WG1: Reporting Tools

Background info

The definition of reporting tools, according to the statement of purpose of the CEO Coalition to make the Internet a Better Place for Children is: *"robust mechanisms for reporting content and contacts that seem harmful to kids"*. These reporting tools should be available across online services an devices, covering clear and commonly understood reporting categories.

The final aim of this exercise is to provide guidelines for the CEO Coalition members to facilitate the implementation of these mechanisms within their services when it is needed or relevant.

Summary of actions

In order to achieve this goal and to address the concerns from NGOs with regards to reporting tools, we have carried out these actions:

- We circulated a questionnaire and a survey among CEO Coalition Members and Third Parties, identifying areas of improvement and actions required.
- We produced a document that collects best practices about the reporting tools already existing in the market (see Annex I for further information).
- We organized a workshop, bringing together developers from across Europe and hot- and helplines, to share experiences on the some existing and under development reporting tools for browser and connected devices**.**

Final Recommendations

In order to meet the commitments of the statement of purpose with regards to 'simple and robust reporting tools for users', the Working Group 1 suggests to the Coalition Members the following deliverables, where appropriate and applicable for each different sector:

- Mobile operators and other industry stakeholders will work to provide Apps for connected devices to report content and contacts that seem harmful to children;
- Industry will work with NGOs/Hotlines to provide browser Apps to enable users to seek help with a single click for potentially harmful/inappropriate content or behavior;
- While not hindering LEAs investigations , the industry will work to improve the way users reporting abusive or harmful content, can have more information on how their reports are handled.
- Implement a meaningful set of categories for reporting tools on those services where UGC is provided (see annex II for further information).

WG2 – AGE-APPROPRIATE PRIVACY SETTINGS

The coalition engaged to exchange experience and knowledge to ensure that minors are best equipped to protect their privacy online. The availability of age-appropriate privacy settings is an essential requirement for ICT companies in their efforts to ensure that children stay safe online.

The working group, led by Facebook and Hyves, was tasked to pool current practice, experience and knowledge in order to establish how far there is a single appropriate level of privacy settings across services and cultures and to commit to settings that take into account the concerns of users (parents, children) and the age of users. Companies also agreed to share current practice on giving clear information and warnings to users of the potential consequences of any changes they may choose to make in our default privacy settings.

Current practices database

The working group has successfully pulled together a comprehensive and comparative database dated September 2012 inclusive of all sectors that illustrates the current practices of CEO coalition members when it comes to age-appropriate privacy settings for minors.

This database has now been hosted on the websites of pan-European NGOs and company websites (full list in annex). The database serves as a robust and comprehensive 'one-stop-shop' tool for parents, educators and children when choosing a service provider. It also gives an opportunity to companies to be transparent about their practices.

Best Practices recommendation per sector

The working group consulted widely and frequently with third parties and NGOs during the year. Extensive and constructive feedback was received which informed a recommendation of general (applicable across the industry value chain) and sector specific best practices that each company should take into account when implementing age-appropriate privacy settings.

Privacy settings for younger audience should be designed in consultation with groups representative of that audience

Despite the divergence in the nature of services, all companies involved committed at the minimum to make available age-appropriate privacy settings and to offer clear and understandable information with regards to their privacy policies in language that is appropriate for a younger audience.

In addition to the common recommendations they agreed to implement sector specific commitments attached in the annex. The level of detail is sector appropriate.

Commitments

In the year ahead, coalition members are tasked to demonstrate how the agreed best practices are implemented per sector. Furthermore, companies commit to respond to the requests of the NGOs hosting the database and ensure that the information remains up to date.

ACTION 3

SUMMARY OF ACTIONS

Action 3 was set up with the aim of ensuring a comprehensive network of content classification, available wherever needed to children and their families. Further to a survey of existing practices across the value chain on different platforms (manufacturers, operators, service and content providers) in the Member States, and thanks to the valuable contribution from NGOs and Third parties, Action 3 undertook an in-depth analysis of the following gap areas: app stores, user generated content, machine readability and interoperability. The Working group inductive process was carried out by means of a detailed questionnaire sent to all stakeholders including Third parties and three ad hoc workshops, namely on professional rating systems, UGC and a technical taskforce on interoperability. Working papers, relevant reports and the survey's outcome have been made widely available. As a result, the CEO Coalition endorses the following recommendations:

APPS 2013 RECOMMENDATIONS

Ensure that the CEO Coalition's general approach to the classification of apps will be widely promoted and applied by app developers and apps stores. The general approach hinges on the following basic requirements:

- Classification of apps should be based on self-certification by the developer as an integral part of the submission process. The developer retains responsibility for the classification, but may be aided by the platform or ratings provider through guidance or assessment.
- Developer certification should be based on an online assessment and declaration form with concrete definitions of various forms of unsuitable content and consumers should be able to easily find what each classification means in terms of content included/excluded.
- Classification should provide for categories that consumers can easily understand and allow them to make informed decisions.
- Companies should provide a mechanism for consumers to provide feedback, report an issue or file a complaint about the classification of an app.

UGC 2013 RECOMMENDATIONS

CEO Coalition members and solution providers will continue to cooperate and test the efficacy of technical solutions while promoting education and information campaigns on the basis of the following principles:

- Provide relevant and easily accessible information in Terms of Service (ToS) about illegal content and service usages
- With no prejudice to the applicable liability regime of intermediaries, content that, whilst complying with ToS may not be appropriate to all audiences, can be age-restricted and display a warning (18+)
- Users/community should be provided with detailed information on how to report content which is deemed to violate guidelines/ToS through a flagging system or other reporting tools, taking into account the need to distinguish illegal content from inappropriate content
- Further to the report, UGC hosting providers may determine whether a single piece of content should be approved, age-gated, or removed entirely.

PROFESSIONAL CONTENT 2013 RECOMMENDATIONS

CEO Coalition Members (when applicable) are encouraged to provide ratings to commercial content online on the basis of classification systems currently in place for professional content across the EU.

INTEROPERABILITY AND MACHINE READABILITY

Due to the highly technical specificity of the issue, a Technical Taskforce (TT) was set up and launched by some Coalition Members, jointly chaired by GAM/SDRA and FSM, in order to foster discussion about possible description categories for a basic interoperable data model. Interested Members are encouraged to participate in and support the TT on a voluntary basis as a Coalition spin-off in 2013.

2013 RECOMMENDATIONS

Attendance in the TT will be open to all stakeholders in order to facilitate a thorough discussion among all interested parties. Potential stakeholders (especially rating bodies) will be actively approached. TT 2013 working programme: 1) propose a common data-model for interoperable online labels; 2) explore options for machine-readability in different online contexts; 3) carry out feasibility studies and implementation tests.

The Commission commits to continuing to support work on interoperability including through facilitating the work and meetings of the technical task force.

Action 4 – Wider Availability and use of Parental Controls

The objective of the working group was to increase the availability and awareness of parental control tools. This group combined the expertise of manufacturers, operators, and service and content providers to deliver this aim.

Wider Availability

Since the process began there has been a significant increase in the availability of controls. These now exist in many forms, from apps to being embedded in antivirus solutions, to operating systems, to network based solutions. The CEO Coalition was catalytic in helping progress to be made more quickly (see Annex for further information).

Use

Today's young digital natives are often more "tech savvy" than their parents. The danger therefore exists that unless controls are easy to set up and use, some parents may not configure them. The solution lies partly in providing a wide range of easy to use tools that offer maximum levels of choice to parents according to their needs. This is now being done, and improvements in the tools that make them more refined and easier to use are now continuous.

The other issue with the use of parental controls is that they should preferably provide for mediation between parents and children about the risk of internet use. The solution here lies in a balance between technical tools and education of parents and children.

Progress Made

1. Increased implementation of parental control tools by companies
2. Matrix prepared to share achievements and plans on parental controls
3. Work on best practice criteria for parental controls
4. Raised awareness through campaigns such as Vodafone Digital Parenting magazine and working with NGOs
5. Companies will provide an update to the matrix by mid-January 2013

Recommendations

1. Companies will provide parental control tools to their users/customers by the end of 2013
2. Companies will give clear information to users/customers on parental controls, using a variety of methods e.g. user documentation, website guidance, marketing channels
3. Companies will consider best practice guidance when delivering parental controls
4. Companies will continue to work with wider stakeholders to raise awareness of parental controls

Action 5 – The effective takedown of child abuse material

The focus of Action 5 is the effective takedown of child abuse material. After research conducted via our first questionnaire, this Action, co-chaired by Microsoft and Nintendo, illustrated that a one-size-fits-all proposal inhibits member companies from developing and implementing solutions consistent with their business models that will have a demonstrable impact on the successful notification and takedown of child sex abuse material (CAM).

The Action 5 organized a workshop that provided the opportunity for hosting providers, hotlines and law enforcement authorities to have an open exchange about bottlenecks with regard to takedown times and to also explore the various technologies available to assist in the detection of illegal images and videos. This workshop was split into two sessions; detection & notice and takedown.

In terms of detection we learned that a number of technological solutions and approaches exist that all have certain advantages as well as limitations. However, following the workshop 17 CEO Coalition members jointly voiced strong privacy concerns against the use of detection tools in their services. As a result of this, work on proactive prevention of CAM upload on UGC hosting services was taken out of the scope of the CEO Coalition. Independently from the CEO Coalition, some hosting service providers voluntarily take proactive steps to identify and remove CAM from their services, according to their terms of use, corporate social responsibility practices and respective applicable law.

Members of the CEO Coalition who are also members of the GSMA Mobile Alliance against child sexual abuse content prepared a transparency paper sharing information on their notification and takedown procedures. After the acclaim received for this paper the Action 5 leaders agreed that it would be beneficial to produce a similar paper sharing information on the notice and takedown procedures of hosting service providers within the CEO Coalition.

With a view to accomplishing this goal, the Action 5 leaders circulated a second questionnaire focusing specifically on the notification and removal procedures of such companies. After gathering this data and analyzing it, the results were presented in the *Providers of Hosting Services Transparency Paper* (both transparency papers may be reviewed in full in the annexes).

Considering investigations and discussions over the course of the year we have come to the following recommendations and results in order to meet the commitments we have accepted in the Statement of purpose with regards to 'the effective removal and takedown of CAM':

- Industry will continue to work to provide increased transparency regarding takedown procedures and share best practices as presented in transparency papers of the mobile alliance and hosting service providers;
- Industry will continue to work with Hotlines/LEA's in order to identify and remove bottlenecks therefore improving takedown times;
- In addition the transparency papers of the mobile alliance and hosting service providers will be published and will provide guidance to third parties who are not members of the CEO Coalition on how to structure their own notice and takedown procedures.

The Commission strongly supports this work not only through the activities of DG CONNECT but also through the new EU Cybercrime Centre and the collective engagement of the Global Alliance.