

EU SNS Safer Social Networking Principles Self-declaration Form

MySpace

(Submitted: 17 April 2009)

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

MySpace.com (“MySpace”), a unit of Fox Interactive Media Inc. (“FIM”), is the world’s premier social portal for connecting people, content, and culture. MySpace empowers its global community to experience the Internet through a social lens by integrating personal profiles, photo sharing, professional and viral videos, blogs, mobile, instant messaging, and the world’s largest music community. MySpace is the highest trafficked website in the United States and includes an international network of more than 30 local community sites throughout North America, Latin America, Europe, Asia, and Australia.

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

The following is an outline of how MySpace has considered the EU Safer Social Networking Principles in relation to its Social Networking Service. 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

Providing Education

- All under 18s receive security warnings before posting content.
- All under 18s must review and scroll through Safety Tips when they register on the site.
- There is a “Safety Tips” link on every page, which includes links to parent monitoring and blocking software.
- There is a “Contact MySpace” link on every page.
- The MySpace Parent Brochure is available on the Parent Safety Tips page.
- The School Administrator’s Guide to Understanding MySpace and Social Networking Sites has been distributed to over 55,000 schools.
- We have run aggressive education campaigns through MySpace, News Corporation properties, and third-party partners including National Center for Missing & Exploited Children (NCMEC), National PTA, AdCouncil, Seventeen Magazine, National School Board Association & the

National Association of Independent Schools.

- There are extensive PSA campaigns across News Corporation properties.
- MySpace is a Steering Group member of the European Teach Today initiative with industry members and European Schoolnet (EUN).

Partnering with Non-Profit Organisations and Government Task Forces

- MySpace was a member of the Internet Safety Technical Task Force, in the US, which concluded its work with the issuance of its report in December, 2008.
- We have partnerships with the Illinois Library Association and the American Library Association to distribute millions of bookmarks on Internet safety in public libraries across the U.S.
- AMBER Alerts: MySpace partners with the NCMEC to distribute localised online AMBER alerts via MySpace so MySpace users can help bring a missing child home.
- We have education partnerships with organisations such as ConnectSafely.com, NetFamilyNews.com, WiredSafety.org, I Keep Safe Coalition (iKeepSafe.org), Cyberbullying 411, Enough is Enough and MySpace MyKids.
- We donated Sentential SAFE to NCMEC.
- We participated in the UK Government Taskforce on Child Safety on the Internet.
- We contributed to the UK Home Office Taskforce's first UK Social Networking Guidance.
- We participate in the UK Government's Cyberbullying TaskForce.
- We participate in the Australian Government's Consultative Working Group on Cyber-Safety.
- We participate in the EU Safer Social Networking Task Force.
- We are a member of the UK Council for Child Internet Safety (UKCCIS).
- We cooperate with www.jugendschutz.net in Germany.
- We are participants of the Italian "Settimana della Sicurezza".
- We are part of the Education Partnership with Italian National Police.
- We have an education partnership with MOIGE in Italy.
- We participate in the elaboration of the French Ministry of Interior's Guidelines to fight against Cybercrime, through AFA (Association for the Internet service Providers and other Internet Services)
- We participate in working groups of the Internet Rights Forum on Child Protection and Hate Speech in France
- We have outreach partnerships with organisations such as Action Innocence and E-Enfance in France

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

Preventing Underage Users

- Our Terms of Use indicate a minimum age to use our site.
- We place a session cookie on the registration page, so prospective members cannot change their age if the initial age was below that specified in our Terms of Use.
- We employ a search algorithm currently in English and French, utilising terms commonly used by underage users, to seek and delete individuals misrepresenting their age.
- We actively search out underage users by hand.

- We delete thousands of profiles per week for misrepresenting their age.
- MySpace developed software, called ParentCare, to help parents easily determine whether their teen has a MySpace profile, learn about safety and to ensure their teen's age is accurate.

Protecting Younger Users from Inappropriate Content

- All hosted images and videos are reviewed for compliance with Terms of Use, these images are then hashed to ensure they cannot be reuploaded.
- Inappropriate URLs are blocked from being posted on the site.
- We capture IP logs of image uploads.
- User accounts are deleted for uploading pornographic videos.
- Alcohol related ads are not targeted to under 18s.
- Smoking/Drinking preferences are blocked for under 18's.
- Groups and classifieds are reviewed when inappropriate content is suspected.
- Under 18s are defaulted in a way that requires them to pre-approve all comments made on their profiles.
- MySpace works closely with commercial content providers to ensure that users have the information necessary to make informed choices regarding content. This may come in a variety of forms for example, warning messages, restricting content based on time of day etc.
- In all contractual agreements, partners accept their responsibility to abide by our Terms and Conditions, thus adhering to our content standards.

Principle 3: Empower users through tools and technology

Protecting Younger Users from Inappropriate Contact

- New profiles for under 18s are automatically defaulted to private.
- No user can browse for under 16s.
- Adults can never add under 16s as a friend unless they know the under 16s last name or email address (the adult must know the user in the physical world).
- If under 16s override their privacy settings, they are still only viewable by other under 18s.
- Mature groups cannot be accessed by under 18s.
- Under 18s can block all over 18s from contacting them or viewing their profiles.
- Under 16s are tagged to be un-searchable by age on search engines.
- Under 16s can only receive group invites from the individuals in the friend network.
- Under 18s cannot access age-inappropriate areas such as Romance and Relationship chat, forums and groups, Mature groups and certain Classified categories including dating and casting calls.
- Under 18s cannot browse for age inappropriate categories such as relationship status, smoker, drinker, or income.
- Over 18s are limited in their ability to search in the School section- they can only search for high school students graduating in the current or upcoming year.
- We have created and implemented a pornographic website database that restricts users from posting mature links on their profile.
- MySpace in partnership with Sentinel Tech Holding Corp., built a database, called "Sentinel SAFE," which compiles all the US sex offender registries into one centralized database. We

match the Sentinel SAFE database against the MySpace database and remove registered sex offenders from our Site. MySpace would welcome the opportunity to discuss the feasibility of the extension of this program into the European Union member states.

Providing Tools for all Members

- All users can set their profiles to Private.
- Users can pre-approve all comments before being posted.
- Users can block other users from contacting them.
- Users can conceal their 'online now' status.
- Users can prevent forwarding of their images to other sites.
- Over 18s can block under 18s from contacting them or viewing their profile.
- All users can allow only those users whom they have proactively added to their Contact List to see when they are on IM and to contact them.
- Users can make all their photos, or sections of their photos, Private.
- Email verification is required for all new MySpace members.

Security Features

- Interstitial pages appear when clicking on third party links. These pages inform users that they are leaving MySpace.com and to be mindful not to reveal their login information.
- Users are empowered to combat spam with over twenty communication preference options. MySpace can guide users' settings if they choose to use one of the three levels of preset options (low, medium, or high) or users can customise their settings by enabling any individual options they wish.
- We have deployed CAPTCHAs to prevent the use of automated systems to engage in spam or other malicious activities.
- MySpace has developed a tool which can detect user accounts that may have been phished and "lock" them, preventing the account from perpetuating the advertisement until the user can update their password and solve a CAPTCHA.
- All third party links on MySpace are now converted into 'MSPlinks' which act as a wall between MySpace and outside websites. In doing so, MySpace maintains control of third party links on its service and can "turn off" malicious or inappropriate links immediately and retroactively across the entire site.
- MySpace uses a series of tools to identify anomalies in how a user might be using MySpace.

Application Information and Data Collection

- All applications are governed by the same privacy controls that are in place for members.
- An application can only get information from the user if the user installs the application and thereby grants the application permission.
- MySpace offers a universal setting for not sharing any data, including public information, with any applications.

Application Security

- All applications must use our API's, which have security features built in.
- All applications go through a robust security review process before going live to our members.
- MySpace takes action against applications that violate safety and security requirements.

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

Reporting Inappropriate Content

- A report abuse procedure can be accessed from every MySpace webpage and wherever user-generated content appears.
- Users can report inappropriate content or behaviour to MySpace.
- Users can report spam email complaints to MySpace.
- Users can directly report sexually explicit conduct to NCMEC's CyberTipLine.
- Users can easily "Report Abuse" in email, videos, forum posts and classifieds.
- Users are easily able to provide reasons when reporting images for Terms of Use violations.
- We provide links, via the safety tips pages, to relevant local agencies and organisations that may provide help or support on topics such as depression, suicide and bullying.
- Reports of abuse are acknowledged immediately and acted upon expediently by dedicated teams.

Principle 5: Respond to notifications of illegal content or conduct

Dedicated MySpace Teams

- The Customer Care Team handles sensitive user issues.
- The Content Assurance Team ensures integrity of safety systems and flags potential issues.
- The Parent Care Team provides a dedicated parent hotline, email (parentcare@myspace.com) and guidebook .
- The School Care Team provides a dedicated educator hotline, email (schoolcare@myspace.com) and guidebook.
- The Law Enforcement Team provides a 24/7 dedicated hotline, email (lawenforcement@myspace.com) and guidebook.
- The Security Incident Response Team has a dedicated security team that works to identify potential problems and takes immediate action when security issues occur.
- We have effective and robust reporting mechanisms and established working procedures in place with NCMEC.

Partnering with Law Enforcement

- We provide ongoing support for local, state, federal, and international law enforcement in investigations and prosecutions.
- There is a 24/7 dedicated hotline and email created for use by law enforcement – not just for emergencies.
- We provide ongoing training to cyber crime units on how to investigate and prosecute cyber criminals using MySpace.
- The Law Enforcement Guide and One Sheet have been created to help law enforcement agencies understand MySpace and investigate cases.

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

See Principle 3 “**Protecting Younger Users from Inappropriate Contact**”, “**Providing Tools for all Members**”, and “**Application Information and Data Collection**” for information

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

See Principle 2 “**Protecting Younger Users from Inappropriate Content**” and Principle 5 “**Dedicated MySpace Teams**” for information

Other information

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

--