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## **Statement *Samsung Electronics***

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

Following an invitation from Vice-President Kroes, *Samsung Electronics* signed up to the CEO Coalition to make the Internet a Better Place for Children. Following the Statement of Purpose agreed by the Coalition, we have worked with leading industry parties towards developing a range of actions intended to significantly improve protection for children using devices that can access the Internet.

The Coalition has extensively analysed the current position and taken concrete steps to improve the situation, as well as identifying best practice which can serve as recommendations to the wider ICT Industry who have not been engaged in the process.

Based on these recommendations, *Samsung Electronics* commits to the following concrete steps relating to parental controls, which have been the principal focus of our involvement:

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

Samsung Electronics has undertaken the following activities:

- Played an active role in this group, along with network operators, content and service providers and other manufacturers, including preparing documentation and presentations
- Explored cutting edge child protection functionality with suppliers on mobile phones and other consumer electronic devices.

- Introduced some parental control functionality on new TVs

We expect to make further strides in 2013 through the development of handsets with pre-loaded parental controls. We now have a continuous development programme in place to build on work already done.