

Statement of Nintendo Commitments

CEO Coalition to make the Internet a Better Place for Children

January 2013

Following an invitation from Vice-President Kroes of the European Commission, Nintendo 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.

Nintendo has always been a family brand and the protection of children is an important part of Nintendo's philosophy. In the spirit of the CEO Coalition, Nintendo has already implemented various measures for the protection of children, as follows:

Action 1 Simple and robust reporting tools for users

According to the Statement of Purpose, the vision is to deliver robust mechanisms for reporting content and contacts that seem harmful to kids. These should be available across specific online services and devices, covering clear and commonly understood reporting categories, while avoiding regulatory double jeopardy in areas regulated by other means.

- Nintendo is committed to providing simple and robust reporting tools in all products and services that allow the exchange of content that may potentially be harmful to children.
- Prior to the European launch of the new home console Wii U on 30 November 2012, the core products of Nintendo did not allow the online distribution of any materials that could potentially contain content harmful to children. In the context of occasional promotional projects that enable the online distribution of user-generated content (for example, a website to which users can upload photos as their entry to a competition), Nintendo provides a reporting button for each piece of content enabling the easy reporting, review and removal of inappropriate content.
- However, the newly launched home console Wii U supports a new online community for gamers "Miiverse", in which users of the Wii U can post typed or hand-written messages. Nintendo implemented a simple and robust reporting tool for Miiverse:
 - every user of Miiverse can report an inappropriate post via a reporting button located near each post,
 - the reporting button leads the user to a reporting screen, on which several reporting categories are listed. The names of the reporting categories are simple and easy to understand, taking into account the recommendations of the Working Group 1 of the CEO Coalition.
 - the reports are reviewed on an ongoing basis (24/7) and inappropriate posts are taken down swiftly after the report is made.

Update in January 2014

- Implementations in 2013:
 - Nintendo has continued to maintain the 24/7 review of all reports of inappropriate posts made in its online community for gamers "Miiverse". All reports are reviewed on an ongoing basis and inappropriate posts are taken down swiftly after the report is made.
- Planned/upcoming actions:
 - Nintendo is committed to acting to the same high standard with any future products and services.

Action 2 Age appropriate privacy settings

The Statement of Purpose says that privacy is a universally applicable right, and is especially strongly defined for minors. In any area of human activity, default-setting for data management has a significant influence on the behaviour and practices of individuals of all ages. Our vision is to manage default age-appropriate settings for kids in ways that ensure they are as safe as is reasonably possible.

- Nintendo is committed to protecting the privacy of children in all of its products and services.
- The online products and services of Nintendo are designed to protect the privacy of users and to restrict the sharing of personal information. In particular, if we consider the newly launched home console Wii U:
 - during the registration of a Nintendo Network ID, there is a warning on the screen that the real name should not be used for the Nintendo Network ID as it will be visible to other users of Nintendo Network;
 - when users launch Miiverse for the first time, there is a warning that users should not disclose personal information about themselves or third parties;
 - the Miiverse Code of Conduct advises users that they should never disclose their personal information such as email address, home address, work or school name, or other information with anyone on Miiverse, and never share anyone else's information either;
 - taking into account that children need special protection compared to adults, the settings of the Wii U console have different default choices for user accounts depending on the age of the user. For example, for adults the list of friends in Miiverse is public by default, whereas for children it is private and only becomes visible to others if a user has consciously changed the respective setting.

- all users are given a choice whether they want to make visible to others some additional information about their use of Wii U, such as their online presence or the game that they are currently playing.

Update in January 2014

- Implementations in 2013:
 - As reported in January 2013, Nintendo's online products and services were already designed to protect the privacy of users and to restrict the sharing of personal information. Nintendo refers to the examples of January 2013 as the privacy-related features of Nintendo's products and services have not changed.
- Planned/upcoming actions:
 - Nintendo will continue to design its new online products and services to protect the privacy of users and to restrict the sharing of personal information.

Action 3 Wider Use of Content Classification

The Statement of Purpose refers to the many successful existing and on-going initiatives, including PEGI and other age-rating systems, and content classification systems already well-established in certain sectors and countries. Our vision is to ensure that there is a comprehensive network of content classification, so that such information is available, wherever needed, to children and their families.

- Nintendo, as a founding member of PEGI, one of the most successful European content classification systems, contributes continuously to the development in this area via its active participation in PEGI.
- Nintendo has decided to become a member of USK, the German self-regulatory classification body for games, in January 2013.
- Nintendo supports the IARC initiative and is committed to work, via its participation in PEGI, towards to the recognition and adoption of IARC.

Update in January 2014

- Implementations in 2013:
 - Nintendo has become a member of the USK, the German self-regulatory classification body for games, in January 2013. Thereupon the USK evaluated all online services of Nintendo under the perspective of youth protection. In this evaluation, Nintendo's online services received the highest praise from the USK. Nintendo was awarded with the USK's youth protection seal of quality.

- Nintendo has supported PEGI and the USK in their work towards the recognition and adoption of the IARC initiative.
- Planned/upcoming actions:
 - Nintendo will continue its cooperation with PEGI and the USK.
 - Nintendo will continue to support PEGI and the USK with regards to IARC.

Action 4 Wider Availability and use of parental controls

In the Statement of Purpose it is stated a commitment to empowering parents to manage children's engagement online. Our vision is to generate broader and more effective use of parental control tools, providing choices in the settings and features of specific products and services. This may include default steps depending on the evidence of relative effectiveness of the solutions. Such tools need to be simple to configure, as well as effective. They will be placed in appropriate locations in devices and services, and will be promoted in such a way that they achieve the widest possible take-up. We are committed to measuring our progress and to sharing more proactively our findings.

- All current videogame consoles of Nintendo are, as standard and at no additional cost to the user, equipped with sophisticated parental control tools. Using these parental controls, parents can set a certain maximum age rating of games that their child can play, restrict the use of the Internet browser embedded in a console, or limit online interaction features, among other things. The settings are protected by a four-digit PIN code that the parents choose so as to ensure that a child does not change the settings later without their knowledge.
- Parents are invited to use the parental controls during the initial set-up of the device and to decide which features they consider to be appropriate for their children. Additionally, on the newly launched home console Wii U (European version) the parental controls are automatically ON for the accounts of users who are under 13 years of age so that such users cannot use online functions unless their parents have made a conscious choice to unlock the feature for them.
- Nintendo promotes the use of these parental controls in various ways: on its website, in leaflets for parents, in the quick-start guide for consoles and in its product manuals. Nintendo is committed to continue this approach in future.

Update in January 2014

- Implementations in 2013:
 - As reported in January 2013, all current videogame consoles of Nintendo are already equipped with sophisticated parental control tools. For example, Nintendo's parental control tools received the highest praise in the result of the

USK's evaluation. The USK said it was extremely pleased with the high quality of Nintendo's parental control tools and the outstanding level of child protection that these offer.

- Planned/upcoming actions:
 - Nintendo will continue to offer sophisticated parental control tools for its products, taking into consideration new features and services.

Action 5 Effective takedown of child abuse material

According to the Statement of Purpose the signatories are committed to doing all within their power, including by proactive steps, to remove from the internet child sex abuse material, in addition to necessary measures defined in the Directive on combating sexual abuse, sexual exploitation of children and child pornography.

- Currently, the core products of Nintendo do not allow the online distribution of materials that could potentially contain child abuse material. For the occasional services allowing the exchange of images, Nintendo takes care to provide a reporting button enabling the easy reporting of any inappropriate material, so that it is reviewed and removed swiftly.
- In addition to taking down inappropriate material following a report, Nintendo employs 24/7 monitoring of all public posts in Miiverse, its gaming community, proactively detecting any inappropriate content (even though the exchange of images that could potentially contain child abuse material is not currently possible in Miiverse).
- Nintendo is committed to acting to the same high standard with any future products and services.

Update in January 2014

- Implementations in 2013:
 - Nintendo has continued to maintain the 24/7 monitoring of all public posts made in its online community for gamers "Miiverse", proactively detecting any inappropriate content in addition to reviewing all reports on an ongoing basis.
- Planned/upcoming actions:
 - Nintendo is committed to acting to the same high standard with any future products and services.