

TEST

TECHNICAL INFORMATION

Name of SNS being reviewed	Yahoo! Answers					
URL of SNS	http://uk.answers.yahoo.com					
Date of testing	27 th October-3 rd November					
Name of tester	Leslie Haddon, London School of Economics and Political Sciences					
Nicknames to be used for testing (please list all)	Jack Vincent (Balatondance1), Gill Vincent (Doinadance1) Rebecca Vincent (Doinadnace2)					
Contact e-mail for tester						
Contact phone for tester						
Other contact info for tester						
Browser used for testing	Chrome	Firefox-Yes	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:			
	<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?	<p>Yes</p> <p><i>On joining a Yahoo! service, all users are required to commit to terms of service which set out conditions of use. 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). These may be supplemented with additional guidelines for particular products (e.g.: Yahoo! Answers http://uk.answers.yahoo.com/info/community_guidelines, Yahoo! Video http://uk.docs.yahoo.com/video/guidelines.html and Flickr http://www.flickr.com/guidelines.gne).</i></p>		
Does the provider include information on safety in their self-	Yes		

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

declaration?	This is in several places, so it is best to see the quotes in later sections		
Does the provider include information on privacy in their self- declaration?	<p>Yes</p> <p><i>Specific guidance on privacy and the posting of information and content on user generated services (e.g.: in the Yahoo! Privacy Policy http://info.yahoo.com/privacy/uk/yahoo/).</i></p> <p><i>Yahoo! has a dedicated Privacy Centre for each market outlining the practical steps users can take to manage their privacy and personal information. This includes advise on posting information about themselves and content to Yahoo!’s community-based services. The Privacy Centre is available via a permanent link at the foot of almost every page on Yahoo!. Users may also edit their online profile(s) at any time by clicking on prominent “edit my profile” links.</i></p>		
Does the provider state that the safety information is targeted (info specifically targeted at children)?	<p>Yes</p> <p><i>Yahoo! expects that young users gain their understanding of safety issues from sharing information and experiences with their peers. For this reason, safety information is increasingly addressed directly to these users rather than parents. There is a range of other tools and sources of information expressly dedicated to help young users increase their awareness of the Internet and the Yahoo! world, and educating them how to use it responsibly.</i></p>		
Does the provider state that the safety information is presented in a prominent way?	<p>Yes</p> <p><i>Yahoo! has developed a dedicated set of guidelines for young users and carers prominently shown within the on-site help pages.</i></p>		
Does the provider state that the safety information is accessible?	<p>Yes</p> <p><i>They are widely available within each service, typically via a link in the page footer.</i></p>		

	<p><i>Online safety is a high priority for Yahoo! in the EU. We offer several mechanisms of raising awareness of safety and acceptable use in our products among users of all ages:</i></p> <ul style="list-style-type: none"> • <i>Safety information in Help Central pages (widely available across the site and in particular within social networking products), in-product guidance (notices in the registration flow, pop ups etc) and Customer Care responders.</i> • <i>Permanent footers in community-based services linking to Yahoo!’s Community Guidelines and safety tips.</i> 		
Does the provider state that the safety information is easy to understand?	<p>Yes</p> <p><i>These set out in easy-to-understand language the dos and don’ts for users.</i></p>		
Does the provider state that the safety information is presented in a practical format?	<p>The self-declaration implies that by the way it outlines in a systematic manner the various safety elements</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>Yes</p> <p><i>An easily-identifiable “report abuse” flag or button is typically displayed on every page where user generated content can be posted on Yahoo!. Users are encouraged to indicate in their report they type of abuse (e.g.: content breaching terms of service or inappropriate contact from another user) and reports are assigned accordingly in different queues in order to be effectively processed and analyzed by dedicated Customer Care agents. Users receive an automated response from Yahoo! Customer Care confirming the receipt of their complaint. Responses for certain types of reports will contain advice for users and sources of additional information or help (e.g.: sources of emotional support or contacts in law enforcement). Yahoo! also provides information about where else users can report questionable content or</i></p>		

	<p><i>behaviour</i></p> <p>(http://help.yahoo.com/l/uk/yahoo/abuse/report_other.html).</p> <p><i>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 advise 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.</i></p>		
Does the provider state that the service includes information on links to educational material and technical controls for parents?	<p>Yes</p> <p><i>Yahoo! has also created targeted advice to help educate and support parents and carers.</i></p> <p><i>Yahoo!'s commitment is to provide a wide range of independent sources of educational material to parents and children, via collaboration with child protection charities, youth organizations and parenting bodies.</i></p>		
Does the provider state that the service provides advice/link to advice for teachers?		No	

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	Yes							Bottom of page
Safety policy	Yes							Bottom of page
Privacy policy/information	Yes							Bottom of page
Code of conduct ²	Yes							Bottom of page
Safety tips/information for children	Yes							When I first tried this I got a link to Yahoo! One subset then deals with Answers. Subsequently I when straight to the Safety tips section on Yahoo! Answers
Safety tips/information for parents and carers	Yes							When I first tried this I got a link to Yahoo! One subset then deals with Answers. Subsequently I when straight to the

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

								Safety tips section on Yahoo! Answers
Safety tips/information for teachers							No	The provider pointed out that the word 'carers' is intended to cover teachers
Links to educational material or organizations active in child safety	Yes							Under <i>reporting abuse</i>
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?
FOR TEACHERS						
Easy to understand?					N/A	Nothing directed explicitly at teachers – see point above

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

	Yes, very	Sufficiently	Some parts are easy, some parts are difficult	No	Not applicable to this SNS	Comment?
FOR PARENTS						
Easy to understand?	Yes					Under <i>safety tips</i> some parts explicitly address parents
Easy to access (less than 15 seconds)?	Yes					
Exhaustive?		Yes				General advice
All material is available in (insert language)	English					

	Yes, very	Sufficiently	Some parts are easy, some parts are difficult	No	Not applicable to this SNS	Comment ?
FOR CHILDREN (<13)						
Easy to understand?	Yes					

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").

Easy to access (less than 15 seconds)?	Yes					
Exhaustive?		Yes				General advice
All material is available in (insert language)	English					

	Yes, very	Sufficiently	Some parts are easy, some parts are difficult	No	Not applicable to this SNS	Comment ?
FOR TEENAGERS						
Easy to understand?	Yes					
Easy to access (less than 15 seconds)?	Yes					
Exhaustive?		Yes				General advice
All material is available in (insert language)	English					

What kind of safety information is provided at this SNS (please choose all that apply)?	Yes	No	Comment?
General textual info	Yes		
General audio/video info		No	
Concrete examples (e.g. anecdotes, information on concrete consequences of safety threats etc)	Yes, but see comment		One finds more general advice specifically on the pages of Yahoo! Answers. The Yahoo! Website has the concrete examples e.g. putting pictures of yourself online, giving out personal info on profiles, in chatrooms via IM, grooming, cyberbullying. The provider pointed out after the test that there are links to the Yahoo! Website through the link 'general practices for online safety'
Information/tips for children and young people	Yes		Implicitly some of the advice on the Yahoo! Answers pages is addressing children. In addition, as noted above, there are links to the Yahoo! Website that contains sections specifically for young people (e.g.

			'Young Users')
Information on safety settings of the user's profile	Yes		The provider pointed out after the test that under the discussion of risks in 'safety tips' there is a link to and advice about 'settings'
External links/referrals to professional safety organizations and authorities (e.g. Insafe, national hotline, police, health authorities etc.)	Yes		Under 'safety tips' and then 'useful resources' one can find ;links to such organizations as childline, childnet, the Samaritans, and Ceop

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)	Yes				Porn, etc. are not mentioned explicitly – just <i>'be careful about content'</i>
Conduct (behavior/actions) that is not allowed (e.g. bullying, harassment, racist comments)	Yes				Bullying
Consequences of engagement in prohibited behaviour/actions (e.g. your user profile/messages/photos might be deleted, or police contacted)	Yes				Account can be terminated, and all Yahoo! Services terminated
Age requirements	Yes				13

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			N/A	No images on Yahoo! Answers
Hate speech	Yes			In <i>Community guidelines</i>
Pornography or sexual content	Yes			In <i>Community guidelines</i> : 'sexually explicit and vulgar language and images'
Violence			N.a.	
Inappropriate contact from adults with a sexual interest in children	Yes			The provider pointed out after the test that under 'safety features' there is a link to 'report abuse' that refers to reporting 'inappropriate sexual contact from an adult'
Bullying	Yes			Report bullying and don't bully
Divulging personal information	Yes			Be careful + advice on what not to give out
Posting sexually provocative photographs	Yes			In <i>Community guidelines</i> : 'sexually explicit and vulgar language and images'
Information on self-harm actions (anorexia, suicide etc)		Cannot find		

Other, please list:				
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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?	Yes – by implication all community services <i>The Yahoo! terms of service require users who join a community-based service to have a registered age of over 13 years (i.e.: the age declared in their Yahoo! ID).</i>		
Does the provider outline in the self-declaration how it is made clear to users where a minimum registration age applies?			It is made clear in the self-declaration that a minimum age applies. To be fair, the self-declaration covers a number of different services and how it is made clear can vary by service
Does the provider in their self-declarations outline the steps taken to deny access under-age users from their services?	Yes <i>Mechanisms are in place to prevent users with a registered age below a certain level from accessing certain services (e.g.: age-verification for online gambling services in the UK) or being presented with age-inappropriate content (e.g.: age-targeting of</i>		

	<i>advertising of alcohol).</i>		
Does the provider in their self-declarations outline the steps taken to deleting under-age users from their services?	Yes <i>Where a young user is found to have lied about their age, Yahoo! Customer Care will delete their profile</i>		
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)?		No	
Does the provider in the self-declaration indicate how compliance with minimum age requirements is promoted (within technical and legal constraints)?	Yes <i>The date of birth provided by the user within their Yahoo! account registration process cannot be modified by the registrant. This helps counter minors' attempts to access +18 contents on the Yahoo! properties – hidden behind an adult wall – by misrepresenting their age.</i>		
Does the provider in the self-declaration outline how uptake of parental controls is promoted on the service?	Yes, sort of <i>Yahoo! has also created targeted advice to help educate and support parents and carers. Yahoo!'s commitment is to provide a wide range of independent sources of educational material to parents and children, via collaboration with child protection charities, youth organizations and parenting bodies.</i>		
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?	Specifically it refers to advertising restrictions. <i>Advertising content running on Yahoo!'s community-based services are regulated by a strict set of internal guidelines and enforced by the Yahoo! Legal Team across Europe. These also</i>		

	<i>reflect good practice and relevant local self regulation (e.g.: Committee of Advertising Practice (CAP) self-regulatory code in the UK and Autocontrol code in Spain). These guidelines set out specific guidance on advertising aimed at children and advertising which may be unsuitable for children or cannot be targeted at children, in line with Yahoo! Brand positioning. Such rules apply, for example, to the advertising of alcohol, some financial services and age restricted services such as cosmetic surgery or tobacco products.</i>		
Does the provider in the self-declaration outline that certain professionally produced content is only shown at particular times of the day?			No, but to be fair the self-declaration covers more than one service and the provider pointed out that Yahoo! Answers does not contain professional produced content
Does the provider in the self-declaration outline other means they have employed to limiting exposure to potentially inappropriate content?	Yes <i>Users of this age (13-17) are not able to access images which are flagged as "restricted" or adult.</i> <i>Yahoo! employs network level solutions to detect content that violates our terms of service including 'junk' filters (e.g. to detect profanities in Yahoo! Answers), randomly select content for human review (e.g.: on Flickr) and traffic flow monitoring.</i>		
Does the provider in the self-declaration outline other means they have employed to limit exposure to potentially inappropriate contact?	Yes <i>Users with a registered age of 13-17 years can be presented with a different profile (e.g.: Flickr) with more sensitive fields removed. These profiles are not searchable and are defaulted to</i>		

	<p><i>'private' (although a user may choose to make their profile visible to their 'friends' or all users).</i></p> <p><i>Meanwhile, the default user profiles in Yahoo! Answers and Yahoo! Video are not full profiles. They are more like 'user cards' and contain a very limited number fields which, by default, do not prompt the sharing of personal details. Users are invited to create an online identity or nickname rather than use their real identities. UK Home Office Task Force good practice on social networking determined the risk to u18s</i></p> <p><i>There is specific safety messaging about posting content and accepting 'connection' invitations from other users. Users must expressly choose to create a fuller profile e.g.: by sharing their video playlist or share their contact details (i.e.: Mail or Messenger ID) with online friends or other users.</i></p> <p><i>All visitors to Yahoo! may browse Yahoo! Answers, Yahoo! Video and Flickr content anonymously without being registered or logged in if they wish to remain anonymous, though in this mode they cannot interact with other users.</i></p> <p><i>Users of all Yahoo! services may send and receive invitations to be connected with other users in a Yahoo! community. All users can refuse an invitation or simply allow it to expire without responding. Users can also 'ignore' or block another user and are encouraged to report any suspect behaviour to Customer Care for investigation.</i></p>		
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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	Yes				You register for a Yahoo! account first. Then try to enter Yahoo! Answers using the Yahoo account details
Statement that I am above a certain age (e.g. by ticking a box)		No			The provider noted after the test that at different Yahoo! Services have different rules about minimum ages – the implication is that this statement would not appear when acquiring a Yahoo! ID
E-mail verification*/address for e-mail verification		No, But see comments			No verification needed for the Yahoo! account, although it did ask for an alternative email. It did not

					initially say that I had to verify to activate the Yahoo! Answers account and it looked like I was in Answers
<u><i>*If e-mail verification DO NOT verify over e-mail yet:</i></u>					
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)	Yes				It was when I was in profile that it suggested verifying the email address and adding other things on my profile. Than I was told ' <i>all the features</i> ' of Yahoo! Answers were now available to me. I suspect my profile could not be seen until I filled in some information here

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?
Sign up as a 11 year old child using 06.06.98 as date of birth			Yes			You first have to get a Yahoo! Account, which in itself is not age restricted. Then you come to Yahoo! Answers just like anyone else who has not signed up. But when you try to do something like answer a question it says that you are not old enough
Sign up again as a 15 year old child using 06.06.94 as date of birth		Yes				Since I can't change the 11-year old account or make a new one with the same name, I made up a new name and age, chose a different name and it let me into Yahoo and then Yahoo! Answers, where I could participate – no cookie on the PC to stop this approach
IF PREVIOUS ATTEMPTS ARE REFUTED: Sign up again as a 15 year old child using 07.07.94 as date of						

birth						
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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				It did not let me in, I had to move on to the next user profile		
A 15 year old user	Yes					See above
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?

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

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

Does the SNS provide any parental control tools?		No		The provider pointed out that Yahoo! Answers does not have parental controls as such but advises parents where to find out more in the parents guide
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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			N/A	
I can easily understand how to use the available parental control tools.			N/A	
I can monitor my child's activities on the SNS.		No		After the test the provider pointed out that if the parent knew their child's profile name, then they could monitor them
I have to verify my child's profile over the email before it can be		No		

used.				
I consider available parental control tools efficient.	Yes			There is a fair amount of advice

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?	Yes <i>These profiles (13-17 year olds) are not searchable</i>		
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?	Yes <i>These profiles are not searchable and are defaulted to 'private'</i>		
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?	Yes <i>There is specific safety messaging about posting content and accepting 'connection' invitations from other users.</i> <i>All users can refuse an invitation or simply allow it to expire without responding. Users can also 'ignore' or block another user and are encouraged to report any suspect behaviour to Customer Care for investigation.</i>		
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?			The Yahoo! Self-declaration covers several services, and the provider pointed out that in

			Yahoo! Answers you cannot post comments on user profiles
Does the provider indicate in the self-declaration that users have the option to delete unwanted comments of other users?			N/A see above
Does the provider indicate in the self-declaration that users have the option to pre-moderate comments from other users?			N/A see above
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?	Yes <i>An easily-identifiable “report abuse” flag or button is typically displayed on every page where user generated content can be posted on Yahoo!. Users are encouraged to indicate in their report the type of abuse (e.g.: content breaching terms of service or inappropriate contact from another user)</i>		
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?	Yes Implicit in the above, but conduct is not mentioned		
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 ?	Yes <i>Yahoo! has also created targeted advice to help educate and support parents and carers. Yahoo!’s commitment is to provide a wide range of independent sources of educational material to parents and children, via collaboration with child protection charities, youth organizations and parenting bodies. Yahoo! has developed a dedicated set of guidelines for young users and carers prominently shown within the on-site help pages. The UK examples can be found at:</i>		

	http://help.yahoo.com/l/uk/yahoo/safety/parents_and_carers/		
Does the provider address in the self-declaration how to delete profiles?		No	

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;	Yes – but more so in the content of questions			Information on what happens as a subset of <i>Safety Tips, Community guidelines</i> , then click on some 'Don'ts'
The possibility to block other users from contacting me (or reject friendship requests);	Yes			Under <i>safety tips</i> there is some discussion of profiles and restricting email and IM from other users and restricting them from seeing the profile (' <i>be my fan</i> ')
The possibility to specify who or which groups of users can contact me (defined by age, gender, etc.);				Without signing on, you can't fully judge this
Restrictions on search options for profiles (e.g. not able to search for minors);		No		

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				Does not say in Yahoo!		NB When you are in Yahoo! Answers and click on profile, the profile is on Yahoo! I have a guestbook in Yahoo! to allow postings to me
I am able to delete/remove pictures on my profile	Yes					There is no information about this but I tried it
I am able to delete/remove postings I have put on other peoples profile				Does not say in Yahoo!		
I am able to delete/remove pictures I have put on other				Does not say		

peoples profile				in Yahoo!		
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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				Does not say in Yahoo!		
Only my friends can post comments on my profile				Does not say in Yahoo!		

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			No			
My personal information is visible only to my friends	Yes					The default is visible in 'My connections'. NB I can choose to hide my profile

I have to change settings for my personal information to be visible to other users	Yes					
I have control over the display of my online status (if other people can see if I am online					N/A	

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	Yes				If you want to add to your profile the system suggests using a nickname to protect your privacy
Safety tips and/or guidance about uploading the photo onto my profile	Yes				The provider pointed out after the test that under 'safety features' it says that using an avatar is a safer alternative to posting an identifiable

					picture
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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 posted on other people's profiles					N/A	

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.		No			

There is a clear link/button provided for deleting/deactivate my profile.		No			
I can only deactivate my profile but not completely delete it.			Does not say		
The provider provides information about what personal information the SNS collects/retains after deleting/deactivating my profile.		No			
The provider provides information about how the personal information is/may be used once I delete/deactivate my profile.		No			

Principle 4: Provide easy-to-use mechanisms to report conduct or content that violates the terms of service		
According to the self-declaration:		
	<i>Yes (relevant quote)</i>	<i>No</i>
Does the provider indicate in the self-declaration that a mechanism for reporting inappropriate content, contact or behavior is provided?	Yes <i>An easily-identifiable “report abuse” flag or button is typically displayed on every page where user generated content can be posted on Yahoo!. Users are encouraged to indicate in their report they type of abuse</i>	
Does the provider indicate in the self-declaration that reporting mechanisms are easily accessible to users at all times?	Yes – implicit if it is on ‘every page’	

Does the provider indicate in the self-declaration that the reporting procedure is easily understandable?	Yes	No, it does not explicitly say this – it describes the system. The provider after the test pointed out that this was an implicitly ‘intuitive’ system.
Does the provider indicate in the self-declaration that the reporting procedure is age-appropriate?		No
Does the provider indicate in the self-declaration that reports are acknowledged?	Yes <i>Users receive an automated response from Yahoo! Customer Care confirming the receipt of their complaint.</i>	
Does the provider indicate in the self-declaration that reports are acted upon expeditiously?	Yes <i>Abuse reports from users are acted upon in a timely way and are typically resolved within 48 hours.</i>	
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?	Yes – how reports are handled <i>Reports are assigned accordingly in different queues in order to be effectively processed and analyzed by dedicated Customer Care agents</i> <i>Serious abuses of a Yahoo! service may be escalated internally to a dedicated team within the Legal group which provides professional support and advise 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.</i>	No – no comment on ‘information they need to make an effective report’ in the self-declaration, although this document covers several services

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?		No (not in the self-declaration, although it does in practice)	
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?	Yes <i>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.</i>		
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?	Yes See above <i>Also: In all European markets, Yahoo! supports the local hotline (INHOPE member) responsible for handling reports about hosted child abuse content.</i>		

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	Yes				<i>Report abuse</i> link next to questions and answers
a link/information on where to report content that bothers me/violations of terms	Yes				<i>Report abuse</i> link next to questions and answers
Information on how to block a friend/contact request	Yes				
A link/tool where I can report abuse/violation of terms is visible at all times when I am signed into the SNS		Yes			Its visible when I look at questions and answers

When signed in to my user profile:	Yes	No	I do not know/it does not say	N/A	Comment?
I can block a friend	Yes				
I can decline a contact request	Yes				It does not tell me this, but I tried it

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)	Yes			It's mainly for reporting content in the questions that infringe rules. But, you can report contact if the person answering is ranting, insulting, threatening or harassing you, for example. So I had to report a particular question, not volunteer the message for the test.
Is difficult to find (more than 15 seconds)		No		It's under each question
Sends a notification/receipt to the user when a report has been sent	Yes			It thanks you for reporting
Sends information to the user on how a report will be handled	Yes			<i>'If one of more reliable users report this question it will be removed'</i>
Gives feedback to the user about the report/result? If so, how long did it take:	No			

Principle 6: Enable and encourage users to employ a safe approach to personal information and privacy			
According to the self-declaration:			
Recommendation	Yes (relevant quote from self-declaration)	No info provided	Not applicable (relevant quote)
Does the provider indicate in the-self declaration that a range of privacy setting options are provided for users?	Yes – implied in the quote below <i>Users may change their privacy settings on their profile(s) at any time.</i>		
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?		No, not in the self-declaration, although the provider pointed out that the guidance exists on the site – which it does	
Does the provider indicate in the self-declaration that privacy options are prominent in the user experience?		No	
Does the provider indicate in the self-declaration that privacy options are accessible at all times?	Yes <i>Users may change their privacy settings on their profile(s) at any time.</i>		
Does the provider indicate in the self-declaration that the implications of automatically uploaded information provided during registration onto profiles have been considered?		No	

Does the provider state in their self-declaration that users are notified when the information used to register is automatically uploaded onto their profile?		No	
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?		No	
Does the provider indicate in the self-declaration that users are able to view their privacy status or settings at any given time?		No	
Does the provider address in the self-declaration the issue of third party applications?			N/A Third party applications are not available for users to upload

	Yes	No	I do not know/it does not say	N/A	Comment?
When signed in to my user profile:					
I can easily change my privacy settings.	Yes				e.g. visible to me, my connections, everyone
Applications (3rd party, external or additional programs)				N/A	Third party

and/or services) need permission from the user to be installed and/or pull info from user's profile.					applications are not available for users to upload
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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	Yes					This was provided to Yahoo! when setting up the original Yahoo! ID This stage was included here because someone totally new to the service, such as a child, and without a Yahoo! Account would have to go through this process.
Education		No				
e-mail		No				

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	Yes					Required for the Yahoo! ID
Home address	Almost					Postcode Required for the Yahoo! ID
Nationality		No				
School or workplace		No				
Parents' e-mail		No				
Personal security/identification number		No				
Phone number		No				
Picture of yourself		No				
Political sympathies		No				
Real name (first and last)	Yes					Required for the Yahoo! ID In Yahoo Answers users are encouraged to use a nickname
Real name (only first)		No				
Religion		No				
Other, please specify...						

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		No		Although there is a space called my profile, it does not let you view your own profile as it would be seen by others.
Education		No		
e-mail		No		
Gender		No		
Home address		No		
Nationality		No		
Parents' e-mail		No		
Personal security/identification number		No		
Phone number		No		

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.

Picture of yourself		No		
Political sympathies		No		
Real name (first and last)		No		
Real name (only first)		No		
Religion		No		
School or workplace		No		
Other, please specify..	User name, when joined, points earned (by asking and answering questions, number of questions asked, number answered)			

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		No		You can 'search' for

				questions, but not profiles
I am able to search for users /user profiles that are 16 years old or younger		No		See above
I am able to search for users /user profiles that are 12 years or younger		No		See above
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		No		See above

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?	Yes <i>Yahoo! employs network level solutions to detect content that violates our terms of service including 'junk' filters (e.g. to detect profanities in Yahoo! Answers), randomly select content for human review (e.g.: on Flickr) and traffic flow monitoring.</i>		

Does the provider in the self-declaration indicate that it employs technical tools (e.g. filters) to flag potentially illegal or prohibited content?	Yes <i>Yahoo! employs network level solutions to detect content that violates our terms of service including 'junk' filters (e.g. to detect profanities in Yahoo! Answers), randomly select content for human review (e.g.: on Flickr) and traffic flow monitoring.</i>		
Does the provider in the self-declaration indicate that it provider employs community alerts?			Not clear what 'community alerts' means
Does the provider in the self-declaration indicate that it responds to user-generated reports?	Yes <i>Users receive an automated response from Yahoo! Customer Care confirming the receipt of their complaint</i>		
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?		No	