"A Safer Internet for Minors"

Alliance to Better Protect Minors Online
Individual company statement
KPN

Members of the Alliance agreed to submit a list of specific commitments and timeline for implementation to the European Commission within three months of endorsing the Alliance Statement of Purpose (7th February 2017).

THE COMPANY INFORMATION

Name of the company:
KPN, KPN is a leading supplier of ICT services. Who are we? We make life easier, freer and more fun by connecting people. It is our passion to provide safe, reliable and future-proof networks and services, enabling people to be connected anytime, anywhere, whilst at the same time creating a more prosperous and sustainable world.

Please provide a brief description of services/products your company offers to minors.
KPN's services and products are not aimed at or sold to minors. Our approach is to support parents, teachers and caretakers in providing help / raising awareness in the process of introducing minors to all the opportunities of the online world responsibly and securely.

Countries where products/services targeting (used by) minors are offered by your company.
We serve a large number of diverse customer groups in the Netherlands with our wide range of products and services under various brands, ranging from broadband access and interactive HD television for consumers to dedicated business solutions for large corporates.

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SECTION 1. USER-EMPOWERMENT

We do not offer products and services for minors, so the questions in this section can be regarded as inapplicable.

For the sake of convenience, general information is provided with respect to user empowerment for parents, teachers and caretakers using our products and services.

1. Identifying and promoting best practice for the communication of data privacy practices.		Timeline for future actions
Measures		
Current	Future	
KPN's 'mission and privacy statement' is available via the KPN website: https://www.kpn.com/algemeen/missie-en-privacy-statement.htm (English translation will be published shortly).		

2. Providing accessible and robust tools that are easy to use and to provide feedback and notification as appropriate.		Timeline for future actions
Measures		
Current	Future	
Customers can choose between a variety of alternatives (customer contact centres, online tooling, customer self-care, etc.)		

3. Promoting users' awareness and use of information and tools to help keep themselves safer online and of their responsibility and duty to behave responsibly and respectfully towards others and foster trust, at the same time promoting minor's digital empowerment.

Measures		Timeline for future actions
Current	Future	
We launched the Mybee app in April 2016. With the Mybee app, children between 2 and 6 have secure and responsible access to the best movies, games, websites and apps. An editor adds new content weekly. This is also adapted in holiday periods such as Christmas. The starting point is to give children access to fun content where they can make discoveries, rather than banning certain domains. Mybee helps children aged from 2 to 6 to take their first steps on the internet. The Mybee app is intended primarily to make young children familiar with the internet in a fun and safe way. In addition, Mybee helps them by offering appropriate sites. Using Mybee, older children undoubtedly also find many sites that they like. However, getting other interests and making contact with peers via the internet are becoming more important. In addition, older children increasingly use the internet in places other than their home. After the age of seven, children start to learn more through the 'real' internet, with its good and less good sides, as they outgrow the range and restrictions of the Mybee browser. As soon as the next stage in their internet education has started, KPN can play a role via its KPN Safe package (see parental control tools). If your child is a lot younger but you find that Mybee does not offer enough content, you can also adjust the settings so that he/she can only view certain websites, such as nijntje.nl. In this way your child can discover the 'real' internet but you still have control over the available content. The Mybee app has our continued attention and options to further develop the app will be explored in the course of time.		

4. Promoting the use of content classification when and where appropriate.

Measures		Timeline for future actions
Current	Future	
This is an integral part of our HD iTV services.		

5. Promoting the awareness and use of parental control tools.

Measures		Timeline for future actions
Current	Future	
KPN Safe is an internet security package that is free for two devices with any KPN Internet or All-in-One package. With this internet security package, you can protect your child's secure settings, on the device of your choice (PC, tablet, smartphone), against viruses and malware. Then if children are outside the protected environment (Mybee), thanks to KPN they are not exposed to inappropriate websites. KPN Safe also offers a time slot and time limits.		

SECTION 2. ENHANCED COLLABORATION

6. Intensifying cooperation between ourselves and with other parties such as Child Safety Organisations Governments, education services and law enforcement to enhance best practice-sharing.		
Measures		Timeline for future actions
Current	Future	
	With respect to KPN, this is the case at two levels; i. At national level, in close cooperation with our Safer Internet Centre in the Netherlands. Together with NGOs and government representatives the Safer Internet Centre arranges events to identify, discuss and act on development in the Netherlands. ii. At EU level, the Forum organised by the ICT Coalition. The ICT Coalition Forum takes place twice a year to discuss trends, issues, etc. with NGOs and civil society.	

7. Identifying emerging developments in technology such as connected devices and with the support of the Commission, engage with other parties who also have a role to play in supporting child safety online.		
Measures		Timeline for future actions
Current	Future	
	At the moment we are working with a number of parties. In 2017 we are working mainly on optimising the Mybee app. We have now had over 16,000 downloads and our focus is on actively using the app. In the second half of the year we want to see what innovations we can make to improve the app. We have a collaboration agreement with the University of Eindhoven to develop the app even further with innovative functions. For this we also receive a grant. At EU level we are considering – as a member of the ICT Coalition – a joint investment in a desk research initiative (as part of the alliance, time frame 2017-18) that aims to identify/clarify some of the main issues.	

SECTION 3. AWARENESS RAISING

8. Supporting the development of awareness-raising campaigns about online safety, digital empowerment, and media literacy through both ad hoc and ongoing initiatives.		
Measures		Timeline for future actions
Current	Future	

	In the coming year we have a number of activities at which we are present with Mybee. For example:
	
	  i. The 'Sinterklaas' party; informing parents about the app. We will send information via our newsletter to all customers and start a campaign.
	  ii. Meanwhile we also participate in the Kids' Corner at ice skating events in the Thialf ice arena in the Netherlands. Hundreds of children are able to try Mybee in a delicious lounge corner.
	
	We are working on a structural campaign for KPN Safe. We would like to promote KPN Safe to our customers in our own channels at relevant times. We also use the kpn.com/safe page where we have a subpage about children and the internet where we mention Mybee, but also provide tips for children and online behaviour	

9. Promoting children's access to diversified online content, opinions, information and knowledge.		
Measures		Timeline for future actions
Current	Future	
	Wisenoze is the platform that facilitates the search engine in the Mybee app. Smart algorithms are used to get the best content for the chosen audience. We are in touch with Wisenoze to see what steps we can take in the future to further develop the app. The impact we want to create is to ensure that more attention is paid to digital security for children and therefore we also talk to parties such as Cinekid, Mediasmarties, Digidreumes and Sardes. We want to help parents and children to deal with this issue responsibly. This is a new development and it is difficult to predict when or if it will deliver a feasible product/service. We regularly post tips and information on our website, either as KPN or in conjunction with the Safer Internet Centre Netherlands.	

SECTION 4. OTHER TYPES OF ACTIVITIES

10. Other types of activities concerning online safety for minors.		
Measures		Timeline for future actions
Current	Future	
As part of the Safer Internet day 2017 State Secretary for Security and Justice Klaas Dijkhoff launched a Dutch initiative: the 'Cyber Relay – pass IT on'. This campaign has been designed to make children excited about ICT. During the relay, at five schools in different parts of the Netherlands, events were hosted by the State Secretary and five cybersecurity experts. State Secretary Dijkhoff and the cybersecurity experts gave lecturers lessons about the importance of online security. KPN Chief Information & Security Officer, Jaya Baloo, was invited to give two lectures to first and fourth grade students at Segbroek College in The Hague. The students got a crash course, and learned how vulnerable information is and why digital security is important. The students were impressed: *'The idea that someone can hack into my mail and do what he wants with it is scary'*. The ICT Coalition review process has proved to be an objective instrument for assessing the progress made. For the coming period it would be very helpful and efficient if the 'Alliance to better protect minors online' review was willing to use the experience gained from the ICT Coalition review process. As a member of the ICT Coalition we would be disappointed if two separate mechanisms were to be used, as this would require extra time and resources from participants.		

Finally, the active association and collaboration with National and European NGOs and the interaction with colleague industry partners and EU experts form the best possible entourage for current and future actions to support our customers (helping to support parents, teachers and caretakers in providing help / raising awareness in the process of introducing minors to the positive possibilities of the online world.