



**Implementation of the
Safer Social Networking Principles
on Arto.com**

Raise awareness of safety education messages and acceptable use policies to users, parents, teachers and carers in a prominent, clear and age-appropriate manner.

**Terms of use
Safety on Arto
Guidelines
Parent information
Counselling**



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Terms of use

Informs the users what they are agreeing to by signing up to the site, and what they allow us to do with their information. Written in very clear wording that is easy to understand and light on text, in order to appeal a teenager to read them.



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Explains what we do to ensure the users safety, by means of monitoring the site, approving uploaded content, handling reports and general support questions, as well as the tools developed for the users to control who is able to contact them.



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Guidelines**

The general guidelines on Arto are a reference for users to gain knowledge of what is not allowed on the site. This page includes a summary of our rules on the site, as well as a detailed explanation below. When these guidelines are broken and the user receives a warning, we will refer the user to this page. The guidelines also serve to inform the user of what information we log and in which cases these might be shared with 3rd parties.



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Detailed information for parents and teachers. Explains the basis of the our, why social networking appeal to young people, the tools available on the site, what we do to protect the young, as well as information on products and upgrades that their children might purchase. Offer links to organizations that the parent may wish to visit.



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Throughout the pages mentioned above, the users may find links to organisations both online and in their neighborhood that offer counselling for issues that young people often struggle with.



Work towards ensuring that services are age-appropriate for the intended audience

- Upon creation, the user must acknowledge our Terms of Use, our Guidelines and our minimum age of 12 years old.
- Their registered age is used to restrict the user to certain sections in the forum, designed for 15+ or 18+ users.
- Users may control to view pictures and bulletinboard messages from other users within their age group.
- Age and location is used to ensure that no inappropriate advertising on the site is shown to adolescents.



Empower users through tools and technology

- By default, we show very little information about the user.

Name, gender, age, general location.

- Users may specify an age bracket for which users may contact him or her.

If set to 13-16, users below 13 or above 16 cannot contact the user.

- Users may block other users, to disallow the blocked user to sending messages to them.
- Galleries may be marked as public, hidden, friends only or restricted to visitors that has a password for the folder in question.



Provide easy-to-use mechanisms to report conduct or content that violates the terms of service

- Every profile includes a button to report other users for violation of our guidelines.
- Through a few steps the user can specify the incident and comment further on it, to enable us to better respond to their report.
- From everywhere on the site the user can access their previous reports and support questions, add to and continue conversation with the staff member as the incident is investigated.



Respond to notifications of Illegal content or conduct

- Upon confirmation of a violation of our Guidelines, we may issue a notice, or a temporary or permanent ban. When banned, the user cannot log in, or visit the profile.
- In case of a criminal offense, a report will be compiled and sent to NITEC, the Danish Center for National IT Investigation.
- If we are notified of an incident by the police, we will work to secure the data the police require.
- By issuing a court order, the police can have the data on a user released to them. This is required in order to comply with the Danish Data Protection Agency.



Enable and encourage users to employ a safe approach to personal information and privacy

- The user is in complete control of how much information is shown to others, through the personal profile they create.
- When sending a message that include a phone number or e-mail, the user is informed of the risk, and asked if they wish to send their personal information.
- Through various sections of our site, the user is reminded of our guidelines, in order to minimize illegal content or content that could be damaging to the user.
- If content have been removed from the users profile, a notice will be issued to inform the user.



Assess the means for reviewing illegal or prohibited content/conduct

- All pictures and video uploaded on the site is manually checked by our staff.
- Through a filter, we may search for the users that frequently use unwanted or harmful terms.
- The filter can also generate a list for the specific user, allowing us to quickly review messages sent from to user.
- Raw log files or conversation braiding allow us to get an overview of a users activity on the site.
- Our staff frequents all sections of the site



