

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 Rate.ee's declaration, including a short description of the services it offers that fall into the category of "social networking" as outlined in the Principles.

Rate.ee is the largest social networking site in Estonia. Launched in 2002 offering a simple picture rating service it has since grown to a fully fledged online community featuring friends lists, blogs, albums, and many other services. It has now over 300,000 active users comprising a one fifth of the population. EMT, the largest telecom company in the country, acquired a majority stake in Rate.ee in 2006.

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

The following is an outline of how Rate.ee 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

Rate.ee places a link to its safety page (www.rate.ee/safety.php) on all of its pages in the footer section. The page is divided into two sections, one targeting the parents warning them of the possible dangers on the internet while giving clear instructions on what they could do to protect the safety of their child. Second section is targeting children in an age-appropriate language warning them of the dangers of the internet and provides instructions on what they should do to ensure their own safety.

Terms of Service are provided in a simple and easy-to-read format (<http://www.rate.ee/rules.php>) and are made available at the footer of every page. Among others the terms prohibit disclosing personal information of other people. Rate.ee reserves the right to suspend an account immediately with no warning should a violation of the Terms occur.

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

On registering for the service, users are asked to enter their date of birth.

Profile pictures are an integral part of the service and are prominently displayed along the username throughout the site. With such an emphasis on the pictures all profile pictures are a subject of approval by site's moderators. Pictures displaying drugs or alcohol are not

permitted. Also, adults posting pictures of children, even of themselves at a young age, is not permitted.

Principle 3: Empower users through tools and technology

Rate.ee provides extensive controls for the user to control what parts of their profile are visible to friends or public.

- Users have an option to delete unwanted comments on their profile page.
- Users can block other users and reject friend requests
- Users are able to report inappropriate contact

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

- Users can report any picture that is inappropriate by using a Report Abuse button
- Users can report any received e-mail that violates the terms of service
- Users are instructed to write at webmaster@rate.ee to report any violation of the terms of service.

Principle 5: Respond to notifications of Illegal content or conduct

Rate.ee administrator responds to complaints daily. A cooperation is established with the law enforcement agency provided the complaint is filed with the police. However, proactive pursuit of potential perpetrators by the service provider is in violation of state laws.

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

Contextual warnings are displayed throughout the site and confirmations are asked before user submissions.

User privacy settings are prominently made available on user's profile page.

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

Regular and frequent reports are generated flagging possible violations of the terms of service.

Moderators play a large role in ensuring community's adherence to rules. Hundreds of moderators are monitored by a handful of carefully selected super-moderators. Unsuitable moderators are replaced. Super-moderators are selected and monitored by the site administrator.