

Statement Stardoll AB

Commitments – CEO Coalition to make the Internet a Better Place for Children

Following an invitation from Vice-President Kroes of the European Commission *Stardoll AB* signed up in December 2011 to join the CEO Coalition to make the Internet a Better Place for Children. Following the Statement of Purpose we have together with the other 30 signatories worked towards concrete measures on 5 Actions in 2011-2012.

In the last 12 months the CEO Coalition has worked on 5 Actions and has extensively discussed and analysed the areas of action. In the course of this extensive work, and with consultation of civil society, Coalition members have delivered concrete outcomes and identified sets of good practices, which serve as recommendations to the ICT Industry. Based on these recommendations, *Stardoll AB* commits to/declares following concrete steps:

Action 1 Simple and robust reporting tools for users

- *Stardoll has already implemented simple as well as robust reporting tools with commonly understood reporting categories. Report buttons are well placed and easily accessible by the users next all social features on Stardoll. This in turn is further highlighted by a number of features designed to increase safety and security awareness such as the Safety Quiz as well as a Quest on Stardoll designed to teach users how to report. Stardoll also has a comprehensive Help section tailor-made to provide information for kids as well as their parents on the reporting processes and tools we have on Stardoll (<http://www.stardoll.com/en/help/article.php?sectionId=18&articleId=15>). After reporting, users receive confirmation that we have received the report and information on what happens next.*

Action 2 Age appropriate privacy settings

- *Stardoll currently limits the volume of personal information users can reveal or share with each other. Presently users are only permitted to include their ages (which can be hidden) and country to their profiles (MeDoll). The gender is that of their MeDoll. We have implemented a mirror profile so that users can view how others see their profile. We also inform users on the perils of openly and willingly revealing their personal details – as highlighted in our One-Stop Rules that we repeatedly inform our users of in several ways – one being via the Quest system. Through our very stringent moderation system we also filter out names, addresses and other personal details shared on Stardoll.*

Action 3 Wider Use of Content Classification

- *Stardoll is appropriate for all ages. As a result we have chosen not to classify the site and do not allow users to upload pictures that are not pre-approved, and have word-filters in place to filter out inappropriate language. However users under the age of 13 have a Kidsafe option, which restricts their social capabilities.*

Action 4 Wider Availability and use of parental controls

Users under 13 must provide a parental email when registering on Stardoll. In an email to the parent, we inform about Stardoll, our rules, how to report and link to the parent information pages on the site: (<http://www.stardoll.com/en/help/section.php?sectionId=15>) as well as informing parents on how to close an account or how to contact us. In the US parents must print, sign and send in a form if they wish to lift the Kidsafe feature on Stardoll. In other countries, an email is sent to the parent to inform them if this feature is disabled and how to change it back.

Stardoll currently doesn't offer any other parental control features but there are plans in place to integrate these or similar controls at the earliest opportunity. Such features include providing parents with the tools needed to oversee the amount of time spent playing games as well as regulation over during the day kids may be permitted to access Stardoll.

Action 5 Effective takedown of child abuse material

Apart from the submission of images for club logos, which is rigorously moderated, there is no process in place for the effective takedown of child abuse material on Stardoll as no links or images can be uploaded on Stardoll. Should we be made aware of any such links or images from our users, we cooperate with the Swedish Police and would report to them without delay.