

Statement Netlog

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

Following an invitation from Vice-President Kroes of the European Commission Netlog 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, Netlog commits to/declares following concrete steps:

Action 1 Simple and robust reporting tools for users

- All visitors to Netlog, registered or not, can report inappropriate content by simply hitting the **report abuse button**. That button can be found next to all types of content on Netlog: profiles, pictures, videos, blog messages, private messages... To make it easier to motivate a report, Netlog provides a list of the most common reasons for reporting content: sexual content, racism, violence, property rights...
- For members that for some reason prefer not to report abuse via the ‘report abuse’ buttons, Netlog also provides **localized e-mail addresses, post addresses, Helpdesk** and a **fax number**.
- **Experienced and trained** Community Managers and Community Assistants check the reports on a **24/7 basis**. Reports are **prioritized** according to the amount of complaints.
- Netlog keeps in touch with NGOs, police authorities and governments to assure that all serious reports can be escalated as soon as possible, if appropriate.
- In 2013, Netlog will continue to explore ways to keep our community safe.

Action 2 Age appropriate privacy settings

- Privacy settings of all **minors** are **closed**, i.e. they cannot choose to show their profile to everyone and **adults cannot contact minors** unless they are friends. Friendship requests that are sent from adults to minors cannot be motivated (to avoid ‘dirty talk’ in friend requests to minors), adults cannot see minors’ MSN details and cannot search for minors, etc.
- **Private information** - like home addresses or phone numbers - cannot be shared on Netlog.

- Netlog's Terms of Service state that the **minimal user age** on Netlog is 13, and nobody below that age can register. If Netlog finds out that someone is providing false information on their age, the account is **blocked** instantly. Minors older than 13 can register but need **permission from their parents**.
- The Netlog site is designed in a **very user-friendly** manner. It only takes a few moments to register, to report abuse or to contact one of Netlog's trained staff members to get further assistance.
- Netlog has very extensive **privacy settings** that enable all users to tailor their **availability** and **visibility** to others. The settings range from very open to strictly limited.
- Individuals can be blocked from accessing one's profile by applying Netlog's easy-to-use **blacklist** option. It is also possible for users to **pre-approve** all comments to their profile and to choose who can contact them. In terms of images and videos, users can choose the privacy settings for **each image and video** separately. As far as the profile is concerned, users can **choose** whether they want to show their real name, birth date, location, mother tongue, profession, company, hobbies, love status, sexual preferences, introduction texts or interests on their profile. Member can also choose who can see their status updates and who can rate or comment their published items.
- Netlog members are **reminded about privacy options** in various places throughout the site. For example, if someone has a lot of unanswered private messages in his or her inbox, Netlog informs the member that changing his or her privacy settings will prevent the unwanted private messages.
- In 2013, Netlog will continue to improve our privacy settings and user friendliness.

Action 3 Wider Use of Content Classification

- Content on Netlog is automatically **filtered** according to your age and location. This way, minors by default see content posted by other minors, not by adults. Netlog also uses **automatic spam filters**.
- Netlog has a **Wordlist** with inappropriate words, and a **Blocklist** with inappropriate URL addresses. Both lists are regularly updated.
- Netlog prevents blocked people from registering again via a list of blocked mail addresses, phone numbers and IP addresses.
- Netlog restricts some ads and applications (for example alcohol related ones) to ensure that they are **accessible to adults only**.

- Netlog **screens** its games before allowing them on the site. No overly violent game will be accepted on Netlog.
- Netlog only displays **safe advertising banners** and **Family Safe Google Ads**. All custom ads are **moderated** before being published.
- In 2013, Netlog will continue its efforts to make sure all content is age appropriate.

Action 4 Wider Availability and use of parental controls

- Parental control tools are not directly relevant to Netlog. We do recognise the value of adding parental control tools on hardware.
- Netlog encourages parents and children to chat about safety and the use of technology. That's why we not only have an **online security centre** for members, but also for parents and teachers. The security centre gathers all useful information on **safety and security**, as well as **tips & tricks** on how to react to potential threats.

Action 5 Effective takedown of child abuse material

- Netlog is **very strict** about the content published on the site. All pictures and videos are moderated as soon as possible upon uploading. Blocked items are **hashed** so that it is not possible to upload them again. Netlog users can report all inappropriate items by simple **abuse buttons**. Netlog's trained staff review abuse reports on a **24/7 basis**. Acknowledged reports result in warnings or blocking the content/profile.
- Netlog reports **all law violations** (including child porn...) to **eCops**, an online reporting service of the Belgian Federal Computer Crime Unit. In case of **international crimes**, eCops is transferring the issue to their international associates.
- In 2013, Netlog will continue to work with law enforcement agencies and hotlines in the important area of child protection.