

Statement by Liberty Global

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

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

Liberty Global's child protection strategy

Liberty Global is a leading international cable operator with operations in 13 countries. In Europe, we operate next-generation broadband networks in 11 countries: Germany, the Netherlands, Belgium, Ireland, Switzerland, Austria, Poland, the Czech Republic, Slovakia, Hungary and Romania. Liberty Global's consumer brands in Europe include UPC, Unitymedia, Kabel BW and Telenet.

Liberty Global connects people to the digital world and enable them to discover and experience its endless possibilities. The safety of young people when accessing the digital world is an increasingly important social issue, as internet and digital TV use continues to increase. We believe that the best way to protect younger users is to educate and empower them by providing the tools they need to safeguard themselves. Since 2006, Liberty Global has worked in partnership with European Schoolnet (EUN) focusing on the shared goal of creating educational tools aimed at addressing the social issue of protecting children online.

EUN is a network of 30 Ministries of Education in Europe and beyond, created 15 years ago with the aim to bring about innovation in teaching and learning to its key stakeholders.

Liberty Global together with EUN believe that protecting children online is a multi-stakeholder responsibility. We have created tools that engage or involve government, educators, industry and families. All of the tools created are distributed through the EUN's Insafe network across Europe and by Liberty Global's market operations and have been endorsed by the European Commission.

Since 2006, Liberty Global has been a main sponsor of Safer Internet Day (SID), organized by Insafe, a European Network of Awareness Centers and part of the European Schoolnet network. SID is held each year in February to promote safer and more responsible use of online technology and mobile phones, with a focus on young people across the world.

Tools that were created as a result of the cooperation between Liberty Global and EUN:

In 2008, we produced the "Family e-Safety kit: Taming the web," for children ages 6–12 years old. The kit explores online safety issues such as security, communication, cyber-bullying and entertainment, while offering parents, teachers and young people advice on how to overcome these issues. Over 1.2 million copies of kit have been distributed in 18 languages across 23 countries.¹

In 2011, we launched a second toolkit, "Play and learn: Being online," for children ages 4–8 years old. This resource provides younger internet users with a glimpse of how technology can impact their lives, and delivers messages for keeping safe online. The toolkit is available in 16 languages and over 100,000 copies have been distributed.²

In 2012, Liberty Global and EUN launched an awareness-raising video that tackles the parental concern of 'Who are your kids talking to online?' encouraging parents to actively engage with their children regarding their online activities. The video provides practical tips on eight key online issues that youngsters might encounter, including: Privacy on Social Networks, Online Gaming, Blocking, Risks Online, Online Friends, Meeting Strangers, Personal Information, and Online Reputation. The video is available in 8 language versions, it has been distributed and endorsed by The Confederation of Family Organisations in the European Union.³

In 2013, Liberty Global and EUN recently partnered with Google to create 'The Web We Want' an educational handbook for 13-16 years. It covers topics such as freedom of expression, thinking before you post, staying in control of what you share online, how people present themselves to the world, content sharing, and privacy protection. Managing online reputation is important for younger generations, in particular when preparing for university and careers.⁴

In September 2013 the eSafety label project will be officially launched, a multi-stakeholder initiative by European Schoolnet which we are part of. The eSafety label is a European-wide accreditation and support service for schools to review their own eSafety practices against internationally-agreed standards and a resource portal providing schools with an ever-growing set of resources including lessons, plans and policies to tackle the topic of internet safety.

The following overview gives an impression of Liberty Global's contribution on the 5 CEO Coalition action items, and an outlook for 2013:

¹ <http://www.esafetykit.net/index2.html>

² <http://www.saferinternet.org/web/guest/activity-book>

³ <http://www.lgi.com/cr/cr-video-gallery.html>

⁴ <http://paneuyouth.eu/web-we-want/>

Action 1 Simple and robust reporting tools for users

Liberty Global closely works together with a number of programmes and organisations that are involved in the development of reporting tools and awareness raising activities. Liberty Global is sponsoring Insafe and we are a member to EuroISPA which is, like Insafe, one of the partners of Inhope, the international association of internet hotlines. Many of our national operations have public-private partnerships with the local Insafe awareness centres and helplines.

For example, in the Dutch market our operation UPC Netherlands is the main sponsor of child help line 'Landelijk Bureau Kindertelefoon'. Liberty Global supports the global network of child helplines, Child Helpline International.

UPC Poland is a sponsor of Kidprotect.pl, which addresses the issue of child safety on the Internet in Poland, including issues such as children's access to harmful content and child pornography and paedophilia online. The Foundation pursues the StopPedofilom program as part of the running public awareness campaigns, training for police and prosecutors and the oldest hotline in Poland that allows anonymous reporting of incidents related to child pornography and paedophilia.

UPC Netherlands is also a sponsor and an active partner of the 'Digivaardig & Digiveilig' programme, a public-private partnership for a safe digital environment. This programme has developed amongst other things the 'Meldknop.nl', which gives a single click access to the national helpdesk.

In 2013 Liberty Global will continue to partner with and support many of these organisations and will continue to roll out its toolkits and awareness raising products to empower and inform children about online risks and what to do when they encounter them.

Action 2 Age appropriate privacy settings

Liberty Global is deeply committed to protecting the privacy of our customers and we adhere to all applicable laws on the use of personal data. Every customer, of every age, should be confident that when we manage their information we give the utmost care and attention to protecting their digital identity. Our Global Privacy Policy has been issued to all our employees, prescribing the principles, values, standards and rules of behaviour to be used when handling personal customer information. In 2012 we published our Consumer Privacy Policy on our various country websites, keeping consumers up to date in a clear and understandable way about their rights and our obligations regarding the protection of their personal information.

In 2013 we will further implement our Consumer Privacy Policy across our footprint and evaluate how to provide more and clearer information to our customers of all ages on our privacy policy and settings.

Action 3 Wider Use of Content Classification

The Adult TV content Liberty Global currently distributes is controlled by a pin to protect children from restricted content. The companies in our footprint offer the ability to restrict access to certain programmes or on demand content or interactive services, based on established content classification systems and PIN protection.

Liberty Global does not currently operate a UGC platform therefore the UGC specific recommendations are not applicable.

In 2013 Liberty Global will continue to work on the development of parental control services and awareness raising activities to make sure parents are aware of the online risks for their children and know how to find and use tools to protect them.

Action 4 Wider Availability and use of parental controls

Liberty Global recognizes the importance of protecting children when our customers use our services and therefore we ensure that protective features are embedded into the technologies we design.

For our digital TV service we have developed 'Kidzone,' a video-based portal for child-specific content. The platform aggregates all child-appropriate content onto a single interface, enabling the customer to see the whole breadth of kids' content that is available on the UPC platform. This enables parents and children to immediately see the programs that are relevant to them.

We also have a number of parental control security features on our DTV products across a number of our affiliates. In 2012 UPC Romania have introduced a children's TV remote controller called "Teki" which allows children to select appropriate content in a safe environment. Parents can control which TV Channels their children watch without having to put passwords on channels by giving the children their own remote controller.

Also in 2012 our Magic Desktop software has been launched by UPC Ireland. The software is to protect children between ages 2 and 10 when they are online. The Magic Desktop provides a safe way to share computers with children. It functions as an operating system on Windows-based PCs that is both child-proof and child-friendly. Parents can control which programs kids can access and can also control when and how kids access the approved programs.

We believe that the best way to protect people is to educate and empower them by providing the tools they need to protect themselves. We have invested in educational materials that teach young people, parents and teachers how to stay safe when they are online in collaboration with Insafe: the Play and Learn Booklet (targeted at 4 to 8 years) the family eSafety kit (targeted at 6 to 12 years), The Web We Want booklet (for 13 - 16 year olds) and the 'Who are your kids talking to online?' awareness raising video.

Other initiatives we are involved in include UPC Netherlands' free 'Media Literacy' teaching package for elementary schools⁵. The package enables 7th and 8th grade (age 10-12 years) elementary school teachers to teach students responsible and safe use of the internet, social media and television. The package seeks to arm children with the necessary skills and knowledge needed to interpret media messages and has been used by around 85.000 children in their classrooms - that's about 20 per cent of 7th grade and 8th grade students in the Netherlands.

⁵ <http://overupc.upc.nl/upc-in-de-maatschappij/mediawijsheid/lespakket-mediawijsheid/>

UPC Netherlands has also developed a booklet on responsible use of social media for parents and children. So far 40,000 copies of the Social Media Guide⁶ have been distributed. The booklet has been co-funded by the European Union and the local Insafe awareness centre (Digivaardig & Digibewust). It was developed to guide parents and children to safely and responsibly use social media sites like Facebook, Twitter and Facebook and has been distributed over 60,000 times.

In 2012 UPC Poland has launched an internet safety campaign in *PWN*, a leading science-education publication which reaches 10,000 information technology (IT) teachers. The articles describe the many benefits of digital TV and the internet, which can be accessed through UPC's applications for the whole family to use. At the same time as highlighting these positive outcomes, UPC Poland emphasized the risks for children and alerted readers to a new set of materials for parents, produced in collaboration with the US non-profit organization Public Broadcasting Service. These include tips on how to get the best from digital technology in supporting children to develop emotionally and intellectually, while ensuring they stay safe.

In Germany, Unitymedia Kabel BW joined experts from Cologne University of Applied Sciences to launch a "Young users" initiative. It is aimed at increasing the media literacy of parents and children and promoting the safe and responsible use of TV and entertainment media. The project works through local community networks and includes research, educational measures, events and guidance materials to help young people and their parents develop the skills and knowledge they need to stay safe.⁷

In 2013 the Web We Want booklet and the eSafety label for schools will be launched across our footprint. We will continue to focus on distributing these new and the already existing awareness raising and educational tools across our markets and make sure they are available in different languages. We will also look into the possibility to provide these tools as applications on our Horizon multimedia platform.

Action 5 Effective takedown of child abuse material

Liberty Global is compliant with domestic legislation and participates in local initiatives in relation to the removal of CAM in the various Member States in which we operate. For example, UPC Netherlands is participating in a public-private partnership with the government, LEA, national hotline and other companies to fight the misuse of and harm done to children. UPC Netherlands is also one of the initiators of the 'Notice and Take-down Code of Conduct' which is in operation as of 2009.⁸

In 2013 Liberty Global will, within the context of legal boundaries, continue to engage in these kind of initiatives and cooperate with national and European authorities in order to facilitate law enforcement regarding suspected content.

⁶ <http://overupc.upc.nl/pdf/over-upc-maatschappelijk-sociale-media.pdf>

⁷ www.umkbw.de/ueber-uns/verantwortung/

⁸ http://www.ecp-epn.nl/sites/default/files/NTD_Gedragcode_Engels.pdf