

Telenor's Commitments

under the “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”, **the European operations of the Telenor Group (hereinafter: Telenor)** have been working to implement the provisions to its services.

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.

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.

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. Telenor does not provide own content, platforms for user generated content or social networking services. As a distributor of third party professional content, Telenor ensures, through its contracts with content providers, that the content is classified according to content classification requirements applicable based on statutory provisions or self-regulation.	Completed	
2. In 2013 Telenor will continue to ensure that all new Telenor branded applications as well as apps that it recommends in various app stores are classified according to the CEO coalition recommendations on content classification for apps.	In progress	

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.

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. Telenor operations provide various parental control features in relation to their	Completed	Telenor Norway http://www.telenor.no/privat/mobil/mob

<p>fixed and mobile internet services, including:</p> <ul style="list-style-type: none"> - a “Safe Child package” that allows consumers to set limits for their children’s mobile use and limiting access to premium rate services (including adult content), mobile data access, MMS, etc.; - parental control software for fixed and mobile broadband services enabling parents to control their children’s internet use; - “bully filter” that blocks specific numbers from sending harmful messages to children. 		<p>iltjenester/sikkerhet/</p> <p>http://www.telenor.no/privat/kundeservice/bredbandshjelp/sikkerhet/magicdeskto p/</p> <p>Telenor Sweden</p> <p>http://www.telenor.se/privat/kundservice/mobilt-bredband/sakerhetspaket/index.html</p> <p>http://www.bredbandsbolaget.se/bredband/sakerhetspaket/index.html#T24797_4</p> <p>Telenor Denmark</p> <p>http://www.telenor.dk/privat/mobilabonnemeter/mobilabonnemeter/lillenor/</p> <p>Telenor Hungary</p> <p>http://www.telenor.hu/vallalati-felelossegvallalas/tarsadalom/tudatos-biztonsagos-internethasznalat</p> <p>Telenor Serbia</p> <p>http://www.telenor.rs/?page=6798</p>
<p>2. Telenor will, through leveraging the experience gathered in respect of the various parental control tools, ensure that by the end of 2013 a comprehensive set of parental control tools (e.g. Safe Child, Bully Filter, walled garden software) is made available to its customers throughout its business units.</p>	<p>In progress</p>	
<p>3. Customers will be provided information about parental control features through relevant communications channels in order to</p>	<p>In progress</p>	

increase awareness of their availability.		
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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.

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. Telenor operations are supporting organizations providing helplines and support services to children and youngsters.	Completed	<p>Telenor Norway supports “Cross my heart”, the counselling service operated by the Red Cross (see below).</p> <p>Telenor Sweden supports the Red Cross’ “Jourhavande kompis” (Friend on Duty), a mobile chat application for lonely kids.</p>
2. In 2013 Telenor will, in partnership with relevant hotlines/NGOs/law enforcement authorities and other industry players, develop a single click button (i.e. a direct link from websites) to enable users to get in direct contact with hotlines/NGOs/law enforcement in order to	In progress	

report content harmful to children.		
3. In addition, Telenor will, in cooperation with relevant national helplines, develop a reporting app for smartphones and tablets.	In progress	

Telenor Norway is supporting Red Cross Counselling Service “Cross my heart”(Kors på halsen)

“Cross my heart” is the Red Cross' counseling service for children and youth across Norway. Five days a week all year volunteers respond to inquiries by phone, chat and e-mail. The offer also includes a discussion forum. Children and young people can remain anonymous and the service is for free both for landline and mobile users. Since 2010 “Cross my heart” has been part of the international INSAFE network, initiated by the European Commission to promote the safe use of the Internet and mobile phones for all children in Europe. In 2012, Telenor Norway supported the Cross my heart helpline with 1 million NOK. 2012 facts and figures:

- 18,600 calls answered
- 1700 contacts on chat
- 1050 e-mails responses
- 2300 posts published on the discussion forum

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.

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. Telenor, through its partnership with Interpol and national law enforcement agencies, is actively engaged in blocking access to websites containing child sexual abuse content on its fixed and mobile broadband services in all of its	Completed	

European operations.		
2. Telenor has, through its partnership with national law enforcement agencies and other competent organizations, ensured that access to reporting of child sexual abuse content is available online.	Completed	See below an example of a stop page used in Norway including a link for reporting.
4. Telenor Norway is closely cooperating with the police and will ensure prompt removal of child sexual abuse content hosted on its servers if notified. Telenor's other European operations do not currently provide hosting services.	Completed	
5. In 2013 Telenor Norway will publish a notice and takedown policy applicable to its hosting services, in compliance with applicable domestic and EU legislation/guidelines and in line with the best practices recommended by the CEO coalition.	In progress	
6. Telenor is a founding member of the GSM Association's Mobile Alliance against Child Sexual Abuse, which sets out guidelines on notice and takedown processes to ensure removal of child sexual abuse material hosted on mobile operators' network.	In progress	http://www.gsma.com/publicpolicy/myouth/mobiles-contribution-to-child-protection/mobile-alliance



KRIPOS
Den nasjonale enhet for bekjempelse av
organisert og annen alvorlig kriminalitet



Stopp!

Nettleseren din har nå forsøkt å kontakte et nettsted som benyttes i forbindelse med distribusjon av overgrepssbilder av barn - noe som er straffbart etter norsk straffelovs §204a (tidl. kalt barnepornografi).

Dersom du har innvendinger mot at sidene er sperret, eller mener en slik sperring ikke er korrekt, kan du ta kontakt med Kripas på tlf. 23 20 80 00 eller ved å **sende oss en epost**.

Det logges ikke noe informasjon om din IP-adresse eller annet som kan identifisere deg når du får opp denne siden. Denne sperringen er utelukkende ment for å forebygge straffbar distribusjon av dokumenterte seksuelle overgrep, og hindre at barn som allerede er avbildet blir ytterligere utnyttet.

Hvis du ønsker mer informasjon, eller ønsker å tipse Kripas, gå til **Kripas tipsmottak** eller ring oss på 09989.

Kripas og internettleverandørenes samarbeidsprosjekt mot seksuell utnyttning av barn på Internett

The Child Sexual Abuse Anti-Distribution Filter (CSAADF) is part of the COSPOL Internet Related Child Abusive Material Project (CIRCAMP). The project is initiated by the European Chief of Police Task Force - aimed at combating organized criminal groups behind commercial sexual exploitation of children.

KRIPOS TIPSMOTTAK

www.tips.kripas.no



Kripas tipsmottak

www.tips.kripas.no

eller ring oss på 09989

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7. 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.

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
<p>1. Telenor signed up to and has completed the formal policy implementation of the GSMA Privacy by Design Guidelines, which provide minimum standards for application development in order to safeguard the privacy of users. The Guidelines contain a chapter dedicated to “Children and adolescents” that address specific issues related to the privacy protection of minors.</p>	<p>Completed</p>	<p>http://www.gsma.com/publicpolicy/privacy-design-guidelines-for-mobile-application-development</p> <p>Internal group level policy documents have been amended accordingly.</p>
<p>2. During 2013 Telenor will continue to adjust its processes for the development of own-branded applications to ensure compliance with the Guidelines.</p>	<p>In progress</p>	

8. 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.

Company measure	Status: indicate if Completed, in progress or In Planning	documentation Links/ screenshot/ examples
1. Increase visibility of information to customers about functionality available to allow parents to improve the protection of children (e.g. parental control features) through relevant communications channels in order.	In progress	
2. Telenor operations provide links to other sources of relevant, independent and authoritative advice for parents, teachers and for children.	Completed	<p>Telenor Sweden's websites include a links to websites containing advice for safe use of the Internet maintained by NGOs and public authorities (e.g. media authority). http://www.telenor.se/privat/om-telenor/csr/barnsakerhet.html http://www.bredbandsbolaget.se/box/foraldratips/index.html</p> <p>Telenor Norway provides links on its</p>

		<p>website to relevant content from parent organization Barnevakten (Kids&Media) and the Red Cross. http://www.telenor.no/privat/mobil/mobiltjenester/sikkerhet/</p> <p>Telenor Hungary's website points to the Internet Hotline website, operated by the National Media and Communications Authority, which serves as a hub for information for parents and children alike on safe use of online media. http://www.telenor.hu/vallalati-felelossegvallalas/tarsadalom/tudatos-biztonsagos-internethasznalat</p>
<p>3. Telenor operations, in cooperation with NGOs and competent authorities, are actively driving internet literacy campaigns in order to educate children, parents and teachers about navigating safely in the Internet as well as critical thinking skills necessary in order to develop digital resilience.</p>	<p>Completed</p>	<p>Telenor Norway has been driving a country-wide campaign “<i>Use Your Head</i>” for the past 5 years, in cooperation with the Media Authority and NGOs Red Cross and parent organization Barnevakten, reaching out to Norwegian schools to address the widespread problem of cyberbullying and to improve “netiquette” (see below article for more info). www.bruehue.com</p> <p>Telenor Sweden provides education and awareness raising about digital literacy skills through Telenor Surf Academy. Its main focus is to develop students’ and teachers’ views on the advantages of using Internet in education. Educational days for students contain information and discussion about the risks on the internet (bullying, unsafe sources etc). In addition, it is a member of a public private partnership called “<i>Surfa Lugnt</i>” where enterprises, authorities, NGOs join forces to build competence about young and adolescents daily digital life. The target group is parents and adults in children’s presence and</p>

		<p>the vision is “active parents and adults for children’s daily life on the internet”.</p> <p>Telenor Hungary, is cooperating with MediaSmart Hungary in the development of educational material called “<i>Digital World</i>” with the aim of making children aged 9 to 11 aware of the opportunities and risks inherent in digital media and to help them develop critical thinking skills about the world of the Internet. The educational material – aimed primarily at teachers and parents – is freely available since April 2013. http://www.mediatudor.hu/digitalisvilag/main.php</p> <p>Telenor Montenegro, in cooperation with the Ministry of Information Society and Telecommunications and the Ministry of Education and NGOs, spearheaded two projects entitled “<i>Connecting Generations</i>” and “<i>Surf Wisely, Conquer the Internet</i>” with the aim of educating Montenegrin children, their parents and teachers about the positive experience of using the Internet, while building a sense of safety in the digital environment. The projects were based on the concept of peer education by educating “Safe Internet Ambassadors” with the involvement of 25 elementary schools.</p>
<p>4. Telenor operations are actively addressing the problem of digital bullying, in cooperation with competent authorities and NGOs, through the development of educational materials and awareness raising campaigns.</p>	<p>Completed</p>	<p>Telenor Norway’s “<i>Use your head campaign</i>”: www.bruekhue.com</p> <p>Telenor Sweden’s Telenor Surf Academy addresses the issue of digital bullying and other risks children may encounter using the Internet.</p> <p>Telenor Serbia is implementing the project “<i>Stop digital bullying</i>” in cooperation with UNICEF and the</p>

		<p>Ministry of Education and Science, in order to prevent and reduce violence against and among children and ensure the safe use of digital media. The project has the following stages:</p> <ul style="list-style-type: none"> • Research study on the frequency and forms of digital bullying in schools and protection measures; • Development of instructions and guidelines for the protection from digital bullying for three target groups – school children, parents and teachers; • Training of 70 mentors, already included in the work with more than 200 schools across Serbia, who will provide long-term support to schools related to digital bullying; • Workshops for school children, parents and teachers on benefits of mobile communication usage and prevention measures for different digital bullying forms; • Raising awareness of all target groups through different communication channels (print and online media with the focus on social networks).
<p>5. In February 2013, Telenor and the Boston Consulting Group published a study <i>“Building digital resilience”</i>, which examines future trends in the use of mobile internet by children in Europe and in developing countries. The presentation of the study findings in Telenor’s markets will be used to raise awareness of the importance of building the “digital resilience” – partly through digital literacy education – in order avoid that risk in the Internet is translated to actual harm.</p>	<p>In progress</p>	<p>http://www.telenor.com/news-and-media/press-releases/2013/100-million-more-kids-online-by-2017-telenor-calls-for-action-to-make-internet-safer/</p>

Telenor Norway's Use Your Head Campaign

Digital bullying is still a widespread problem among Norwegian youth. Since 2008 Telenor has been working to improve netiquette and counteract cyber bullying among children and young people, and in 2009 we took the initiative to create the Use Your Head Campaign (Bruk Hue), which is currently the most important of Norway's efforts to counteract cyber bullying. Since its beginning, the campaign has visited more than 300 schools across the whole of Norway, totalling more than 100,000 pupils and more than 18,000 parents. We visited 100 schools in 2012 and reached a milestone by visiting all of Norway's counties by the end of the year. The Use Your Head Campaign celebrates its fifth anniversary in 2013.

The campaign is a collaboration between Telenor, the Media Authority's Trygg Bruk Centre (Safe Use), the Red Cross and their Dialogue Service Kors på Halsen (Cross my Heart), as well as the parent organization called Barnevakten (Kids&Media) in which these different groups work together and use their knowledge to design a concept that can reach out and interest the target group.

Norstat has recently published a survey commissioned by Telenor that shows that 56 percent of children and youths between 10 and 15 years say they themselves or friends have received bullying messages online or on their mobile phones. The digital bullying is worst among girls. More than one out of three Norwegian girls say they have received hurtful messages.

One out of ten children bullied out of their class

According to Telenor's survey one out of ten children have considered switching their school class as a result of digital bullying. The survey also shows that eight out of ten children know there are adults they can talk to, yet more than half feel it is hard to tell someone if they have experienced digital bullying.

Parents fear digital communication

The survey shows that nearly nine out of ten parents believe new ways of communicating online and on mobile phones can contribute to making bullying more common. 37 percent say they have little control of what their children are doing on their mobile phone or online.

The Use Your Head campaign consists of two main parts, in the daytime for pupils and in the evening for parents. At the end of spring 2013 the tour will have visited 400 schools, nearly 120,000 pupils and 22,000 parents.

More about the campaign at www.bruehue.com

BRUK HUE

[Aktuelt](#)[Digital mobbing](#)[Program](#)[Turnéliste](#)[Bruker du hue?](#)[Kontakt](#)[Partnere](#)

Du er her: brukhue.com -> Forsiden

Bruk Hue - Norges største kampanje mot digital mobbing

Den digitale hverdagen er spennende og full av muligheter, men den krever at man er ansvarlig og viser respekt for andre. Dessverre er det alt for mange barn og unge som sliter med digital mobbing. Undersøkelser viser at mobbing som skjer på nett og mobil kan oppleves som verre enn vanlig mobbing - ansikt til ansikt. I tillegg sier mange at det er lettere å si noe negativt eller sårende når man ikke står ansikt til ansikt, men er skjult bak en nettpofil eller en tekstmelding.



Telenor, Medietilsynet, Røde Kors og Barnevakten har gått sammen om en felles innsats mot digital mobbing. Bruk Hue har besøkt flere hundre ungdomsskoler i alle Norges fylker, og tar opp kampen mot digital mobbing:

- 6 av 10 barn og unge som har deltatt på Bruk Hue turneen, som i løpet av våren vil ha besøkt 400 skoler, 120 000 elever og 20 000 foreldre, sier at Bruk Hue har bidratt til at de vet mer om hvordan de skal håndtere mobbing eller erting via nett eller mobil.
- Nær 8 av 10 barn og unge vet at det er ulovlig å legge ut bilder av andre på internett uten at de har fått godkjenning.
- 1 av 2 av foreldrene diskuterer digital mobbing hjemme etter å ha deltatt på Bruk Hue foreldremøtet.

Her kan du sjekke turnélisten, ta Bruk Hue testen, og lære mer om hvordan du kan bidra i kampen mot digital mobbing.

Bruk Hue - Skoleturné om digital

BRUK

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Er du ung og trenger noen å snakke med?

RING OSS PÅ
800 333 21
(man-fred kl 14-20)

MAIL OSS
Send oss en mail og