Principles for the Safer Use of Connected Devices and
Online Services by Children and Young People in the EU

Following the launch of the "Principles", **KPN** has been working to implement the provisions according to its services and/or products.

The Principles aimed to ensure that Signatories:

· Encourage the development of innovative approaches which enhance safe use of the technology by children and young people

· Encourage the empowerment of parents and carers to protect children and young people engaged in online activity through education and advice

· Promote users' awareness of information and tools to help keep themselves safer online and of their obligations to behave responsibly towards other users

· Encourage the provision of easily accessible, clear and transparent information to help users understand in a timely way the conditions of use for the service they are using, including what is permitted in terms of acceptable behaviour and user-generated content

· Seek to promote users' awareness of how – and to whom – to report abuse and concerns, including – where available – specialised external agencies and law enforcement bodies.

Document Status and History

Version	Document: - ICT Coalition implementation KPN -	published
1.0	Initial document	2013
1.1	Review of document and updates based on portfolio development	2015

1. Content

The ICT Principles require under Section 1 – Content that signatories should:

- • Indicate clearly where a service they offer may include content considered not to be appropriate for children and display prominently options which are available to control access to the content. This could include, where appropriate for the service, tools to manage access to certain content, advice to users or a recognised system of content labelling

- • Display prominently and in an easily accessible location the Acceptable Use Policy, which should be written in easily-understandable language

- • State clearly any relevant terms of service or community guidelines (i.e. how users are expected to behave and what is not acceptable) with which user generated content must comply

- • Ensure that reporting options are in the relevant areas of the service

- • Provide notice about the consequences for users if they post content which violates terms of service or community guidelines

- • Continue work to provide innovative solutions able to support child safety protection tools and solutions.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. KPN iTV product has two ways of blocking. One is based on content classification. Second is channel based (incl. hiding channel information from the selection page).	completed	Instructions documented in manual of iTV set-up box.
2. KPN offers a free downloadable browser for Children, called MyBee. Based on reviews by parents only selected (white list) content is offered.	Completed	http://www.mybee.nl/
3. A MyBee APP version, optimized for tablet, will be introduced to the market.	In Progress (Q1 2016)	

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2. Parental controls

Signatories of the ICT Principles have committed, as relevant for their products or services, to assist parents to limit their children's exposure to potentially inappropriate content and contact. It is recognised that parental controls have limitations and cannot replace parents' engagement in their children's online use. Measures that are available or appropriate to each service/product will vary, but may include:

- Manufacturers seeking to optimise hardware design to provide products which simply and clearly help parents to set appropriate levels of control on devices.
- Network providers seeking to provide necessary tools and settings across their services to enable parents to set appropriate levels of control
- Service and content providers making available the necessary tools and settings across their services to enable parents to set appropriate levels of control.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc. to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. **KPN iTV;** a) **blocking of content (channel, content based), set by the parents (pin code).** b) **Channel selection (preselect TV channels for children en hide other channels, in this way preventing them from being selected by children)**	completed	**Instructions documented in manual of iTV set-up box.**
2. **KPN 'Veilig' product (fixed & mobile line), anti-virus tooling. Based on f-secure product line. Includes parental control features.**	completed	**https://www.kpn.com/prive/tv-internet-bellen/informatie/extra-opties/internet/kpn-veilig.htm** **https://www.kpn.com/prive/klantenservice/veilig-internetten/kpn-veilig.htm**

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3. Dealing with abuse/misuse

The Signatories have committed, when relevant for their services or products, to deal with all abuse/misuse related to content or conduct which may be illegal, harmful, offensive or inappropriate e.g. under a company's Acceptable Use Policy. Signatories commit to:

· Provide a clear and simple process whereby users can report content or behaviour which breaches the service's terms and conditions
· Implement appropriate procedures for reviewing user reports about images, videos, text and other content or behaviour;
· Provide clear information to users on all available report and review procedures;
· Place and review regularly links to these reporting options in appropriate areas of the service;
· Place links to relevant child welfare organizations or specialist providers of advice and other confidential helplines/support services in appropriate areas;
· Ensure that moderators who review user reports are properly trained to determine or escalate content or behaviour presented to them.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. National reporting mechanism 'www.meldknop.nl'. Browser extension. In case of bullying	In progress	**www.meldknop.nl**
2. KPN Abuse desk	In progress	**http://www.kpn.com/prive/service/veiligheid/abuse.htm**
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4. Child Sexual abuse content or illegal contact

Under this section, the ICT Principles require that signatories, if relevant for their services and products, cooperates with law enforcement authorities and other agencies, as provide for in local law, on child sexual abuse content or unlawful contact. The Signatories shall:

· Facilitate the notification of suspected child sexual abuse content to the appropriate law enforcement channels, in accordance with existing laws and data protection rules;
· Ensure the prompt removal of illegal child sexual abuse content once notified by national law enforcement agency
· Provide relevant additional information and/or links to users so they can make a report or obtain information about appropriate agencies or organisations that users can contact about making a report or obtaining expert advice, at national and EU level.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc. to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. A (voluntary) Notice and Takedown code of conduct is in place	In progress	http://www.ecp.nl/sites/default/files/NTD_Gedragscode_Engels.pdf
2. A reference to the National Hotline is made for customers to address and report (suspected) child abuse content	In progress	http://kpn-customer.custhelp.com/app/answers/detail/a_id/14214
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5. Privacy and control

The Signatories have committed, when relevant for the services and products, to continue compliance with existing data protection and advertising rules and privacy rights as set out in the relevant legal dispositions. In addition, the Signatories if appropriate to their service/product, may also:

· Manage privacy settings appropriate for children and young people in ways that ensure they are as safe as is reasonably possible;
· Offer a range of privacy setting options that encourage parents, children and young people to make informed decisions about their use of the service and the information they post and share with others online. These options should be easy to understand, prominently placed, user friendly and accessible;
· Take steps, where appropriate and in accordance with legal obligations, to raise user awareness of different privacy controls enabled by services or devices and enable users to use these as appropriate;
· Make reasonable efforts to raise awareness among all parties, service, content, technology and application providers, including public bodies, of industry good practice in relation to the protection of children and young people online.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc. to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. **Overview of available measure published via enclosed link**	**In progress**	eNacso - http://enacso.eu/publicationsview/109-database-for-age-appropriate-privacysettings
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6. Education and Awareness

The Signatories commit to raise awareness and provide appropriate information with the aim to:

· Educate children and young people and give them up to date information to manage their access and settings in relation to content, services and applications, adding support where possible to existing initiatives and partnerships;

· Provide advice about features of the service or functionality that are available to allow parents to improve the protection of children, such as tools to prevent access to certain types of content or service;

· Provide links to other sources of relevant, independent and authoritative advice for parents and carers, teachers, and for children;

· Provide access to information that will help educate parents, carers, teachers and children about media literacy and ethical digital citizenship, and help them think critically about the content consumed and created on the Internet;

· Encourage parents and teachers to use this information and talk to their children/pupils about the issues arising from the use of online services, including such topics as bullying, grooming and, where relevant, cost management.

Please indicate whether your company plans to meet the above commitments, by providing examples on how it intends to reach the targets.

If your company has already met the above commitment, please provide evidence such as screenshots, hyperlinks etc. to relevant material to support your statements

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. Documentation and awareness campaigns are conducted in cooperation with the Digiveilig program team	In progress	http://www.digivaardigdigiveilig.nl/bibliotheek/brochures-en-folders
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