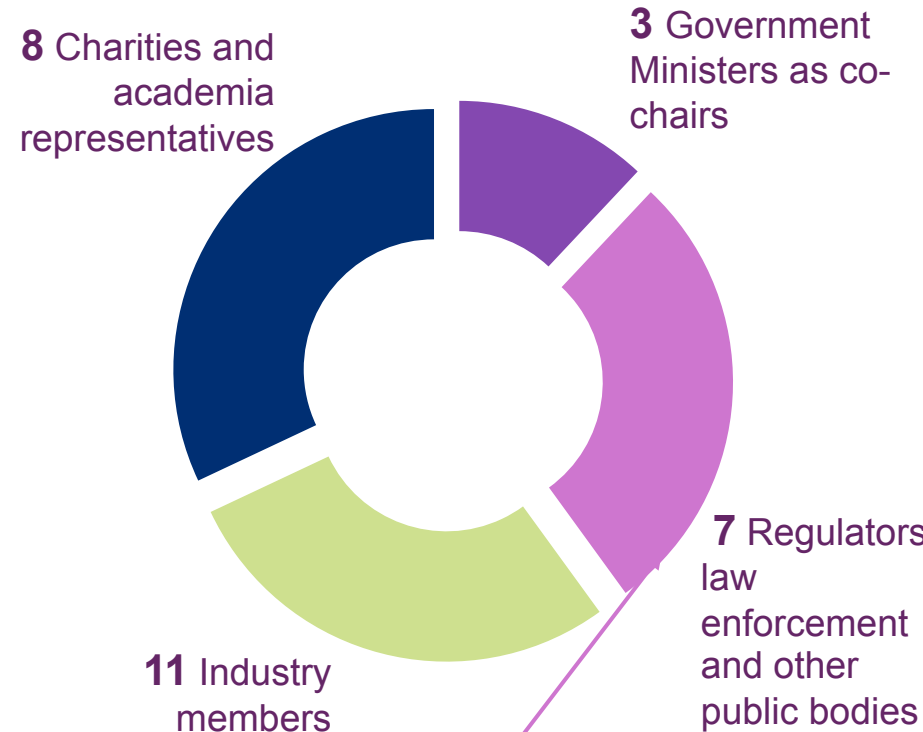


What is UKCCIS?

- Formed out of more than 200 organisations after the 2008 Byron review of children and new technology in the United Kingdom.
- Leads on voluntary child safety initiatives:
 - Eg developing an **unavoidable choice option** for home broadband customers about whether to turn on parental control filters.
 - working to create “Friendly Wifi” - an easily identifiable logo for all places where the public wifi has filtered inappropriate websites.
 - Guides on important practices to safeguard children, such as guides on **on moderation, search and chat**
 - An **evidence group** drawing together a large body of internet safety research

UKCCIS Executive Board



Ofcom sits on the UKCCIS Board providing technical advice and research expertise.

UKCCIS's request to produce an online child safety guide for industry



- In November 2014, UKCCIS Minister Ed Vaizey asked Ofcom to Chair a Social Media working group.
- Members of the working group include leading social media, gaming and interactive services companies operating in the UK, online child safety experts, law enforcement and others (see logos).



+ Julian Coles, Professor Sonia Livingstone

Relevance of the ICT Six Coalition Principles to the guide

- We approached the ICT Coalition to use its “Principles for the Safer Use of Connected Devices and Online Services by Children and Young People”.
- The UKCCIS guide adapted the ICT Coalition’s Six Principles on managing **content**, dealing with **abuse and misuse**, **child sexual abuse** or illegal contact, **privacy** and controls, and **education** and awareness.

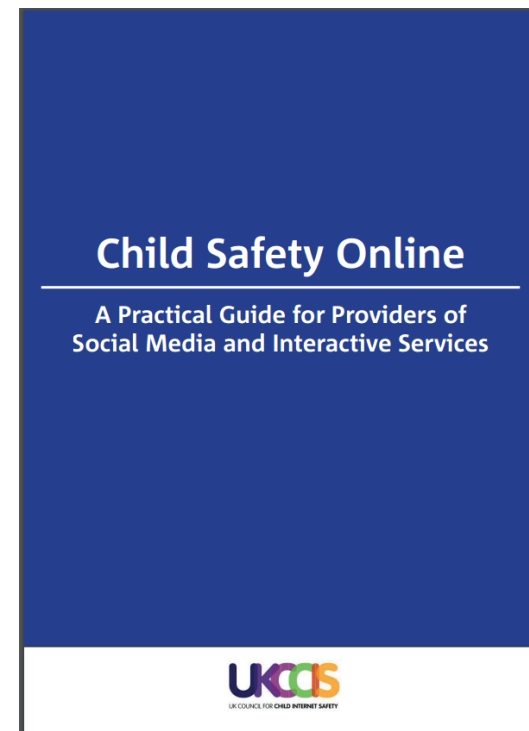


The screenshot displays the ICT Coalition website with a navigation menu (MEMBERS, NEWS, COMMITMENTS, CONTACT) and a grid of six principle cards. Each card has a title, subtitle, and a brief description. A photograph of a woman and a child is visible on the right side of the page.

WHO WE ARE A BRIEF INTRODUCTION	WHAT WE DO A MISSION STATEMENT	
The ICT Coalition for Children Online aims to help younger internet users across Europe to make the most of the online world and deal with any potential challenges and...	The first report on the implementation of ICT Principles is now available... Members of the ICT Coalition for Children Online pledge to encourage...	
PRINCIPLE 1 CONTENT	PRINCIPLE 2 PARENTAL CONTROLS	PRINCIPLE 3 DEALING WITH ABUSE/MISUSE
Some online content might not be appropriate for children and young people. Signatories should therefore...	While it is recognised that parental controls have limitations and cannot replace parents' engagement in their children's online use, Signatories should, as relevant for their products or services, assist parents to limit their children's exposure to...	Where online content or conduct may be illegal, harmful, offensive or inappropriate, Signatories should do the following for the services they offer...
PRINCIPLE 4 CHILD ABUSE OR ILLEGAL CONTACT	PRINCIPLE 5 PRIVACY AND CONTROL	PRINCIPLE 6 EDUCATION AND AWARENESS
In the cases of child sexual abuse content (e.g. child sexual abuse images distributed on the internet) or illegal contact (e.g. online grooming), Signatories shall...	Signatories will continue to comply with existing data protection and advertising rules and privacy rights as set out in the relevant legal dispositions. Furthermore, as appropriate, Signatories will...	Signatories will provide appropriate information and engage in activities to raise awareness of the safer use of connected devices and online services. The purpose of these activities will be to...

Production of the guide: a collaborative process with industry and charities

- The guide has benefited from an excellent level of **commitment by the working group members through**
- A comprehensive **information request** based on the ICT Coalition Principles
- Individual industry and NGO collaboration on each section as “document champions”.
- We worked closely with **Andrea Parola**, who has been an excellent liaison to achieve the aims of the working group.



The UKCCIS guide on Child Safety Online



- The guide offers practical advice based on **current good practice** for **social media and interactive services** to adopt a culture of “safety by design”. The target group are start-ups and growth stage companies.
- The guide covers aspects of social media production, from interface design, to moderation, terms and conditions and ongoing management to support staff to safeguard users under the age of 18, including:
 - Why online safety matters in business as well as social terms for all for social media and interactive service providers
 - Research on how children are affected by Social Media – including a child development guide
 - Detailed advice and real time examples provided by working group members’ practices to achieve the ICT Coalition’s six principles on online child safety in 6 sections mirroring the ICT Principles **with additional safety advice for services targeted at under 13s**
 - Provides an Annex with a legal background, additional resources to help industry direct troubled users to further support, and contacts to take knowledge further.

Next Steps: Outreach

- The guide was UKCCIS [website](#) and announced by the **Education Secretary Rt Hon Nicky Morgan** on 22 December.
- The most important output of this work is to **ensure that businesses who need the guide can find it.**
- Members have committed to include the guide on their websites, participate in events to **promote it**, and to incorporate it within other relevant activities they lead.
- We are developing an **outreach plan for Q1/Q2** based on the **voluntary** time and ideas from working group members based in the UK, and have asked leading trade associations to support this activity.
- We welcome any **suggestions and proposals** from ICT Coalition members on how to promote the guide (in the UK or worldwide).

Thank you!

The Guide is available here:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/487973/ukccis_guide-final_3.pdf

Please get in touch with us for more information:

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