Industry Guidelines on Child Online Protection

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ITU: A Brief Overview

Founded in 1865

193 Member States
567 Sector Members
159 Associates
60 Academia

A specialized agency of the UN with focus on Telecommunication / ICTs

ITU: ITU’s Development Sector fosters international cooperation and solidarity in the delivery of technical assistance and in the creation, development and improvement of telecommunication/ICT equipment and networks in developing countries.

ITU-R: ITU’s Radio-communication Sector globally manages radio-frequency spectrum and satellite orbits that ensure safety of life on land, at sea and in the skies.

ITU-T: ITU's Telecommunication Standardization Sector enables global communications by ensuring that countries’ ICT networks and devices are speaking the same language.

Headquartered in Geneva,
4 Regional Offices
7 Area Offices.
Online Threats to Children

- Violence
- Pornography
- Child abuse materials
- Child pornography
- Online Fraud
- Online Gaming & Addiction
- Cyber Bullying
- Racism
- Phishing attacks
- Spam
- Youth-to-youth cybercrimes
- Cyberstalking
- Sexual solicitation
- Disclosure private information
- Anorexia, self-harm or suicide
- Online Gaming & Addiction

Threats & Risks
ITU and Cybersecurity

2003 – 2005
WSIS entrusted ITU as sole facilitator for WSIS Action Line C5
“Building Confidence and Security in the use of ICTs”

2007
ITU Secretary-General launched the Global Cybersecurity Agenda (GCA)
A framework for international cooperation in cybersecurity

2008 - 2014
ITU Membership endorsed the GCA as the ITU-wide strategy on international cooperation
ITU’s Role in Child Online Protection

- This resolution encourages ITU to continue its COP initiative as a platform to raise awareness and educate stakeholders on this important issue.

**Instructs the [ITU] Secretary-General:**

1. to continue identifying those activities that are carried out by other United Nations organizations in this domain and to coordinate with them appropriately, with the objective of establishing partnerships to maximize and synergize efforts in this important area;
2. to coordinate ITU efforts with other United Nations agencies and entities concerned with this issue, in order to contribute to existing global repositories with useful information, statistics and tools concerning child online protection;
3. to continue the coordination of ITU activities with other similar initiatives being undertaken at the national, regional and international levels, in order to eliminate possible overlaps;
4. to bring this resolution to the attention of other COP members and of the United Nations Secretary-General, with the aim of increasing the engagement of the United Nations system in child online protection;
5. to submit a progress report on the results of implementation of this resolution to the next plenipotentiary conference;
6. to continue to disseminate the documents and reports of CWG COP to all international organizations and stakeholders involved in such matters, so that they can collaborate fully;
7. to encourage Member States and Sector Members to submit best practices on issues of child online protection,
ITU launched the Child Online Protection (COP) Initiative in 2008 within the framework of the Global Cybersecurity Agenda (GCA), aimed at bringing together partners from all sectors of the global community to ensure a safe and secure online experience for children everywhere.

**Key Objectives of COP**

- Identify risks and vulnerabilities to children in cyberspace;
- Create awareness of the risks and issues through multiple channels;
- Develop practical tools to help governments, organizations and educators minimize risk; and
- Share knowledge and experience while facilitating international strategic partnership to define and implement concrete initiatives.
COP Five Strategic Pillars

- COP high-level deliverables across the five strategic pillars are designed to be achieved by ITU and COP members in collaboration.
  - Legal Measures
  - Technical & Procedural Measures
  - Organizational Structures
  - Capacity Building
  - International Cooperation

- It is designed to transform the COP Guidelines into concrete activities by leveraging the active support provided by COP partners.
ITU has worked with some COP partners to develop the first set of guidelines for different stakeholders: Available in the six UN languages (+ more)
Updated version of the Guidelines for Industry

Structure

The document is composed of two main parts:

1. Industry Checklist

2. Online Case Studies
Background of the Industry Guidelines

Feb 2013, CWG COP meeting, members recommended to update the Guideline for Industry

Revise: several rounds of consultation among COP partners, main support from UNICEF

Open consultation during the IGF 2013 for one month, collected feedbacks and inputted important ones

Close cooperation and information exchange among COP partners have always played a crucial role throughout all stages of the revision process

Current Version
Scope of the Industry Guidelines

- The Guidelines apply to the safety of children when using ICTs.
- They provide advice on how industry can work to help ensure children’s safety when using the Internet or any of the associated technologies or devices that can connect to it.
- Establish a common reference point and guidance to the ICT and online industries and relevant stakeholders.
- Provide guidance to companies on identifying, preventing and mitigating any adverse impacts of their products and services on children’s rights.
- Suggest common principles to form the basis of national or regional commitments across all related industries, while recognizing that different types of businesses will use diverse implementation models.
### 5 key areas for protecting and promoting children’s rights in the online environment

<table>
<thead>
<tr>
<th>Policies and management processes</th>
<th>Child sexual abuse content</th>
<th>Safer and age appropriate environment</th>
<th>Educate children, parents and teachers</th>
<th>Promote positive use of ICTS</th>
</tr>
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<tbody>
<tr>
<td>Integrate children’s rights in policies and management processes</td>
<td>Develop processes for handling child sexual abuse content</td>
<td>Develop safer and age appropriate online environments</td>
<td>Educate children, parents and teachers on children’s safety</td>
<td>Promote digital technology as a mode to further good citizenship</td>
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**Purpose of the Guidelines is to provide:**
- A blueprint that can be adapted locally for various industry players
- Establish a benchmark for recommended actions
- Guidance on identifying, prevent and mitigating risks
- Guidance on supporting children’s rights
Who are the Guidelines for?

- Social media
- Internet services providers
- Mobile operators
- Internet in public spaces
- Content providers
- Online retailers
- Apps developers
- Hardware
How are the Guidelines structured?

**General guidelines**
- Policies and management processes
- Child sexual abuse content
- Safer and age appropriate environment
- Educate children, parents and teachers
- Promote positive use of ICTS

**Sub-sector check lists**
- Mobile operators
  - User-generated content, interactive and social media service providers
- Internet service providers (ISPs)
- Content providers, online retailers, app developers
- National and public service broadcasting
- Hardware manufacturers, operating system developers and app stores
Area 1

- Allocate responsibility to senior staff
- Identify child rights impacts on different age groups
- Consult key stakeholders, including young people
- Be transparent and report on child protection issues
Area 2

- Put in place procedures to ensure compliance under local/international laws
- Use customer terms and conditions
- Develop notice and take down processes
- Collaborate with local or national law enforcement and national hotlines
Area 3

- Employ technical measures: age-verification, block/allow lists, spend/time controls, filtering, and notices
- Communicate house rules
- Classify content in line with national expectations
- Set default privacy settings
- Offer reporting tools and processes
Area 4

- Clearly describe content and parental controls
- Educate customers to manage concerns on Internet usage
- Work in collaboration with government and educators
- Provide materials for use in schools and homes
Area 5

- Protect freedom of expression for all users
- Develop content that promote children’s rights to express themselves
- Promote digital literacy, capacity building, and ICT skills
- Support government priorities on ICT access
The Sector-specific Checklists

Mobile operators

• Collaborate with government, law enforcement, civil society and hotline organizations; Establish reporting mechanism, notice and takedown processes for child sexual abuse material.

• Be transparent to all customers – including parents, caregivers, children – about information of the following items:
  1. type of content offered and corresponding parental controls;
  2. how to report abuse, misuse and inappropriate or illegal content;
  3. how this report will be handled;
  4. what services are age restricted;
  5. safe and responsible behavior when using ‘own-brand’ interactive services.
Internet Service Providers (ISPs)

• Report child sexual abuse material to law enforcement agencies; set up notice and takedown processes and standardized reporting mechanism for customers; Actively assess commercial content hosted on the company’s servers on a regular basis.

• Identify customers’ age where appropriate; Consider providing mechanisms such as parental control software and tools that enable parents to manage their children’s access to Internet resources.

• Provide guidance in clear messages to children and parents on safe internet use for children.
Content Providers, Online Retailers, App Developers

• Develop reporting, notice and takedown processes for child sexual abuse material; Ensure business can report suspected illegal content directly to law enforcement agencies and hotlines; Make it clear that the business will collaborate fully with law enforcement investigations regarding illegal content, as well as corresponding penalties; Clarify data retention and preservation policies.

• Work with others in the industry to develop content classification/age rating systems; Ensure transparency in terms of pricing for products and services, and information collected about users.

• Educate customers with specific and clear information about content, such as the type of content, age ratings/restrictions, strong language or violence, reporting of illegal content—along with the corresponding parental controls that are available.
User-Generated Content, Interactive and Social Media Service Providers

• Have procedures in place to provide immediate assistance to law enforcement agencies during emergencies and for routine inquiries; Ensure business can report suspected illegal content directly to law enforcement agencies and hotlines; Make it clear that the business will collaborate fully with law enforcement investigations regarding illegal content, as well as the following penalties; Develop mechanisms and capacity for timely reporting, actively detecting and handling harmful information for children, ensuring privacy in information collection.

• Communicate in clear language within the terms of service and user guidelines regarding harmful information for children; Enforce minimum age requirements, and support the R&D of new age-verification systems.

• Inside the site, promote safety tips, articles, features and dialogue about digital citizenship; encourage good behavior.
• Develop policies that safeguard the welfare of children who contribute content online; Nominate a child protection policy manager for child online protection issues.

• Report and alert internal investigation department, managers, child protection contact, and legal enforcement agency in case of any child sexual abuse material, implement a swift and robust escalation strategy.

• Ensure that website moderators and hosts are prepared to remove content that breaks the site’s ‘house rules’; Provide content labelling; Report suspected grooming promptly to management team who will report to the appropriate authorities.

• Make safety information prominent, easily accessible and clear when online content is likely to appeal to a high proportion of children; Cooperate with parents to ensure that information disclosed on the Internet about children does not put them at risk.
Hardware Manufacturers, Operating System Developers and App stores

• Use terms and conditions to draw users’ attention to content that might not be appropriate for all ages; Offer easy-to-use parental control options that allow parents to restrict the services and content children can access when using electronic devices.

• Support customers by making guidelines available for family online safety, encouraging parents and caregivers to:
  1. become familiar with products and services children are using;
  2. ensure moderate use of electronic devices by children as part of a healthy and balanced lifestyle;
  3. pay close attention to children’s behavior in order to identify changes that could indicate cyberbullying or harassment.
Thanks to our partners

For more information please visit our website: www.itu/cop
Or contact us: cop@itu.int