

Company Statement Hyves

Following an invitation from Vice-President Kroes of the European Commission Hyves 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 signatories, worked towards concrete measures on five specific actions in 2011-2012.

[Hyves](#) is a social network that focuses on Dutch youth. Hence trust, safety and privacy are important themes for both Hyves and the users of the Hyves platform. Some recent examples are the launch of an educational method ([Hyves Lespakket](#)) that teachers can implement in their classes free of charge. Also, in order to give more transparency related to the use of personal information, we have launched a special webpage where users can see which information we collect from users and where we use it.

We keep investing in measures to improve on these themes. As we are a social network we do believe in the strength of an user driven approach, leveraging the power of the community. This has already been validated by our innovative 'Dit is niet OK' approach.

The following overview gives an impression of the contribution of Hyves on the 5 actions, and an outlook for 2013.

Action 1. Simple and robust reporting tools for users

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

Hyves has already put in place an innovative flagging system ('Dit is niet OK') in order to detect and react on abuse fast and precisely. Hyves will keep evaluating and optimizing this system. We are also more than willing to share our knowledge and expertise with other platforms.

Currently we are investigating possibilities to leverage this system for our mobile chat platform (under development).

Action 2. Age appropriate privacy settings

We strongly believe that privacy is an universally applicable right and be clearly defined for minors on our platform. In any area of human activity, default-setting for data management has a significant influence on the behavior 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 and usable.

Therefor Hyves has already put in place a large set of business rules that excludes minors from specific content, such as advertising for alcohol or candy. Besides that, on request of the CEO Coalition, we have made additional adjustments to our private messaging features, which makes it no longer possible for 18+ to contact a minor without being friends. Also minors are excluded from our search feature when no name is entered.

Action 3. Wider Use of Content Classification

Hyves has developed and implemented an innovative flagging system ('Dit is niet OK'), which enables us to enable content classifications provided by the community itself. As we have a clear focus on kids, further content classifications will not be needed.

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.

Hyves has already got a dedicated Community Management in place, with experienced people handling every individual case personally and with care. This team works seven days a week, also in the evenings. Parents can address every concern they might have, for example if parents request taking down their child's profile page, we respond to that request immediately and delete the page.

Currently we are working on a specific domain for frequently asked questions related to parents.

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.

Hyves has implemented an innovative algorithm which detects explicit content. Furthermore each content item on our website contains a flag option, which is addressed daily by our moderation team.

Currently we are investigating possibilities to leverage this system for our mobile chat platform (under development).

Conclusion

Most actions of the CEO Coalition have already been put in place in previous years. The last 12 months of discussions and knowledge sharing have helped us to improve on these measures and share them with others.

Hyves, as kids and youngster platform, will keep paying special attention when it comes to keeping children safer online. Through our ongoing efforts we hope to support an environment which will be a safer and more trusted online experience for children.