

January 2014 - Implementation report

Liberty Global

CEO Coalition to make the Internet a Better Place for Children

Action 1 Simple and robust reporting tools for users

Liberty Global connects people to the digital world and enables them to discover and experience its endless possibilities. But enabling people to discover these possibilities brings also the responsibility of ensuring that the Internet is a safe place for all. For this reason, Liberty Global and all its country operators work 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 which is 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. Liberty Global also supports the global network of child helplines, Child Helpline International.

In 2013 Liberty Global has continued to partner with and support many of these organisations and continued 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.

Liberty Global has also continued to closely work together with a number of programmes and organisations that are involved in the development of reporting tools and awareness raising activities.

Through our national operations we have worked in public-private partnerships with the local Insafe awareness centres and helplines. Some examples include: in the Netherlands, UPC is the main sponsor of child help line ‘Landelijk Bureau Kindertelefoon’; 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. UPC Poland is a sponsor of Kidprotect.pl, a foundation 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.

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.

Liberty Global has continued to adhere to all applicable laws on the use of personal data. 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. We have rolled out a privacy training programme to a large number of employees in our markets. Our Consumer Privacy Policy has been published 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.

Liberty Global will remain compliant with applicable laws on the use of personal data, continue to make sure all employees are aware of our Global Privacy Policy and make sure that our customers are kept up to date about their rights and our obligations regarding the protection of their personal information.

Action 3 Wider Use of Content Classification

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. 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 has continued 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.

We have continued to implement Parental control security features on our DTV products across a number of our markets. For example, Virgin Media applies PIN protection to all adult channels on our EPG, all adult channels on our VOD library and any content shown after 8pm that is either recorded or available in VOD. UPC Austria offers a PIN-Protection depending on the age-limit the content. The available age limits are: 6/12/16/18/none. The adult VOD Library is protected by a double PIN System. It is also possible to protect access to any TV channel with a PIN code. UPC Cablecom offers an F-Secure Internet Security Package to the Customers.

Liberty Global will continue these existing features and initiatives and will keep looking into further developing, improving and building on these.

Action 4 Wider availability and use of parental controls

This action remains at the heart of Liberty Global concerns and child protection strategy: at Liberty Global we recognize 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.

Nevertheless, we also believe that the best way to protect younger users is to educate and empower them by providing the tools they need to safeguard themselves. Through targeted education programs, including internet safety toolkits, lessons, campaigns and public service announcements, we aim to raise awareness and provide children, young people, but also parents and educators with clear information on how to reduce the risks as well as to enjoy the benefits of being online.

In 2013 Liberty Global has continued to ensure that protective features are embedded into the technologies we design. At the same time, Liberty Global constantly seeks to enable parents and teachers to gain skills on how to protect their kids online, as well as to educate and empower children and young people themselves by giving them tools to learn how to stay safe when navigating on the internet.

Within this framework, some of the protective features that have been recently implemented by our country operations comprise: a UPC platform called 'Kidzone' that aggregates all child-appropriate content onto a single interface; a number of parental control security features such as a children's TV remote controller introduced by UPC Romania, enabling children to select appropriate content in a safe environment; UPC Ireland has also developed the Magic Desktop software, designed to protect children between ages 2 and 10 when they are online.

Liberty Global has also maintained its drive to develop educational materials. We have worked in collaboration with Insafe, designing different tools for young people, parents and teachers. Some examples include: the Play and Learn Booklet (for 4-8 years); the family eSafety kit (for 6-12 years), and the eSafety label which was translated in to 13 languages and has reached over 90,000 pupils; The Web We Want booklet (for 13-16 year), also translated in 8 languages; and the 'Who are your kids talking to online?' awareness raising video for parents.

Across our footprint, some of the specific education initiatives that have been rolled out are: UPC Netherlands' free 'Media Literacy' teaching package for elementary schools (for 10-12 years) and a booklet on responsible use of social media for parents and children; UPC Poland came forward with an internet safety campaign in PWN, a leading science-education publication; Unitymedia KabelBW launched the "Young users" initiative, aimed at increasing

the media literacy of parents and children and promoting the safe and responsible use of TV and entertainment media.

In 2014 the eSafety label for schools will be launched across our footprint. The eSafety Label provides an online portal for schools to review their eSafety practices against internationally agreed standards. This is a major step forward in the drive to develop and maintain high standards of eSafety for children. Schools can assess their 'esafety' infrastructure, policies and practices by completing a questionnaire and gain accreditation as an 'eSafety Certified' school, when they put forward evidence of their practices. Participating schools are equipped with an action plan and helpful resources to further develop their levels of eSafety practice. This initiative is a multi-stakeholder, public-private partnership among several European Ministries and leading companies including Liberty Global, Kaspersky Labs, Microsoft and Telefonica.

Liberty Global 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.

Furthermore, Virgin Media will introduce new parental controls software in 2014 that will provide for a consistent level of filtering to be applied to all devices connecting the home broadband connection, and will present all broadband customers with an active choice on whether or not they want to activate the controls.

Also, Virgin Media has committed to part-fund a £25million industry-wide education and awareness campaign that aims to improve parents' access to good quality online safety advice. The campaign will launch in 2014.

Action 5 Effective takedown of child abuse material

Liberty Global is compliant with domestic legislation and an active participant in local initiatives in relation to the removal of CAM in the various Member States in which we operate. Within the context of legal boundaries, we also cooperate with national and European authorities in order to facilitate law enforcement regarding suspected content.

For example, Virgin Media is a founding partner and funder of the Internet Watch Foundation and through that partnership, blocks access to child abuse material across fixed, mobile and WiFi networks. This activity is undertaken in collaboration with other industry stakeholders and has the support of UK Government. Additionally Virgin Media supports the work of the Centre for Child Online Exploitation (CEOP) and the IWF in providing technical training to their analysts and has cooperated in providing data to support specific cases where child abuse has occurred.

In 2013 Virgin Media has also extended its funding commitment to the Internet Watch Foundation to allow it to upscale its existing activities and introduced splash pages to blocked URLs informing the user that the content on the site is potentially illegal, that there are legal consequences associated with accessing it and that they can report the site via Stop It Now.

Liberty Global will continue to evaluate domestic legislation and remains an active participant in local initiatives in relation to the removal of CAM in the various Member States in which we operate.