

CEO Coalition to make the Internet a Better Place for Children

Tuenti Statement

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

In the last 12 months the CEO Coalition has worked on 5 Actions and has extensively discussed and analyzed the areas of action. In the course of this work, and with consultation of civil society, Coalition members have delivered concrete outcomes and identified sets of good practices which serve as recommendations to the ICT Industry. Based on these recommendations, Tuenti commits to/declares following concrete steps:

Introduction

Our philosophy is based on offering the most private and secure social network to users. Throughout 2012, Tuenti has been working hard to accomplish this by improving and simplifying privacy settings, thus implementing privacy by default along with other recommendations from the CEO Coalition.

Action 1 - Simple and robust reporting tools for users

Tuenti provides all users with an effective, efficient, easy-to-use system for reporting offensive, illegal, or inappropriate content or activity that they encounter on Tuenti. Users can access the report system from every photo, page, event, and profile on Tuenti, along with every friend or contact request they receive from another user and beside each result on Tuenti's internal search engine.

When a user files a report, it is sent to our User Support team; a member of the team manually reviews each report and takes whatever measures are deemed necessary based on the reported content.

When a user clicks on the report button, they are provided information about the report process adapted to the type of content being reported, with basic tips for handling each type of reported content.

Along with all of the tools and information provided to users for reporting and blocking inappropriate or offensive content, users are provided clear and easy ways to contact Tuenti in case of any problem or question they may have. Throughout the Help and Security Center,



users are provided links to contact Tuenti, and the Terms of Use and Privacy Policy include both physical and email addresses along with contact forms for sending questions or concerns to our team.

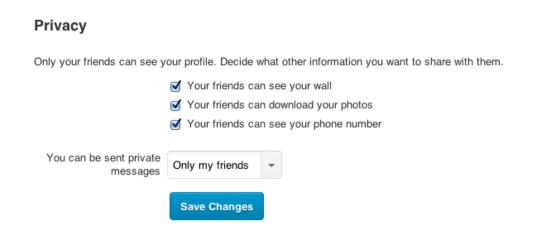
The combination of these simple and robust reporting tools and the options for blocking specific users or content ensures that each user can control the information they encounter on Tuenti and offers them the opportunity to work in conjunction with our Support team to maintain the security and quality of the content throughout the platform.

Action 2 - Age appropriate privacy settings

Tuenti is a private network, meaning that people can only access our platform if they have been previously invited by another Tuenti user or have verified their identity through a valid mobile phone number.

We have the highest settings by default for all users. Users' profiles can only be visited by their friends and it is not possible to modify this.

The privacy controls are simple, effective, and easy to understand so that users of all ages can quickly and easily control the information they share and who can contact them on the platform:



Action 3 - Wider use of content classification

Tuenti takes a variety of measures to ensure that the content published throughout the platform is age-appropriate. These measures affect all users throughout the entirety of their interaction with Tuenti, from registration until the deletion of their profile, and include both official content and user-generated content, along with the communication and interaction between the individuals using Tuenti.



Tuenti closely monitors all advertisements that appear on the platform, segmenting them by age to ensure that both the products and content included in advertisements are only displayed to the intended age group. This includes age restrictions on advertisements for alcohol products, gambling (such as online poker or betting sites), and any content that Tuenti deems inappropriate for a given age range. Tuenti also employs a specific age-rating system for the games provided by third-party partners on our platform, so if a game is inappropriate for users under 18, it will not be accessible to them. Since our API is private, any content provided by third-party partners must be first reviewed and approved by our Legal team.

Action 4 - Wider availability and use of parental controls

At Tuenti, we believe that education is the most powerful tool for parents, that combined with easy-to-use report tools, is the best way to help users enjoy a safe experience on the Internet. Technical measures are becoming harder and harder to implement, especially since users can surf the Internet from several devices (computers, smartphones, consoles, etc.).

As we have remarked, Tuenti is a private network, meaning that people can only access our platform if they have been previously invited by another Tuenti user or have verified their identity through a valid mobile phone number. These restrictions have allowed us to develop a trusted, secure platform where users can interact with people they actually know and create an online community that reflects their day-to-day lives and communication.

In line with our Philosophy, Tuenti participates actively in building awareness among young people and educators about the use of online social networking platforms. Representatives from our Legal, Corporate Affairs and User Support teams give regular presentations in the Spanish Public School System along with a variety of educational events and forums. Tuenti actively participates with EducaRed (www.educared.org), an education and new technologies forum aimed at educating parents, students, and educators about Internet resources.

Additionally, we actively work with various groups and organizations focused on making the Internet a safe conduit for communication and information exchange among users from all over the globe. In this sense, strong partnerships have been created with Fundación Alia2, Protégeles, Fundación Anar and other relevant Spanish Associations.

We have also developed an extensive Help and Security Center with a broad range of information regarding online security and safe browsing recommendations, privacy protection, and correct use of the Tuenti platform, all separated into sections specifically aimed at users, parents and caretakers (http://corporate.tuenti.com/en/help/family-faq/en), educators, police and security forces, and collaborators.



This year, we will strengthen our commitment to education through the creation of guides and manuals about the good use of Tuenti and new technologies for parents, children and educators.

Action 5 - Effective takedown of child abuse material

At Tuenti, we have several contact and reporting methods:

- A report button on each profile, photo, event, and page so that users can inform our team of the existence of inappropriate content.
- A Help and Security Center with several contact links so that anyone (user, parent, educator, etc.) can explain their question or problem.
- A contact email, privacy@tuenti.com, available in the Terms of Use and the Privacy Policy.

When a user files a report, our User Support team reviews it in a maximum of 48 hours. In case the reported content contains child abuse material, the content is safeguarded and deleted immediately. Afterwards, our Legal team reports it to the Spanish Police and Security Forces. We also work proactively to detect any child abuse material that could be on the platform and we have reported over 80 cases in the last 2 years.

The Support team is made up of 14 individuals who are in constant communication with our users, each trained in relevant regulatory information regarding privacy and security, and experts in the operation of the various features and services included in the Tuenti platform. Members of the team manually monitor the heavily trafficked parts of the platform to ensure that they are free of illegal, inappropriate, or offensive content.

In addition, we have:

- Direct contact with the Spanish Police and Security Forces
- Official page of the Plan Contigo <u>www.tuenti.com/contigo</u> which belongs to the National Police and Guardia Civil (Spanish Police and Security Forces) in which users can directly contact the authorities with questions, reports, etc.
- A Help and Security Center which contains a section especially for the Police, the Guardia Civil, and other collaborators in which all of the associations, foundations, public administration, entities and initiatives with whom we work actively, are listed: http://corporate.tuenti.com/es/help/police/es
- Direct contact with entities dealing with protection of minors on the Internet in order to communicate any problem or incident detected on our network.

Futhermore, Tuenti works closely with the Spanish authorities and other Organizations. See http://corporate.tuenti.com/es/help/police/es for further information.