

**CEO Coalition to make the Internet a Better Place for Children Statement from  
Telefonica, January 2013**

Following an invitation from Vice-President Kroes of the European Commission, *Telefónica* joined the CEO Coalition to Make the Internet a Better Place for Children together with 30 other companies in December 2011.

Over the last 12 months Telefonica has played a leading role in the development of recommendations on best practice for the ICT Industry across the 5 Actions established in the coalition Statement of Purpose.

**Telefónica's background on Child Protection**

Telefónica's primary focus is on the needs of its customers. It has developed a Child Protection Strategy that is driven by customer insight and also aligns well with the coalition Actions, self-regulatory initiatives and the various industry alliances that are in place.

Awareness and education are critical to establish safer use of Internet and Mobile phones. It should be recognised that education is often in need of modernisation. A digital curriculum in schools and the use of digital tools in the classroom is necessary to prepare children for their future. Here children should develop their understanding of internet safety, whilst realising from and contributing to the enormous potential that internet technologies have to offer. Children, parents and educators must be empowered to achieve this. It will require the efforts of all stakeholders: governments, institutions, industry, NGOs, parents, educators and of course, children.

Telefónica is committed to self-regulation, being part of the European Framework for the Safer Use of Mobile phones by children since 2007, the Mobile Alliance to fight against child sexual abuse image since 2008 and a signatory to the Safer Social Networking Principles in 2009.

Telefónica remains committed to working with a wide range of industrial partners across the ecosystem, to contribute actively to progress towards the goals established by the CEO coalition. In support of this, since 2010 Telefonica has been an active member of the ICT Coalition, which brings the industry together around

child online safety, setting a common set of desirable outcomes whilst recognising that their implementation impacts very differently on different parts of the ecosystem.

Based on the outcomes of the coalition Working Groups, *Telefónica* will now take the following next steps.

### **Action 1 Simple and robust reporting tools for users**

Telefonica has made it simpler for customers to report potentially illegal images of child abuse by ensuring the visibility of links to the national hotlines from its commercial web sites.

For example, in Spain, Telefónica has developed together with the main Spanish operators a common icon that is on their website linking with Protégeles, the national hotline. In addition it has made an app available for smart phones and tablets to facilitate reporting when using internet through these devices. In Germany, Telefónica is an active member of the Centre for Child Protection on the Internet, which is currently developing a nationwide reporting tool in cooperation with the German ICT-Industry. In the Czech Republic Telefonica is the only operator working with the national hotline Horka Linka. Telefonica UK continues to actively support the work of the Internet Watch Foundation.

In 2013 Telefónica will continue to promote the national hotlines, fostering the use of existing reporting tools. It will also focus on developing additional ways of reporting including apps and browser extensions.

### **Action 2 Age appropriate privacy settings**

As Telefónica reinvents itself to embrace the digital revolution, the data it holds and processes is an important strategic asset. As Telefónica innovates, it is committed to transparency and privacy by design, and will pay special attention to the specific risks to children that exist in new digital services.

### **Action 3 Wider Use of Content Classification**

Where Telefónica offers age restricted content on its pay TV services it only accessible with a PIN code issued to the adult contract holder. In other services

offered by Telefónica, content is classified and controlled according with the national legislation and self-regulatory codes. For example in Germany, Telefónica is supporting the white-list search engine, fragFINN.

In 2013 Telefónica will continue to work on the development and integration of improved parental control services.

#### **Action 4 Wider Availability and use of parental controls**

Telefónica offers security software for its Broadband services. It defends the computer, data, and communication channels from harmful codes, unwelcome intrusions, and hidden Internet attacks. It can block inappropriate websites and images, and in some cases can control how much time children spend online.

Telefónica is working on the implementation of the comprehensive parental control valid for every device with internet connection.

#### **Action 5 Effective takedown of child abuse material**

Telefónica already blocks images of child abuse in line with the national legislation in each country and co-operates with national law enforcement on the subject of illegal content and contact. It has strong and close relationships with national law enforcement agencies including established dialogue in relation to child protection.

In 2013 Telefónica will continue to work in this way.