

TEST

TECHNICAL INFORMATION

Name of SNS being reviewed	ZAP					
URL of SNS	http://www.zap.lu/					
Date of testing	October 26 th , 27 th , and 30 th 2009					
Name of tester	Dr. André Melzer, Université du Luxembourg					
Nicknames to be used for testing (please list all)	Marie Schmit (15-year old child)					
Contact e-mail for tester						
Contact phone for tester						
Other contact info for tester						
Browser used for testing	Chrome	Firefox 3.5.3	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?	X “...Terms of Service describe inappropriate behaviour, ...”		
Does the provider include information on safety in their self- declaration?	X		
Does the provider include information on privacy in their self-declaration?		X	
Does the provider state that the safety information is targeted (info specifically targeted at children)?		X	
Does the provider state that the safety information is presented in a prominent way?		X	
Does the provider state that the safety information is accessible?	X “...guidelines can be downloaded as PDF files; they include Safety-Tips...” (NB PDF could not be found on zap.lu!)		
Does the provider state that the safety information is easy to understand?		X	
Does the provider state that the safety information is presented in a practical format?	X		

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

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?		X	
Does the provider state that the service includes information on links to educational material and technical controls for parents?	X “ZAP is actually working out a guide for school personnel and parents...”		
Does the provider state that the service provides advice/link to advice for teachers?		X	

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	X							
Safety policy	X							
Privacy policy/information	X							
Code of conduct ²		X						
Safety tips/information for children							X	Kids under the age of 13 are not allowed to zap.lu
Safety tips/information for parents and carers						X		
Safety tips/information for teachers						X		
Links to educational material or organizations active in child safety						X		
Other (according to self-declaration)						X		

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

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?					X	
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?		X				
Easy to access (less than 15 seconds)?	X					
Exhaustive?			X			

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").

All material is available in (insert language)				X		Available in FR, DE, but not Luxembourgish
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	Yes, very	Sufficiently	Some parts are easy, some parts are difficult	No	Not applicable to this SNS	Comment ?
FOR CHILDREN (<13)						
Easy to understand?					X	
Easy to access (less than 15 seconds)?						
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 TEENAGERS						
Easy to understand?		X				
Easy to access (less than 15 seconds)?	X					
Exhaustive?			X			
All material is available in (insert language)				X		

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	Yes	No	Comment?
What kind of safety information is provided at this SNS (please choose all that apply)?			
General textual info	X		
General audio/video info		X	
Concrete examples (e.g. anecdotes, information on concrete consequences of safety threats etc)	X		Consequences: user profile will be deleted
Information/tips for children and young people		X	
Information on safety settings of the user's profile	X		
External links/referrals to professional safety organizations and authorities (e.g. Insafe, national hotline, police, health authorities etc.)		X	Only link to the National Commission for Data protection (www.cnpd.lu)

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)	X				
Conduct (behavior/actions) that is not allowed (e.g bullying, harassment, racist comments)	X				
Consequences of engagement in prohibited behaviour/actions (e.g. your user profile/messages/ photos might be deleted, or police contacted)	X				
Age requirements	X				

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		X		Only in the form of “you are not allowed to...”
Hate speech		X		
Pornography or sexual content		X		
Violence		X		

Inappropriate contact from adults with a sexual interest in children		X		
Bullying		X		
Divulging personal information		X		
Posting sexually provocative photographs		X		
Information on self-harm actions (anorexia, suicide etc)		X		
Other, please list:		X		

Principle 2: Work towards ensuring that services are age-appropriate for the intended audience			
According to its self-declaration:			
<i>Recommendation:</i> Limit exposure to potentially inappropriate content and contact. For example:	<i>Yes (relevant quote from the self-declaration)</i>	<i>No info provided in the self-declaration</i>	<i>Not applicable to this SNS (relevant quote from the self-declaration)</i>
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?		X	
Does the provider outline in the self-declaration how it is made clear to users where a minimum registration age applies?	X “Children under the age of 13 years are rejected, ...”		
Does the provider in their self-declarations outline the steps taken to deny access under-age users from their services?		X	
Does the provider in their self-declarations outline the steps taken to deleting under-age users from their services?		X	
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)?		X “... unfortunately, we are unable to prevent them to reregister with a different e-mail address.”	
Does the provider in the self-declaration indicate how compliance with minimum age requirements is promoted (within technical and legal constraints)?	X		
Does the provider in the self-declaration outline how uptake of parental controls is promoted on the service?		X	

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?		X	
Does the provider in the self-declaration outline that certain professionally produced content is only shown at particular times of the day?		X	
Does the provider in the self-declaration outline other means they have employed to limiting exposure to potentially inappropriate <i>content</i> ?	X “Buzz words filters are installed in order to identify inappropriate behavior or abusive users.”		
Does the provider in the self-declaration outline other means they have employed to limit exposure to potentially inappropriate <i>contact</i> ?		X	

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	X				
Statement that I am above a certain age (e.g. by ticking a box)	X				Need to tick a box that Terms of use are accepted
E-mail verification*/address for e-mail verification	X				
<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)	X				

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			X			
Sign up again as a 15 year old child using 06.06.94 as date of birth		X				Just had to change year of birth from '98 to '94!
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					X	
A 15 year old user	X					
No need to sign in, access open	X					

Parental control tools	Yes, I can find it on the site ⁵	No/I cannot find this info	N/A to this SNS	Comment?
Does the SNS provide any parental control tools?		X		

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

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.				
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?			X “Profiles and homepages of users registered as under the age of 16 are not searchable.”
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?			X “Users aged 13 - 16 cannot be browsed.”
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?	X “... put other users to an “Ignore List”.”		
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?	X “User can manage their Profile and their homepage by restricting access to different sections ...”		
Does the provider indicate in the self-declaration that users have the option to delete unwanted comments of other users?	X “Users can delete unwanted comments...”		
Does the provider indicate in the self-declaration that users have the option to pre-moderate comments from other users?	X “...can prevent posting of public messages on their profile.”		

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?		X	
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?	X “Users can report unsuitable behaviour...”		
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 ?		X	
Does the provider address in the self-declaration how to delete profiles?		X	

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;	X			Only available on “Individual Profile” pages
The possibility to block other users from contacting me (or reject friendship requests);	X			
The possibility to specify who or which groups of users can contact me (defined by age, gender, etc.);	X			
Restrictions on search options for profiles (e.g. not able to search for minors);	X			

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):

	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?
When signed in to my user profile I am able to:						
I am able to delete/remove postings on my profile	X					
I am able to delete/remove pictures on my profile	X					
I am able to delete/remove postings I have put on other peoples profile			X			
I am able to delete/remove pictures I have put on other peoples profile				X		

	Yes	Yes, but I must approve it before it is published	No	I do not know/it does not say	N/A	Comment?
On my user profile:						
All users can post comments on my profile	X					

Only my friends can post comments on my profile			X			
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	Yes	Yes, but only some of the information	No	I do not know/it does not say	N/A	Comment?
When signed in to my user profile:						
My personal information is visible to all other users	X					Only by default, adjustable
My personal information is visible only to my friends			X			
I have to change settings for my personal information to be visible to other users			X			
I have control over the display of my online status (if other people can see if I am online)	X					

	Yes	No	I do not know/it does not say	N/A	Comment?
When I am about to upload a photo/publish information on my profile I get:					
Safety tips and/or guidance about publishing personal information on the profile		X			

Safety tips and/or guidance about uploading the photo onto my profile		X			
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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		X				

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.	X				
There is a clear link/button provided for deleting/deactivate my profile.	X				

I can only deactivate my profile but not completely delete it.		X			
The provider provides information about what personal information the SNS collects/retains after deleting/deactivating my profile.			X		
The provider provides information about how the personal information is/may be used once I delete/deactivate my profile.		X			

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 (?) (relevant quote)</i>
Does the provider indicate in the self-declaration that a mechanism for reporting inappropriate content, contact or behavior is provided?	X “...we have a “report” button,...”	
Does the provider indicate in the self-declaration that reporting mechanisms are easily accessible to users at all times?	X “On the Top of every page we have a “report” button,...”	
Does the provider indicate in the self-declaration that the reporting procedure is easily understandable?		X
Does the provider indicate in the self-declaration that the reporting procedure is age-appropriate?		X

Does the provider indicate in the self-declaration that reports are acknowledged?		X
Does the provider indicate in the self-declaration that reports are acted upon expeditiously?		X
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?		X

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?		X	
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?	X		
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?		X	

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	X				
a link/information on where to report content that bothers me/violations of terms	X				
Information on how to block a friend/contact request	X				
A link/tool where I can report abuse/violation of terms is visible at all times when I am signed into the SNS	X				

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	X				
I can decline a contact request	X				

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.

	Yes	No	N/A to this SNS	Comment?
The report mechanism				
Is easy to understand (for children/young people)		X		Just a drop-down combo field with different options (e.g. "violation of the copyright")
Is difficult to find (more than 15 seconds)		X		
Sends a notification/receipt to the user when a report has been sent		X		
Sends information to the user on how a report will be handled		X		
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?	X "...the user can manage himself how many details he wants to publish about his person."		
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?	X "...We encourage users not to reveal any private information,..."		
Does the provider indicate in the self-declaration that privacy options are prominent in the user experience?		X	
Does the provider indicate in the self-declaration that privacy options are accessible at all times?		X	
Does the provider indicate in the self-declaration that the implications of automatically uploaded information provided during registration onto profiles have been considered?		X	
Does the provider state in their self-declaration that users are notified when the information used to register is automatically uploaded onto their profile?		X	

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?	X "...the user can manage himself how many details he wants to publish about his person."		
Does the provider indicate in the self-declaration that users are able to view their privacy status or settings at any given time?		X	
Does the provider address in the self-declaration the issue of third party applications?		X	

	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.	X				
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.	X				

When registering⁶ 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	X					
Education			X			
e-mail	X					
Gender	X					
Home address	X					Only home town
Nationality			X			Only country/region
School or workplace			X			
Parents' e-mail			X			
Personal security/identification number			X			
Phone number			X			
Picture of yourself		X				
Political sympathies			X			
Real name (first and last)	X					

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)

Real name (only first)			X			See above
Religion			X			
Other, please specify...	Sexual orientation, marital status, main interests of using zap.lu					

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	X			
Education				N/A
e-mail		X		
Gender	X			
Home address	X			
Nationality				N/A
Parents' e-mail				N/A
Personal security/identification number				N/A

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.

Phone number				N/A
Picture of yourself		X		
Political sympathies				N/A
Real name (first and last)	X			
Real name (only first)				See above
Religion				N/A
School or workplace				N/A
Other, please specify..				Sexual orientation, marital status, main interests of using zap.lu

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		X		

I am able to search for users /user profiles that are 16 years old or younger	X			Only for 16-years old
I am able to search for users /user profiles that are 12 years or younger		X		
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		X		

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:	<i>Yes (relevant quote from the self-declaration)</i>	<i>No info provided</i>	<i>Not applicable (relevant quote from the self-decl)</i>
Does the provider in the self-declaration indicate that it employs human and/or automated forms of moderation?	X “All uploads are daily checked by our administrators.”		
Does the provider in the self-declaration indicate that it employs technical tools (e.g. filters) to flag potentially illegal or prohibited content?			X See Principle 2: “Buzz word filters...”
Does the provider in the self-declaration indicate that it provider employs community alerts?		X	
Does the provider in the self-declaration indicate that it responds to user-generated reports?		X	
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?		X	