

How self regulation lead to the safer use of mobile phones by children

Telefonica, S.A.

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Self regulation: Spanish Code of Conduct

Specific products

Build networks and links with society

Awareness

05 **In summary**

01 Where is Telefonica settled?

Global company's challenge it is to deploy the same strategy in each country where is settled

México

Accesos Móviles
15.331
Ac. Fixed Wireless
134

Ecuador

Accesos Móviles
3.123
Ac. Fixed Wireless
89

Reino Unido

Accesos Móviles
19.470
Ac. Datos e Internet
341

Centoamérica

Accesos Telefonía Fija
437
Ac. Datos e Internet
18
Accesos Móviles
5.702

Perú

Ac. Telefonía Fija
2.986
Ac. Datos e Internet
729
Ac. Accesos Móviles
10.613
Ac. TV de Pago
641

Irlanda

Accesos Móviles
1.728

Venezuela

Accesos Móviles
10.584
Ac. Fixed Wireless
1.313
Ac. TV de Pago
9

Brasil

Accesos Telefonía Fija
11.662
Ac. Datos e Internet
3.626
Accesos Móviles
44.945
Ac. TV de Pago
472

Alemania

Accesos Móviles
14.198
Ac. Datos e Internet
215

Colombia

Ac. Telefonía Fija
2.299
Ac. Datos e Internet
396
Accesos Móviles
9.963
Ac. TV de Pago
142

Uruguay

Accesos Móviles
1.421

Chile

Ac. Telefonía Fija
2.121
Ac. Datos e Internet
744
Accesos Móviles
6.875
Ac. TV de Pago
263

Argentina

Ac. Telefonía Fija
4.603
Ac. Datos e Internet
1.284
Accesos Móviles
14.830

España

Ac. Telefonía Fija
15.326
Ac. Datos e Internet
5.670
Accesos Móviles
23.605
Ac. TV de Pago
612

Marruecos

Accesos Móviles
7.427
Ac. Fixed Wireless
7

República Checa

Ac. Telefonía Fija
1.893
Ac. Datos e Internet
780
Accesos Móviles
5.257
Ac. TV de Pago
114

Eslovaquia

Accesos Móviles
455

25 countries

259 millions clients

43 millions fix access

12 millions data access

196 millions mobiles access

2 million Digital TV

over 257.000 employees

02 What is happening now?

Children and young people are the ones that have adapted the fastest to the new scenario of ICT proliferation.



¿Where to put the limit between the risk & opportunities?

Many assets...

- **Universal access to knowledge.** Personal development.
- Reinforcement and enlargement of **its social interaction** field. Gap elimination.

...that get along with potential risks

- Exposure to **illicit or inappropriate content.**
- Get in touch with **unknown people.**
- **Hounding and harassing.**
- Obtaining personal or patrimony **information.**
- Damaging **habits**

03 Our Child Protection Positioning

“In Telefónica we are committed to creating an environment in which children can use information and communication technologies safely.

That is why, in each of our markets, we will provide parents and children with the necessary tools and guidance to use our products and services responsibly”.

04 Our Child Protection Strategy

- Settle **internal rules** associated to our Business Principles (Normative of Adult Contents Control)
- **Self regulation Codes** (GSMA, UE...)
- **Verification** age systems
- **Helplines**

SELF
REGULATION

- Specific **handset** for kids (mo1, cam1, playpack...)
- **Filters** (CanguroNet, Parental Control, Antispam...)
- **Parental controls** to restrict access to harmful or improper contents
- **Responsible Marketing**
- **Walled gardens**
- **Localization** tools

AD HOC
PRODUCTS

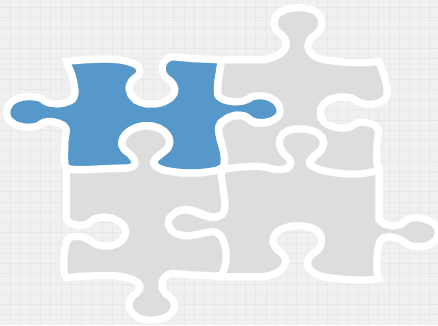
- Raising awareness through **schools**, CDs, Websites...
- Provide information to **Parents** and Teachers (Educared)
- Organising **events and campaigns** related to responsible use of ICTs and issues related.
- **Leaflets**, brochures, DVD
- **Dialogues** with Stakeholders

AWARENESS

SOCIAL
NETWORK

- **Partnership with institutions** and the most representative public bodies, as well as with private entities and associations (e.g. Save the Children, Protégés, ChildNet, Defensor del Menor...).

04 Strategy 1: Self-regulation



Under the self-regulation umbrella the operators are able to cover a wide range of activities to offer a safer environment for children



INITIATIVES SUCH AS

- **Adult Content Regulations**
- **European Framework** for Safer Mobile Use by Younger Teenagers and Children
- **Codes of Conduct** at national level
- **Mobile Alliance** against Child Sexual Abuse Content



FREE YOUTH PROTECTION HOTLINE 22988

- **Help and Advice:** for customers, provided by qualified agents on seven days a week between 8 am and 8 pm



TELEFONICA O2 CHILD PROTECTION CHAMPIONS

- **Front line staff:** to offer useful and practical advice about online child protection.
- **Second line support:** through a hot line to the O2's specialist team at the Nuisance Call Bureau.

04 Strategy: Self-regulation



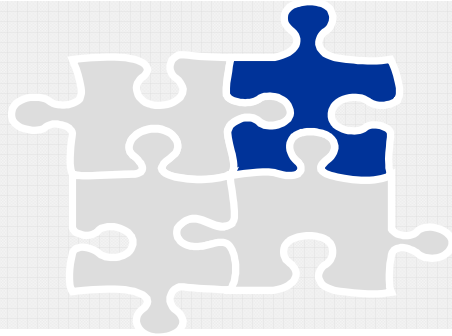
National Code of Conduct in Spain

With the collaboration of the Children Ombudsman of Madrid and the Ministry of Industry

- **December 2007:** the first Code of Conduct is signed between the four Spanish operators.
- **First country:** to have agreed and implemented a **Code of Conduct**, after the signature of the European Framework
- **Commitments:**
 - **Access control** mechanisms to adult content offered via WAP.
 - **Classify** such contents as recommended over 18 years old, according to the national law.
 - **Awareness raising** to empower children to make a safer and responsible use of mobile phones.
 - **Law Enforcement** collaboration to fight against illegal contents on the net
- **Monitoring Committee:** was created to ensure the fulfilling of the commitments
- **Commitments honored:** as planned in September 2008
- **Annual Report:** has been published to summarize the actions carried out during 2008.
- **Ongoing meetings in 2009:** to move forward in the child protection issues.



04 Strategy: Ad hoc Products



Self-regulation has no sense without specific products that guarantees a safe and responsible use of new technologies by children



PLAY PACK (10- 13 Years old)

- **Child Features:** trendy handset, camera and educative contents.
- **Parents Features:** restriction list for calls and SMS, positioning service, reverse charge call.



M01 (from 6 years old)

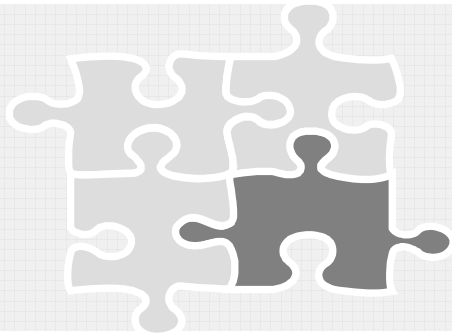
- **Restricted list:** for incoming and outgoing calls and text messages.
- **No internet** access neither WAP access.



CAM1 (from 6 years old)

- **Features:** Same than the Mo1
- **In addition:** it includes camera, Mp3, and MMS to numbers allowed by parents.

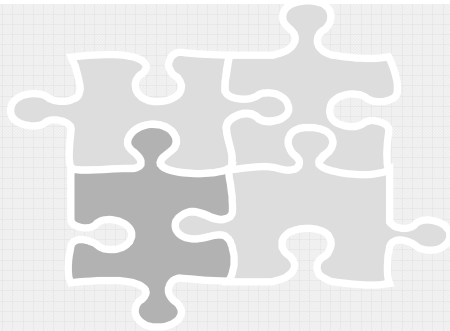
04 Strategy: Social network



Telefónica has reached agreements with the main NGO's and worldwide organizations, and across the business to develop awareness campaigns and support its initiatives.



04 Strategy: Awareness



Teaching children to use ICT's in a safer and responsible way is a share responsibility!!!



MINIMISATION OF BULLYING

- **Web portal:** addressed to parents, children and teacher.
- **Contents:** the use of mobile phones for harassment, bullying and other abuse(s) of modern communications technologies.
- www.minimalizacesikany.cz



FREE INTERNET SAFETY BOOK

- **Prevent:** children from unwanted contact, inappropriate behaviour and potentially harmful content.
- **Best selling children's authors:** Steve Barlow and Steve Skidmore



AWARENESS CAMPAIGNS IN SCHOOLS

- **Safe and responsible** use of internet and mobile phones to children, teachers and parents.
- **Partnered with the NGO** Protégeles

04 Strategy: Awareness



Interactive Generations

A survey carried out in seven countries to find out how children are behaving with Internet, mobile phones, video games and TV

- **Seven countries:** Argentina, Brazil, Colombia, Chile, Mexico, Peru and Venezuela
- **About 85.000 Children** has participated on the survey
- **Over 800 schools** have been involved on the process.
- **Two age groups** were established: 6-9 and 10-18 years old, so two different formats have been used.
- **Personalized report:** after completing the survey, schools have received a report with their students' uses and opinions about the ICTs.
- **Continuity over time relationship** with schools, teachers and parents through the website (newsletter, seminars, workshops...).
- **Starting point** in Latin America for awareness campaigns.
- **2009:** In Spain the survey has been launched. The result will be available after the summer 09.
- www.generacionesinteractivas.org

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Telefónica
