | | | |
| Information on how to block a friend/contact request | V | | | | One can block a person by going to their profile and clicking on the link, or if the person is on one's friendslist one can block them from there. |

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| <p>A link/tool where I can report abuse/violation of terms is visible at all times when I am signed into the SNS</p> | <p>v</p> | | | | <p>From the site-specific mail-service one can choose to let the site notify the user when the moderator has looked through their report about abuse or violation about other terms of usage.</p> |
|--|----------|--|--|--|---|

| <p>When signed in to my user profile:</p> | <p>Yes</p> | <p>No</p> | <p>I do not know/it does not say</p> | <p>N/A</p> | <p>Comment?</p> |
|--|------------|-----------|--------------------------------------|------------|--|
| <p>I can block a friend</p> | <p>v</p> | | | | <p>One can either block the person or eliminate them from yone's friends list if</p> |

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| | | | | | <p>they were there. If one wants to block the person one also has to give a reason why they are blocking them and the reason will be visible for both the blocker and the blocked. There is also an ignore list where one can see users who have blocked the profile owner and vice versa.</p> |
| <p>I can decline a contact request</p> | <p>V</p> | | | | <p>The site can send an email whenever someone has added the</p> |

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| | | | | | <p>profile owner on their friendslist. The persons' name, date of birth, last visit to the site, number of photos, appears also on one's profile. Before one accepts them as a friend their status will be marked with a white question mark. One can choose from "ok 😊" "not ok", or "no status" for decisions. If one says yes- then the person has a yellow smiley as their</p> |
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| | | | | | status |
|--|--|--|--|--|--------|

BEFORE YOU START ANSWERING THE FOLLOWING QUESTIONS, PLEASE REVIEW THE SELF-DECLARATION REPORT IN REGARD TO HOW USERS CAN REPORT ABUSE ONLINE. PLEASE ALSO LOCATE THE REPORT MECANISM ON THE SNS SITE AND SEND THE REPORT THAT HAS BEEN PROVIDED FOR YOU IN ANNEX II TO THE SNS.

| The report mechanism | Yes | No | N/A to this SNS | Comment? |
|---|-----|----|-----------------|---|
| Is easy to understand (for children/young people) | V | | | <p>In case of every community there is note "report about the abuse of rules". When clicking to that report the user can choose which type of abuse they want to report about " 1)the photo is inappropriate 2) text is inappropriate 3)inappropriate description of a community 4) drugs and alcohol propagation 5)communities principles are against Estonian law 6)the name of the community or its description is made in order to insult someone 7)community violates the rules of the site. The</p> |

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| | | | <p>users has to choose one option and then write a longer description about the violation, click on the link “report” and the report is sent to the moderators.</p> <p>In case of blogs that users can have on the site as well as profile images - for sending the report about abuse there are two issues to choose from 1) violation of the intellectual property rights 2) violation of rules of the site. In case of videos people can post there is also a link 3) the video is not available anymore. Every link, page, photo, community has it’s visible link were one can send their report to.</p> <p>However no separate system as such were to post the message on annex 2. could be found.</p> |
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| | | | | <p>Thus the message in Annex 2 was posted on the forum where the users can ask for advice from the administrators as well as make suggestions for the site. The message was posted on a thread where to ask for advice. Another message was sent to a customer service which deals with problems related to one's account.</p> <p>If someone has commented your profile or photo there is a link under every comment where the user can choose between 1) harmful comment 2) comment with the purpose of advertising and send it directly to moderators with their own report of the abuse.</p> |
| Is difficult to find (more than 15 seconds) | | | V | It's not difficult to find were to report a violent behavior of a person or |

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| | | | | inappropriate content but when there is a need to send a general message, it's difficult to find a place where to turn to. |
| Sends a notification/receipt to the user when a report has been sent | V | | | After fulfilling the report and clicking to the send button the system asks "Are you sure?" and then there is an opportunity to reconsider. When one clicks "yes" it sends the report off and a notification appears on the screen "Your report of abuse has been sent". |
| Sends information to the user on how a report will be handled | | V | | After posting the message in Annex 2 on the customers service link an automated reply was sent saying: "Thank you for participating! You'll get a reply from the customer's service on the same page and we will send you an alert when this happens" |
| Gives feedback to the user about the report/result? If so, | Yes, a reply by a moderator of the forum was received. The | | | |

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| <p>how long did it take:</p> | <p>message was sent 22:02 on 28.10.09 and the reply saying “Block the person” was received in 10:00, 29.10.09. “. Nothing else was suggested, no additional feedback, questions, solutions from the part of the provider. A response from the Customer Service Mechanism was received nine days later. First a message was sent to the profile saying “you’ve got a message from Customer Service”. On the Customer Service page the following reply was found: “Hallo! And who is this someone, include some of the messages. Regards, rate.ee team”. The reply was created 6. November, 16:16 o’clock.</p> |
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| <p>Principle 6: Enable and encourage users to employ a safe approach to personal information and privacy</p> <p>According to the self-declaration:</p> | | | |
| <p><i>Recommendation</i></p> | <p><i>Yes (relevant quote from self-declaration)</i></p> | <p><i>No info provided</i></p> | <p><i>Not applicable (relevant quote)</i></p> |

| | | | |
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| Does the provider indicate in the-self declaration that a range of privacy setting options are provided for users? | „Contextual warnings are displayed throughout the site and confirmations are asked before user submissions.“ | | |
| Does the provider indicate in the self-declaration that privacy options are supported by information that encourage users to make informed decisions about the information they post online? | | V | |
| Does the provider indicate in the self-declaration that privacy options are prominent in the user experience? | “User privacy settings are prominently made available on user’s profile page.” | | |
| Does the provider indicate in the self-declaration that privacy options are accessible at all times? | “Contextual warnings are displayed throughout the site” | | |
| Does the provider indicate in the self-declaration that the implications of automatically uploaded information provided during registration onto profiles have been considered? | | V | |
| Does the provider state in their self-declaration that users are notified when the information used to register is automatically uploaded onto their profile? | | V | |
| Does the provider indicate in the self-declaration that when information is automatically uploaded to profile users are able to edit and make public/private that information where appropriate? | “confirmations are asked before user submissions” | | |

| | | | |
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| Does the provider indicate in the self-declaration that users are able to view their privacy status or settings at any given time? | | V | |
| Does the provider address in the self-declaration the issue of third party applications? | | V | |

| When signed in to my user profile: | Yes | No | I do not know/it does not say | N/A | Comment? |
|---|-----|----|-------------------------------|-----|--|
| I can easily change my privacy settings. | V | | | | One can change one's privacy settings in certain places but not for all. One can change it in case of full name, email account, msn messenger |

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| | | | | | account, skype, phone number. One cannot change them for all others, the only opportunity would be to leave the field empty in the first place. One can also block one's account so it would not be accessible through the search engine, however, the wording of the suggestion by the service provider hints that blocking is mainly done |
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| | | | | | when users want to quit using the service and less for privacy reasons. |
| Applications (3rd party, external or additional programs and/or services) need permission from the user to be installed and/or pull info from user's profile. | | | V | | When becoming the user of rate every user automatically gives permission to the owner of the site to use the information provided on the profile for their own purposes. |

| When registering ⁶ to the SNS I am asked to provide the following personal information | Yes | Yes, but optional | No | I do not know/it does not say | N/A | Comment? |
|---|-----|-------------------|----|-------------------------------|-----|---|
| Age | V | | | | | One is asked to provide the exact date of birth. The age of the person becomes visible on the profile itself, without the user pointing it out. |
| Education | | | V | | | |
| e-mail | V | | | | | Necessary in order to verify one's account |

⁶ In order to be able to create a profile on a social networking site, most of these services require that the user is registered with them. In order to register, the user needs to fill out a form with certain personal information (such as age, name, email address, etc)

| | | | | | | |
|---|--|--|---|--|--|---------------------------------|
| Gender | V | | | | | |
| Home address | | | V | | | |
| Nationality | | | V | | | |
| School or workplace | | | V | | | |
| Parents' e-mail | | | V | | | |
| Personal security/identification number | | | V | | | |
| Phone number | | | V | | | |
| Picture of yourself | V | | | | | |
| Political sympathies | | | V | | | |
| Real name (first and last) | V | | | | | It is available to friends only |
| Real name (only first) | | | V | | | |
| Religion | | | V | | | |
| Other, please specify... Place of residence- town/country | One needs to state in which city the user comes from | | | | | |

| Please list which personal information that you used for registration was automatically inserted into your profile ⁷ | Information was inserted into profile | Information was not inserted into profile | I am not sure/It does not say (please also add comment) | Comment? |
|---|---------------------------------------|---|---|--|
| Age | V | | | Together with the date of birth |
| Education | | V | | |
| e-mail | V | | | It is only available to people in the friends list |
| Gender | V | | | |
| Home address | | V | | Did not have to provide this info when registering |
| Nationality | | V | | |
| Parents' e-mail | | V | | |
| Personal security/identification number | | V | | |

⁷ With most social networking services, creating a profile is possible only after registration with the respective service. In some cases, the information provided for registration is also automatically used for building a profile for the new user. The objective of the testing is to check to what extent this happens and whether the user has any control on the information that is included in his/her profile.

| | | | | |
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| Phone number | | V | | |
| Picture of yourself | | V | | The photo was not made public as it was in poor quality and too small and thus rejected by the administrator. If it had been accepted it would appear on the profile at once |
| Political sympathies | | V | | |
| Real name (first and last) | V | | | Provided on the account with a note that it is only available to friends |
| Real name (only first) | | V | | |
| Religion | | V | | |
| School or workplace | | V | | |

| | | | | |
|-------------------------|--|--|--|--|
| Other, please specify.. | | | | |
|-------------------------|--|--|--|--|

PLEASE SIGN OUT AS A CHILD AND THEN SIGN IN AGAIN AS AN ADULT.

| | Yes | No | N/A | Comment? |
|--|-----|----|-----|---|
| When signed in as an adult user: | | | | |
| I am able to search for my other profile(s) where I test as an 11/15 year old | V | | | The search engine makes it possible to search for users 7-99 years old. No restrictions. |
| I am able to search for users /user profiles that are 16 years old or younger | V | | | |
| I am able to search for users /user profiles that are 12 years or younger | V | | | |
| When I use search engine and search my nick names I am able to find the profiles I have registered as a minor in the SNS | V | | | In depth search was needed as there were no photos up but the system automatically starts searching for people with photos. If the need to have photos up on the site was |

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| | | | <p>removed, one was able to find one accounts as a minor (11 year old girls' one). According to the search engine, it is more difficult to find accounts where both first and surname are used. Although all fake accounts created had nicknames which contained first name+surname+number of the birth year, one account could not be found. It is suggested on the site not to use a nickname search unless one is looking for someone specific</p> |
|--|--|--|---|

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

According to the self-declaration:

| Recommendation: Promote compliance with the Terms of Use, Acceptable Use Policy and/or House Rules. For example, by employing: | Yes (relevant quote from the self-declaration) | No info provided | Not applicable (relevant quote from the self-decl) |
|---|---|-------------------------|---|
| Does the provider in the self-declaration indicate that it employs human and/or automated forms of moderation? | “Moderators play a large role in ensuring community’s adherence to rules. Hundreds of moderators are monitored by a handful of carefully selected super-moderators. Unsuitable moderators are replaced. Super-moderators are selected and monitored by the site administrator.” | | |
| Does the provider in the self-declaration indicate that it employs technical tools (e.g. filters) to flag potentially illegal or prohibited content? | | V | |
| Does the provider in the self-declaration indicate that it provider employs community alerts? | | V | |
| Does the provider in the self-declaration indicate that it responds to user-generated reports? | “Rate.ee administrator responds to complaints daily.” (Principle 5) | | |
| Does the provider in the self declaration indicate that where human moderators are employed, reasonable steps are taken to minimise the risk of employing candidates who may be unsuited for work which involves real-time contact with children or young people? | “Hundreds of moderators are monitored by a handful of carefully selected super-moderators. Unsuitable moderators are replaced. Super-moderators are selected and monitored by the site administrator.” | | |