

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

*In the interests of transparency, providers supporting the EU Safer Social Networking Principles agree to self-declare how they have considered the Principles in relation to the Social Networking Services they offer, using the form below.*

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

The following is a brief outline of [*Dailymotion*] declaration, including a short description of the services it offers that fall into the category of “social networking” as outlined in the Principles.

Dailymotion is a video hosting service website attracting over 47,9 million unique monthly viewers worldwide.

Every day, over 15,000 new videos are uploaded into Dailymotion's global suite of 18 localized video entertainment sites. In January 2009, Dailymotion streamed over 914 million videos to users, including curated content from premium and “Motionmaker” creative contributors.

Offering the most advanced technology to both users and content creators, Dailymotion provides high quality and HD video in a fast, easy-to-use website that automatically filters copyright-infringing material when notified by content owners.

Dailymotion is more of a video platform than a “social networking service”, but it does deploy a number of social features. Users may communicate by leaving comments on each other's videos, sharing videos with their contacts, and messaging their contacts through an internal inbox system. The contact model is reciprocal: you are only considered a contact when the second party has confirmed and approved the relationship.

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

The following is an outline of how [*Dailymotion*] has considered the EU Safer Social Networking Principles in relation to its Social Networking Service(s). This section will make reference to the recommendations made in the Principles document, where they are applicable and outline how they are applied.

**Principle 1: Raise awareness of safety education messages and acceptable use policies to users, parents, teachers and carers in a prominent, clear and age-appropriate manner**

Dailymotion takes an active role in raising children's and parent's awareness of Internet risks. A dedicated page can be found on the site under the link "child protection" in the site footer: <http://www.dailymotion.com/legal/childprotection>.

In October 2008, Dailymotion entered into a partnership with the French association e-Enfance, a nonprofit charged with supporting parental education, encouraging positive content for children and promoting "safe surfing" habits. Dailymotion also published an educational video for young people, which outlines safe and responsible Internet use so that young internet users can be more confident when browsing. Precious advice is given: do not share personal information on the internet, do not upload photos or videos of other people without their permission, always respect intellectual property rights, and report any inappropriate content you come across.

The video can be found here: [http://www.dailymotion.com/video/x62m01\\_protegeons-ensemble-dailymotion\\_people](http://www.dailymotion.com/video/x62m01_protegeons-ensemble-dailymotion_people)

While this partnership is exclusively French, Dailymotion intends to develop the same type of partnerships in other regions.

Finally, the Safer Internet programme in France (Internet Sans Crainte) has a dedicated user page on Dailymotion and uploads videos recommending best practices on the Internet.

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

Dailymotion works to identify underage users. When a French user is under 18, according to the birth date provided during the registration process, they receive a specific email reminding them of the different features on Dailymotion (sharing videos, commenting on others' videos, creating groups...) and asking them to watch with the above-mentioned E-Enfance video with their parents. The video can be

found here: [http://www.dailymotion.com/video/x62m01\\_protegeons-ensemble-dailymotion\\_people](http://www.dailymotion.com/video/x62m01_protegeons-ensemble-dailymotion_people) (mentioned above).

Dailymotion also provides a Family Filter, which is “on” by default. A user may turn off the Family Filter, but must explicitly confirm their age beforehand. Once the filter is turned off, the user can access explicit content (no adult content is allowed on the site). He still needs to either login or register AND confirm he is over 18 to view the explicit content.

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

Dailymotion provides all the tools necessary tools for young people to control their interaction with other users.

They have the ability to:

- REJECT friend requests
- BLOCK other users
- DELETE unwanted comments
- NOTIFY the Dailymotion Support team of inappropriate content or contacts around-the-clock.

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

In order to protect the interests of all parties, Dailymotion makes it easy to report inappropriate content. A link « *This video may offend* » is provided on each video. This link opens a short form with a field for comments where users can describe their issues with the video.

**Principle 5: Respond to notifications of illegal content or conduct**

Dailymotion Support team works 24/7 to deal with and act upon all notifications.

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

Users can choose to hide any personal information provided during the registration process. This option can be modified in the “personal settings” section.  
Accounts of users less than 18 years old do not appear in search results.

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

Videos tagged with keywords in our extensive, multilingual blacklist are preemptively placed behind the Family Filter, and trigger alerts for the support team.

Upon reception of such alerts, the support team then reviews the videos to make sure there is no inappropriate content uploaded to the site.

As noted above, the support team handles any user generated report on an ongoing basis.

### **3. Other information**

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

**Dailymotion is seeking help from the EU to better identify NGO's ready to cooperate as E-enfance is doing in France**