



Freiwillige Selbstkontrolle
Multimedia-Diensteanbieter

GDPR-Checklist and Guidelines for Providers of Online Content for Children

Martin Drechsler

Forum of the ICT Coalition – Brussels – 26 September 2018

Self-regulatory organization for child protection online

FSM



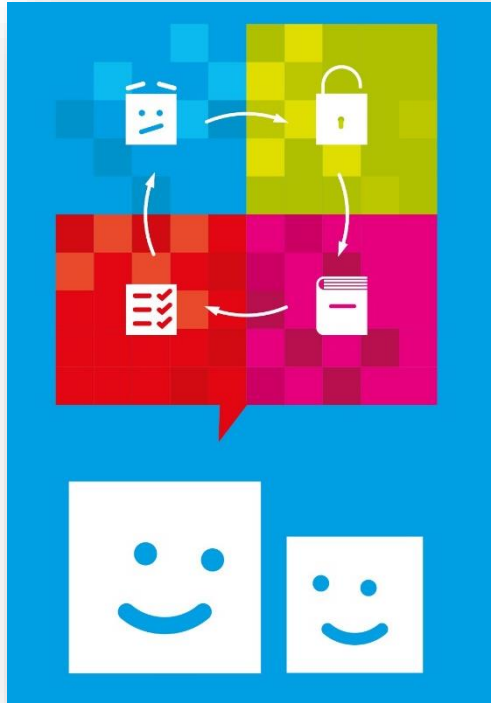
- Non-profit organisation
- Founded in 1997
- Officially recognised association for voluntary self-regulation in the field of telemedia since 2005
- Tasks:
 - Improving and enforcing the protection of minors in digital media services
 - Combating illegal and children/youth-endangering online content
 - Promotion of media literacy: online projects, materials and tools for parents, teachers and young people

Research: Youth Media Protection Index

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www.jugendmedienschutzindex.de

How do parents and young people
cope with online risks?

Concerns regarding privacy and data protection

- Spying on personal data of children
 - Parents: 33%, especially of younger children (9-12 years)
 - Young people: 20 %, but 1 in 4 older children/teenagers are concerned (and have already experienced this themselves)
- Children/teenagers publishing too many personal data
 - Parents: 36%, especially of teenagers (15/16 years of age) and girls
 - Young people: half of the 15/16 year olds (and 1 in 3 have already experienced this)

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Checklist for content producers and providers

Keep in mind that the privacy of children is paramount:

- Ensure that privacy laws are respected.
- Be careful not to gather more data than necessary.
- Provide information about privacy measures and ensure that policies are clearly visible and in a language or format suitable for the target group and his/her parents.
- If the data of users is processed or authorisation is needed while installing or using the app/site /service, this should be made transparent.
- Ensure that personal data is treated confidentially and exceptions (for example, for the purpose of delivering a prize) are made transparent and it is stated clearly that the data is deleted afterwards.
- If children can share their personal data, be aware that they have to actively confirm parental consent.

Positive online content checklists

A positive online content criteria checklist, originally created as part of the [POSCON \(Positive Online Content and Services for Children in Europe\)](#) thematic network's work, has been reviewed and updated for the purposes of this campaign. The aim is that content providers use this checklist when developing new content and services to ensure that their products are fit for purpose, and take measures to ensure that children can go online free from risk of harm, whether this be in terms of content, contact, conduct, or commercial considerations. Parents, carers and educators can also benefit from the tool by being better aware of the features they should look out for when choosing online experiences for younger children.

Browse the checklist below, or download various language versions on the right.

Criteria for positive digital content, services and apps for children

Values and impact

Right from the start, your intended content must consider the following values in terms of how the content might impact the child.

Language versions

You may download the checklist in [English](#) as well as in other relevant European languages by using the links below:

- [Bulgarian](#)
- [Croatian](#)
- [Czech](#)
- [Danish](#)
- [Dutch](#)
- [Estonian](#)
- [Finnish](#)
- [French](#)
- [German](#)
- [Greek](#)
- [Hungarian](#)
- [Icelandic](#)
- [Italian](#)
- [Latvian](#)



Children's websites and GDPR: This works well!

<https://www.fsm.de/sites/default/files/fsm-dsgvo-broschuere.pdf>

- target groups:
 - providers of positive online content for children
 - nonprofit or publicly funded initiatives
- aim:
 - make GDPR implementation easier
 - raise awareness among the target groups and media education specialists

Kinderseiten und DSGVO: Das geht gut!



Aufklärung und Hilfestellung für die Umsetzung
der EU-Datenschutz-Grundverordnung für
Anbieter von Kinderonlineinhalten

Gefördert von:

 Die Bundesregierung
für Kultur und Medien

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**SEITEN
STARK** Arbeitsgemeinschaft
vernetzter
Kinderseiten



➤ Was bedeutet Datenverarbeitung?

➤ Was sind personenbezogene Daten?

1. Verarbeitungsvorgänge im Rahmen meines Angebots [↓ Mehr lesen](#)

Ist mein Angebot nicht ausschließlich privat? [↓ Mehr lesen](#)

Welche Datenverarbeitungen finden auf meinem Angebot statt? [↓ Mehr lesen](#)

Welche personenbezogenen Daten erhalte ich von den Nutzenden? [↓ Mehr lesen](#)

- Kontaktformular
- Kommentarfunktion / Pinnwand
- Communitybereich mit Nutzerprofilen
- Newsletter-Abonnement
- Bestellmöglichkeiten / Shop
- Gewinnspiele
- Sonstiges

Welche personenbezogenen Daten der Nutzenden werden passiv durch mich oder durch Dritte verarbeitet? [↓ Mehr lesen](#)

- Speicherung von Log-Files auf dem Server
- Nutzungsanalyse- bzw. Webstatistik-Tools (z.B. Google Analytics; Mamoto, früher: Piwik)
- Eingebettete redaktionelle Inhalte von externen Angeboten, z.B. YouTube- oder Vimeo-Videos, Twitter-Beiträge oder Twitter-Feeds, Online-Karten wie Google Maps
- Nachgeladene externe Inhalte (Social Media-Buttons, Web-Schriften, Zählpixel u.a.)
- Newsletter Abo-Management über externen Dienstleister (z.B. Mailchimp, Mailjet, Newsletter2go etc.)
- Extern ausgespielte Werbung (Werbeplätze, die über Werbepattformen oder Ad Exchanges befüllt werden)
- Sonstiges

<https://www.fsm.de/sites/default/files/fsm-dsgvo-broschuere.pdf>

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Checklists and Guidelines

- published under a Creative Commons license
- translation into other languages?

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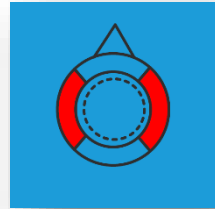
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GDPR – Checklist and Guidelines

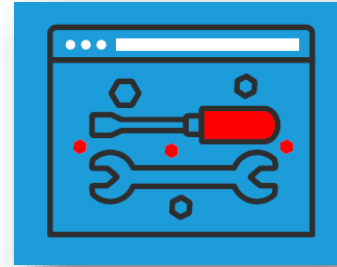
<https://www.fsm.de/sites/default/files/fsm-dsgvo-broschuere.pdf>

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■ Interactive Checklist

1. Processing of operations within the scope of my offer
2. Clarify the grounds for permission and responsibility
3. Processing contracts with contractors
4. Processing directory
5. Update of privacy policy
6. Consent: Formulation and procedure
7. Ensure rights of affected parties



- supplementary explanations and background information to each checklist chapter
- Support, material and online tools



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Thanks.

Martin Drechsler

Freiwillige Selbstkontrolle
Multimedia-Diensteanbieter e.V. (FSM)

drechsler@fsm.de
www.fsm.de



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