

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

- wer-kennt-wen.de GmbH provides the Social Network wer-kennt-wen.de for the German – speaking market (<http://wer-kennt-wen.de>).
- wer-kennt-wen.de is a social network for people from 14 years on and based on the idea of finding new and old acquaintances.
- wer-kennt-wen.de was launched in Oct 2006 and provides its services to more than 8.5 million registered users (September 2010). The company is 100% owned by RTL interactive since February 2009. The platform was founded by Fabian Jager und Patrick Ohler, who studied computational visualistics.
- wer-kennt-wen.de is a platform to establish new contacts or to get in touch with old friends. Everybody can join for free, if invited by another member. To create an individual profile, the user has to give his real name, age and E-Mail address. Each member can make use of the same functions: send and get messages, set up photo albums, chat, write into blogs or guest books.

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

The following is an outline of how [company] 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

- wer-kennt-wen.de provides special information sites for teenagers, parents and teachers in an age-appropriate and user friendly manner in order to explain its dedication to the protection of minors, privacy settings, internal rules of conduct or help in case of violations against these.

- wer-kennt-wen.de is a member of the “Freiwillige Selbstkontrolle der Multimedia-Diensteanbieter (FSM)”, a German institution for the voluntary self control in the internet.
- wer-kennt-wen.de has signed the “German code of conduct for providers of social networks” in 2009 (Verhaltenskodex für Betreiber von Social Communities bei der FSM).
- wer-kennt-wen.de supports media education campaigns and -institutions and raises awareness among users to the significance of media literacy (watchyourweb.de, Safer Internet Day, klicksafe.de, jugendschutz.net and “Deutschland sicher im Netz (DsiN)”.
- “First Steps”- function: introduction for new members of the community including references to detailed information in FAQ, to privacy settings and to voluntary support by community members (“AusKenner”).
- Safety information when uploading pictures
- Coming soon: tutorial, which instructs (especially underage) users to be careful when publishing personal information and other personal data.

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

- wer-kennt-wen.de implemented sophisticated and strict privacy settings for users under 18. The percentage of minors is about 16% (lt. AGOF Internet facts I/2010).
- address, telephone/ mobile number or messenger are not visible to others. Personal information, blog, messages, photo albums, events, newsfeed etc. of minors are only visible for friends.
- Search engines are never able to crawl user profiles younger than 18.

Principle 3: Empower users through tools and technology

- Substantial and easy to find privacy settings concerning profile information, functions, pictures and adverts.
- Easy to find button to report offensive or forbidden content (Melde-Button) such as pictures or comments /stories in discussion groups or on profiles.
- Easy to find button below each profile picture to ignore unwanted contacts (“xy ignorieren)
- Control function (“Meine Seite für andere”) which allows the user to look at his profile from a friend’s perspective, the perspective of an unknown user and from a user one ignores.
- Substantial help function with hints to solutions of some common problems.
- Easy to find E-Mail contact to youth protection- and data protection coordinator

- Sign off available at any time

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

- easy to find button below each profile picture to report conduct or forbidden content (Melde-Button) such as pictures or comments /stories in discussion groups or on profiles.
- Easy to find button below each profile picture to ignore unwanted contacts (“xy ignorieren”)

Principle 5: Respond to notifications of Illegal content or conduct

- wer-kennt-wen.de provides a customer care- team of 45 associates with different skills for special topics (shift work including the weekends).
- Team for requests by police or public authorities available via E-Mail or telephone.
- A dedicated Youth-protection coordinator.

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

- “First Steps”- function: introduction for new members of the community including references to detailed information in FAQ, to privacy settings and to voluntary support by community members (“Auskenner”).
- Safety information when uploading pictures
- Coming soon: tutorial, which instructs users (especially minors) to be careful when publishing personal information and other personal data
- Substantial and easy to find privacy settings concerning profile information, functions, pictures and adverts.

- control function (“Meine Seite für andere”) which allows the user to look at his profile from a friend’s perspective or the perspective of an unknown user and from a user you ignore.
- Substantial help function with hints to solutions of the some common problems.

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

- Self-regulation by attentive community members.
- wer-kennt-wen.de is taking strict measures against violation of rules: user accounts are reprimanded, temporarily locked or finally deleted.
- Content with criminal potential is passed to police or public authorities.
- Content with special problems concerning underage users is committed to the Youth-protection coordinator.

Other information

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

This information can be published Yes/No