

“A Safer Internet for Minors”

Alliance to Better Protect Minors Online

Individual company statement

Template

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). This template is intended to help formulate your actions and transmit them to the European Commission in a harmonised format.

THE COMPANY INFORMATION

Name of the company:
Telia Company
As earlier communicated, this commitment is valid for Telia Company's majority owned operations in the Nordics and Baltics, i.e. Sweden, Finland, Norway, Denmark, Estonia and Lithuania.
Please provide a brief description of services/products your company offers to minors.
Telia Company does not offer any services/products directly to minors and does not enter into user agreement with minors. However, minors use our services (internet connections and TV services), enabled by adults' subscriptions.
Telia Company is a network operator and connectivity provider, and a TV content aggregator. Services included in this report: <ul style="list-style-type: none">- Mobile connectivity and internet access- Fixed connectivity and internet access (not applicable for Norway)- IPTV and/or cable TV (not applicable for Norway)
Note: Telia Company refers to the so-called parental control tools as “child safeguarding tools”
Countries where products/services targeting (used by) minors are offered by your company.
As earlier communicated, this commitment is valid for Telia Company's majority owned operations in Sweden, Finland, Norway, Denmark, Estonia and Lithuania.
Other information
All commitments are valid long term (2017/18 and forward) if not otherwise stated.

SECTION 1. USER-EMPOWERMENT

1. Identifying and promoting best practice for the communication of data privacy practices.		
Measures		Timeline for future actions
Current	Future	
<p>Telia Company does not offer the kind of social networking service that allow users to share their private data with each other and thus potential impact to increase child online safety in this context is limited. Telia Company Group Policy Customer Privacy is valid for all customers. One main principle stated in the Policy is to pay special attention to the protection of children.</p> <p>Information available in ICT Coalition implementation report 2017: http://www.ictcoalition.eu/gallery/2017%20ICT%20Principles%20Implementation%20Report_Telia-03042017092925-05042017060459.pdf</p>	<p>Telia Company does not, and does not plan to, offer the kind of social networking service that allow users to share their private data with each other and thus potential impact to increase child online safety in this context is limited. Telia Company Group Policy Customer Privacy is valid for all customers. One main principle stated in the Policy is to pay special attention to the protection of children.</p> <p>The bi-annually Forum of the ICT Coalition will continue to be an important venue for “best practice exchange” concerning all matters related to protection of children online. Telia Company plans to participate actively in this Forum, both by sharing and learning.</p> <p>Telia Company plans to increase the promotion of advice to parents and children on how to manage privacy settings on online services in general, e.g. social networks, games consoles and TV.</p>	<p>Next Forum is planned for 16th May 2017, open to all members of the Alliance, where Telia Company will share experience from Children’s Advisory Panel.</p>

2. Providing accessible and robust tools that are easy to use and to provide feedback and notification as appropriate.

Measures		Timeline for future actions
Current	Future	
<p>Telia Company does not provide its own content, platforms for user generated content or social networking services.</p> <p>Our abuse department can be reached through e-mail, but as we are an Internet access and service provider, we ask the users to report abuse from various sites with user generated content to the Police. We also guide customers to report Child Sexual Abuse Material to the Police or to ECPAT (part of INHOPE).</p> <p>Customer can always use normal customer care channels for any type of feedback on our services.</p> <p>More details in ICT Coalition implementation report 2017: http://www.ictcoalition.eu/gallery/2017%20ICT%20Principles%20Implementation%20Report Telia-03042017092925-05042017060459.pdf</p>	<p>Telia Company aims to continue in same manner as currently.</p>	<p>N/A</p>

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	
<p>Telia Company provides child safeguarding tools for mobile and fixed internet services. In connection to the offer Telia provides guidance on how to use these tools. Telia Company also promotes these services in various communication channels towards parents/users.</p> <p>Telia IPTV linear services includes child safeguarding features and Telia IPTV Video on Demand (VOD) services includes different levels of restriction based on certificate ratings that correspond with the film rating system, and the Adult on demand menu is automatically PIN controlled at all times.</p> <p>Telia Company uses a network based filter to block access to websites classified by the police to carry Child Sexual Abuse Material in all markets covered by this commitment.</p> <p>On Telia web sites and connected partners' web sites/portals there are advice to customers on how to use mobile phones in a safe manner and how to behave responsibly and respectfully towards others online.</p> <p>In Lithuania Telia employees have provided live and webcast lessons for children, parents and teachers about safety online. Leaflets against bullying have been prepared with cooperation with NGO separately for children, teachers, parents.</p>	<p>Telia Company will expand its child safeguarding tool offer for mobile and fixed internet services to more markets covered by this commitment.</p> <p>Telia websites and partner websites and portals for online safety will be further developed and promoted to users, parents and families, e.g. through e-mails to customers with children and social media.</p> <p>Telia Company plans to expand the initiative in Lithuania, where Telia employees provide live and webcast lessons for children about safety online, to more countries. The method will vary between our countries, depending on local context.</p> <p>There will also be more education of employees on how to manage online risks and how to work to prevent cyber bullying. First steps to be taken in Estonia.</p> <p>More Telia companies will apply advertising campaigns to promote a safe and respectful behavior online, following Telia Sweden's example in 2016 with Hate-the-hate campaign (against net-bullying).</p> <p>Telia Company is planning to continue to work with child helplines to support the development and promotion of child helpline apps on the markets where we operate.</p> <p>YOUNITE is a new initiative launched by Telia Company in which we want to enable and encourage our employees to engage in activities and societal contributions connected to digitalization in our communities. Through YOUNITE there will be opportunities to expand the safety online trainings and information for children and adults, provided by Telia employees.</p>	

<p>More details in ICT Coalition implementation report 2017: http://www.ictcoalition.eu/gallery/2017%20ICT%20Principles%20Implementation%20Report_Telia-03042017092925-05042017060459.pdf</p>	<p>Throughout 2017 Telia in Finland is an official partner, together with Save the Children Finland, to the celebration of Finland 100 years, Suomi Finland 100. The project program aims to</p> <ul style="list-style-type: none"> • Promote children’s rights in the digital society. • Inspire increased public debate on what digital media means for Finnish children and youth. • Increase awareness of the digital everyday lives of Finnish children. • Build better understanding and a sense of community across generations. <p>Telia Company aims to utilise knowledge and best practise from this project in more countries going forward.</p> <p>Learnings and findings from the Suomi Finland 100 project will be used to formulate a guideline on what children’s rights mean to a telco/operator in practise. The aim is to incorporate that guideline in all our business in the six markets covered by this commitment, and share experiences with other telcos on our markets and in Europe/worldwide.</p>	<p>2018 fw</p>
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4. Promoting the use of content classification when and where appropriate.

Measures		Timeline for future actions
Current	Future	
<p>Telia Company does not provide its own content, platforms for user generated content or social networking services.</p> <p>As a distributor of third party professional content, Telia ensures, through its contracts with content providers, that the content is classified according to the applicable content classification requirements.</p> <p>Customers can always use normal customer care channels for any type of feedback on our services.</p> <p>More details in ICT Coalition implementation report 2017: http://www.ictcoalition.eu/gallery/2017%20ICT%20Principles%20Implementation%20Report Telia-03042017092925-05042017060459.pdf</p>	<p>Telia Company aims to continue in same manner as currently.</p>	<p>N/A</p>

5. Promoting the awareness and use of parental control tools.		
Measures		Timeline for future actions
Current	Future	
<p>Telia Company is working to increase the visibility and awareness of child safeguarding tools by different marketing efforts and support the take up by improving editorial level in Telia webpages and providing advice for installation and use of the tools. The tools are marketed in sales magazines, in various sales contacts and on the web.</p> <p>More details in ICT Coalition implementation report 2017: http://www.ictcoalition.eu/gallery/2017%20ICT%20Principles%20Implementation%20Report Telia-03042017092925-05042017060459.pdf</p>	<p>Telia Company is planning to increase awareness efforts, e.g. through advertising and in contact with families who look for suitable family solutions.</p> <p>Telia Company has during 2017 joined a working group with other industry players and UNICEF to develop position on children's rights and privacy, incl. child safeguarding services (so-called parental control services).</p>	

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	
<p>The bi-annual Forum of the ICT Coalition is an important venue for “best practice exchange” concerning all matters related to protection of children online.</p> <p>Telia Company is active in the fight against Child Sexual Abuse Material and work in partnership with law enforcement, technology providers and NGOs around this issue.</p> <p>Telia Company is a founding partner to NGO World Childhood Foundation, who works in various ways to promote safety online for children. Telia has also formed partnerships and made investments on local level on child safety issues.</p> <p>More details in ICT Coalition implementation report 2017: http://www.ictcoalition.eu/gallery/2017%20ICT%20Principles%20Implementation%20Report Telia-03042017092925-05042017060459.pdf</p>	<p>The bi-annual Forum of the ICT Coalition will continue to be an important venue for “best practice exchange” concerning all matters related to protection of children online. Telia Company plans to participate actively in this Forum, both by sharing and learning.</p> <p>Telia Company will also use the ICT Coalition Forum as a venue to discuss trends and issues together with NGOs and civil society.</p> <p>Telia Company has recently initiated discussions with other industry players, NGOs and law enforcement to expand cooperation to fight child sexual abuse material online.</p> <p>Telia Company is a founding partner of World Childhood Foundation, and together Telia and Childhood has agreed on a joint mission “keeping children safe and in control online”.</p> <p>Telia Company intends to continue the dialogue with Child Helplines on our markets to promote best practise sharing on helpline apps.</p> <p>Telia Company is committed to establish the concept of a Children’s Advisory Panel (CAP), to better understand children’s own thoughts about online aspects of life. The aim is to identify online opportunities, but also issues. The initiative will be based on a partner network including local child safety organisations and schools. The first study was done during 2016 and first report issued in March 2017 http://www.teliacompany.com/en/sustainability/children-online/childrens-voices/</p> <p>YOUNITE is a new initiative launched by Telia</p>	<p>Next Forum is planned for 16th May 2017, open to all members of the Alliance, where Telia Company will share experience from Children’s Advisory Panel.</p>

	<p>Company in which we want to enable and encourage our employees to engage in activities and societal contributions connected to digitalization in our communities. Through YOUNITE we have the opportunity to expand our cooperation with various players in the society around child safety online.</p> <p>Throughout 2017 Telia in Finland is an official partner together with Save the Children Finland to the celebration of Finland 100 years, Suomi Finland 100. The project program aims to</p> <ul style="list-style-type: none"> • Promote children’s rights in the digital society. • Inspire increased public debate on what digital media means for Finnish children and youth. • Increase awareness of the digital everyday lives of Finnish children. • Build better understanding and a sense of community across generations. <p>Telia Company aims to utilise knowledge and best practise from this project in more countries going forward.</p> <p>Learnings and findings from the Suomi Finland 100 project will be used to formulate a guideline on what children’s rights mean to a telco/operator in practise. The aim is to incorporate that guideline in all our business in the six markets covered by this commitment, and share experiences with other telcos on our markets and in Europe/worldwide.</p> <p>Telia Company has during 2017 joined a working group with other industry players and UNICEF to develop position on children’s rights and privacy, incl. child safeguarding services (so-called parental control services).</p> <p>Telia Company is committed to continue to develop established NGO partnerships and make investments on local level. For example</p> <ul style="list-style-type: none"> - Telia in Sweden work together with the organization Friends https://friends.se/en/ against net bullying - Telia in Finland has a partnership with Save the children for digital services and children online 	
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	<ul style="list-style-type: none">- Telia in Denmark has formed a partnership with Save the children for a Children Think tank on online matters- Telia in Norway cooperate with Save the Children- Telia in Estonia has a partnership with Lastekaitse Liit (Estonian Union for Child Welfare) to work together against net bullying.- Telia in Lithuania makes a number of local investments on safety for children on line in partnership with "Vaikų linija". <p>The aim is to aggregate these investments on Group level and share findings and solutions between the subsidiaries.</p>	
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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	
N/A	<p>Telia Company will use the ICT Coalition Forum as a venue to discuss trends and issues together with NGOs and civil society.</p> <p>Telia Company plans to identify its role and what measures need to be taken to create a CSAM- free (Child Sexual Abuse Material) ride in connected cars, together with key partners for connected cars.</p>	

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	
<p>We work closely with our NGO partners and with national INHOPE and INSAFE organizations at local level to support them in raising awareness directly amongst children, by going to schools, amongst adults, through articles and leaflets and amongst teachers, through leaflets and different initiatives.</p> <p>During 2016 Telia in Sweden ran a large marketing campaign to promote respectful behavior online, the so-called “Hate-the-hate”-campaign (against net-bullying).</p> <p>Telia is co-operating with security vendor F-Secure in order to build better marketing campaigns and increase awareness when selling internet security services.</p> <p>Telia is co-operating with technology provider NetClean and promotes their products for detection of child Sexual Abuse Material in company IT-networks and equipment.</p>	<p>Telia Company will continue to work closely with our NGO partners and technology partners at group and national level to support them in raising awareness directly amongst children, adults, and teachers.</p> <p>YOUNITE is a new initiative launched by Telia Company in which we want to enable and encourage our employees to engage in societal contributions. Through YOUNITE there will be opportunities to expand the safety online trainings and information for children and adults, provided by Telia employees, in cooperation with NGOs.</p> <p>Telia Company plans to expand the initiative in Lithuania, where Telia employees provide live and webcast lessons for children about safety online, to more countries. The method will vary between our countries, depending on local context.</p> <p>More Telia companies will launch advertising campaigns to promote a safe and respectful behavior online, following Telia Sweden’s example in 2016 with Hate-the-hate campaign (against net-bullying).</p>	
<p>Telia Company is a founding partner to NGO World Childhood Foundation, who works in various ways to promote safety online for children.</p> <p>More details in ICT Coalition implementation report 2017: http://www.ictcoalition.eu/gallery/2017%20ICT%20Principles%20Implementation%20Report_Telia-03042017092925-05042017060459.pdf</p>	<p>Throughout 2017 Telia in Finland is an official partner, together with Save the Children Finland, to the celebration of Finland 100 years, Suomi Finland 100. The aim is to</p> <ul style="list-style-type: none"> • Promote children’s rights in the digital society. • Inspire increased public debate on what digital media means for children • Increase awareness of the digital everyday lives of Finnish children. • Build better understanding and a sense of community across generations. 	

9. Promoting children’s access to diversified online content, opinions, information and knowledge.

Measures		Timeline for future actions
Current	Future	
<p>Telia in Denmark has formed a partnership with Save the children for a Children Think tank on online matters. This includes tight co-operation with Enigma, the Danish Communication Museum, with focus to develop children’s digital media literacy.</p>	<p>Telia Company is committed to establish the concept of a Children’s Advisory Panel (CAP), to better understand children’s own thoughts about online aspects of life. The aim is to identify online opportunities, but also issues. Telia plans to communicate the findings in various ways, including messages directed to parents and families to promote children’s online rights. The first study was done during 2016 and first report issued in March 2017 http://www.teliacompany.com/en/sustainability/children-online/childrens-voices/</p> <p>Throughout 2017 Telia in Finland is an official partner, together with Save the Children Finland, to the celebration of Finland 100 years, Suomi Finland 100. The project program aims to</p> <ul style="list-style-type: none"> • Promote children’s rights in the digital society. • Inspire increased public debate on what digital media means for Finnish children and youth. • Increase awareness of the digital everyday lives of Finnish children. • Build better understanding and a sense of community across generations. <p>Telia Company aims to utilise knowledge and best practise from this project in more countries going forward.</p> <p>Learnings and findings from the Suomi Finland 100 project will be used to formulate a guideline on what children’s rights mean to a telco/operator in practise. The aim is to incorporate that guideline in all our business in the six markets covered by this commitment, and share experiences with other telcos on our markets and in Europe/worldwide.</p> <p>Telia Company aims to identify and support, in various forms, country based initiatives around a healthy life-style for children. First initiative will be launched during 2017 in Sweden http://gen-pep.se</p>	

	<p>Telia Company is looking to promote and/or establish partnerships with providers of content suitable for empowering children, e.g. children's audio books, children's cartoon games. First steps have been taken in Estonia.</p> <p>Telia Company aims to develop a "Children's corner", a specific section in its TV offer with child friendly content, currently available in Estonia and Lithuania.</p> <p>Telia Company is partnering in a number of countries with "No Isolation" to help children out of loneliness https://www.noisolation.com/en/</p> <p>Telia Company has during 2017 joined a working group with other industry players and UNICEF to develop position on children's rights and privacy, incl. child safeguarding services (so-called parental control services), safeguarding children's rights to access information and participate in public debate etc.</p>	
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SECTION 4. OTHER TYPES OF ACTIVITIES

10. Other types of activities concerning online safety for minors.		
Measures		Timeline for future actions
Current	Future	
	<p>As members of the ICT Coalition, Telia Company will support a desk research in 2017-18 aiming at clarifying some of main issues around minors online.</p> <p>As earlier communicated, Telia Company will use existing mechanisms for review, self-declaration and assessment, i.e. through the ICT Coalition, in which we are a member.</p>	<p>2018</p> <p>End of 2018 (after 18 months of Alliance)</p>