Guidelines for Industry on Child Online Protection

ICTS AND VIOLENCE AGAINST CHILDREN: MINIMISING RISKS AND RELEASING POTENTIAL

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UNICEF Child Protection Strategy and ICTs

- Create greatest possible **opportunity for *all* children** to take advantage of the benefits offered by ICTs, minimizing risks and potential harm

- **Balance** the **right to protection** from all forms of violence, abuse and exploitation with **the right to information, freedom of expression and association, privacy and non-discrimination**

- Requires a **multi-stakeholder and sectorial approach**: collaboration with governments, parliamentarians, civil society, the private sector, professionals working with children, parents and children themselves

- **Four strategic areas** should underpin national and international response:
  - Empowering children and enhancing resilience to harm
  - Preventing impunity for abusers
  - Reducing availability and access to harm
  - Promoting the recovery of children exposed to harm

UNICEF Child Protection Strategy and ICTs

- Increasingly UNICEF country offices address children's use of ICTs

- Strategies to address ICT related violence and exploitation must be part of **wider national strategies** to address violence, exploitation and abuse taking place through other modalities. Focus on:

  - ➢ **Strengthening national child protection systems to support prevention and service response to violence, exploitation and abuse facilitated through ICTs**
    - ➢ Laws, policies, regulations and comprehensive services for all abused/exploited children, across all social sectors - justice, social welfare, education, health and the ICT sector

  - ➢ **Support norms, attitudes and behaviors that prevent violence and exploitation**
    - ➢ Promoting positive, protective norms and behaviours working with communities, parents, teachers, children and industry

Child online protection and participation

CHILDREN'S RIGHTS IN THE "VIRTUAL" WORLD

The response needs to strike a balance between the right to protection and the right to participation.

Freedom of expression

Privacy

Education

Non-discrimination

Access to Information

Play and leisure

Protection from violence

Culture

Protection from sexual abuse and exploitation

Recreation

WHICH COMPANIES HAVE RESPONSIBILITY?

Companies that offer Internet and associated technologies
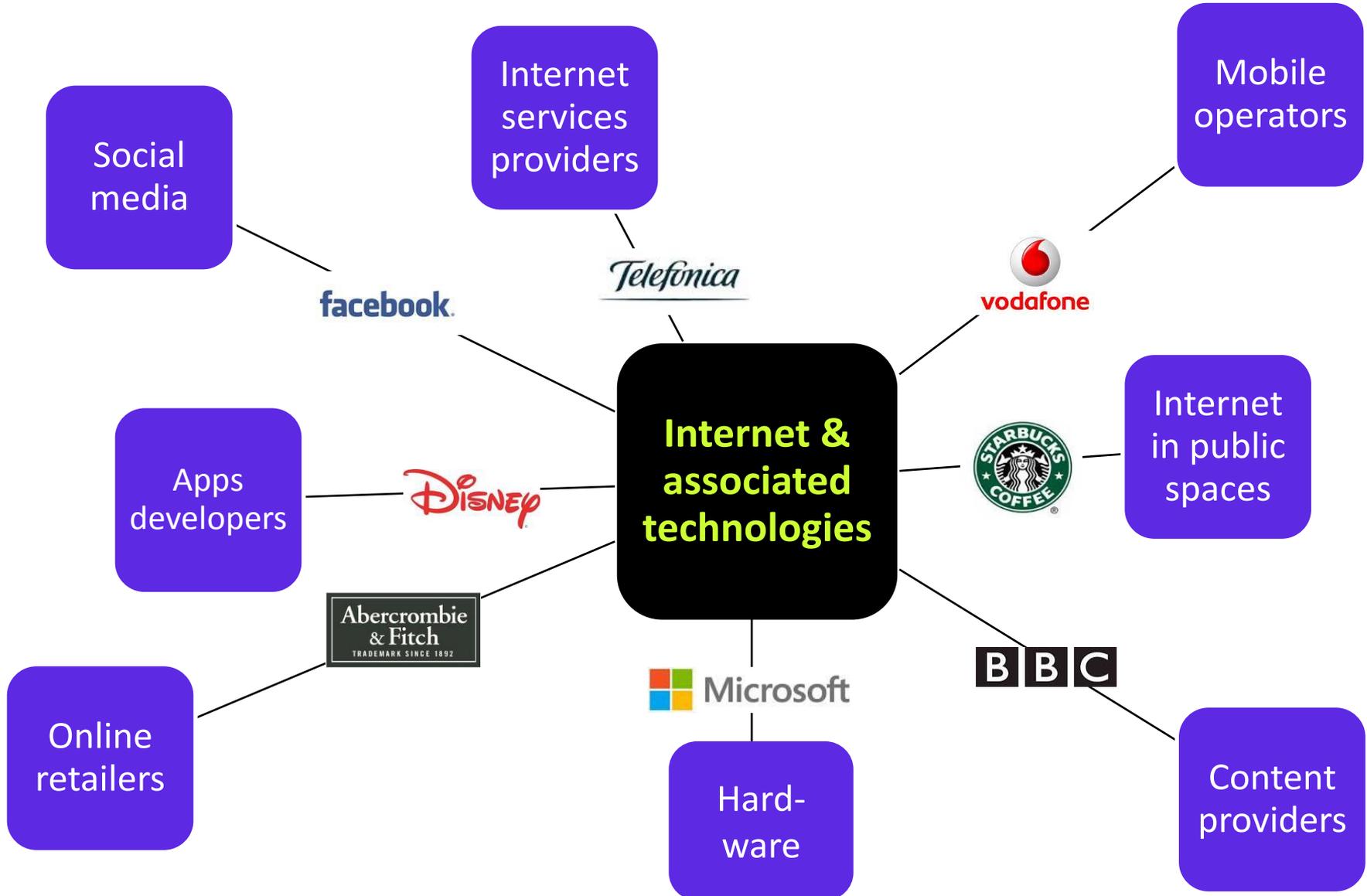
CHILD RIGHTS RISKS

Children can be victims, receivers, participants and initiators of risky online behaviour.

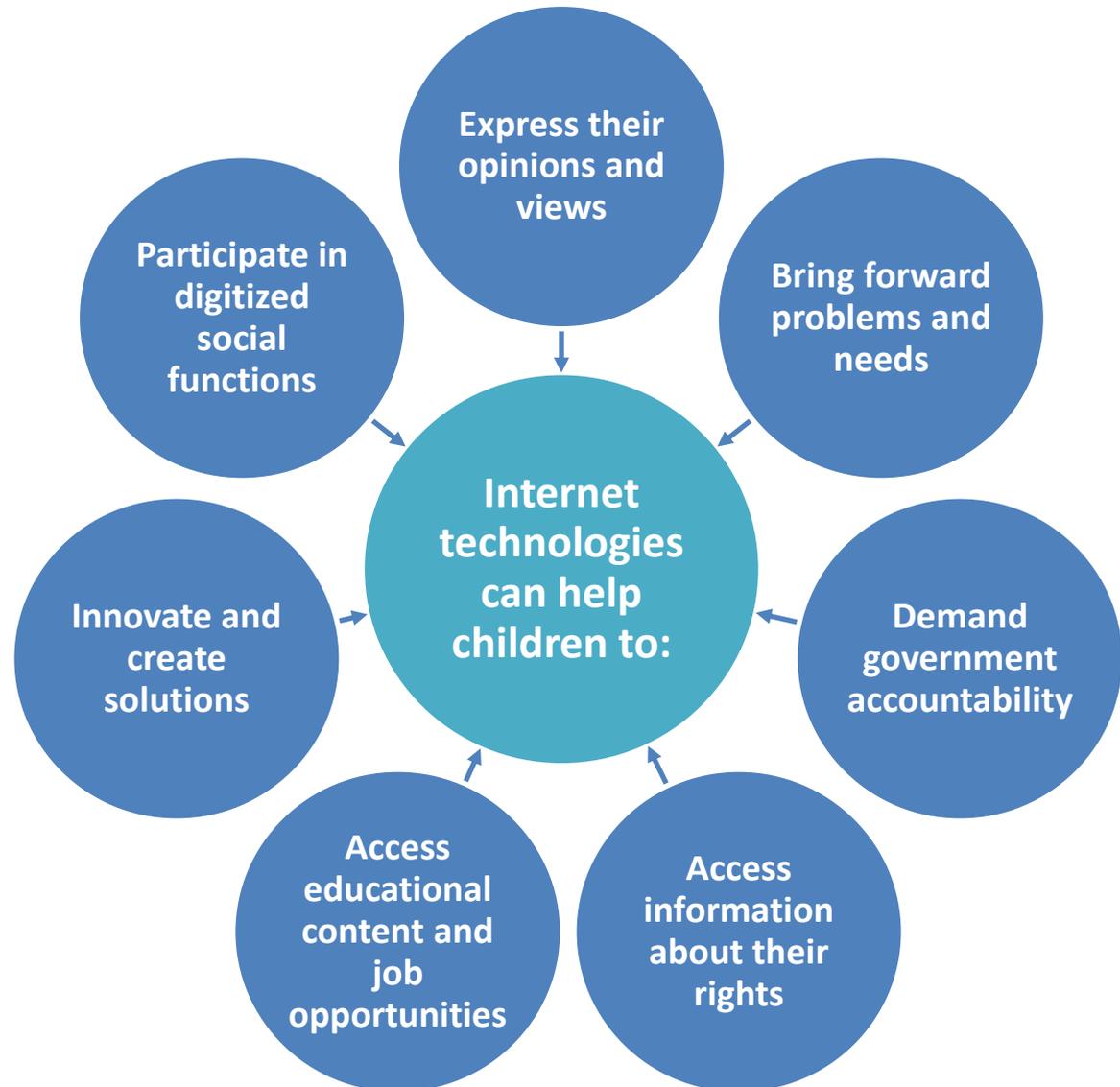| Child sexual abuse	• Recorded images of children subjected to sexual abuse and exploitation
Inappropriate content	• Exposure to violent or adult content • Exposure to content that promotes self-harm
Inappropriate conduct	• Cyberbullying • Self-exposure, sexting
Inappropriate contact	• Grooming
Other	• Predatory e-commerce (privacy, subscription terms, advertising, etc) • Internet addiction

OPPORTUNITIES TO PROMOTE CHILDREN'S RIGHTS

Companies can facilitate children's positive use of ICTs.

Article 13 of the CRC

The child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice.

Internet technologies can help children to:

- Express their opinions and views
- Bring forward problems and needs
- Demand government accountability
- Access information about their rights
- Access educational content and job opportunities
- Innovate and create solutions
- Participate in digitized social functions

ITU/UNICEF GUIDELINES FOR INDUCTRY ON CHILD ONLINE PROTECTION

The Guidelines outline five key areas for protecting and promoting children's rights in the online environment

Policies and management processes	**Child sexual abuse material**	**Safer and age appropriate environment**	**Educate children, parents and teachers**	**Promote positive use of ICTS**
Integrate children's rights in policies and management processes	Develop processes for handling child sexual abuse material	Develop safer and age appropriate online environments	Educate children, parents and teachers on children's safety	Promote digital technology as a mode to further civic engagement

Purpose of document is to provide:
- ✓ A blueprint that can be adapted locally for various industry players
- ✓ Establish a benchmark for recommended actions
- ✓ Guidance on identifying, preventing and mitigating risks
- ✓ Guidance on supporting children's rights

COP INITIATIVE PARTNERS

The process to revise the Guidelines was led by ITU and UNICEF along with business, civil society and government representatives – Broad consultative process with stakeholders in 2013

ITU/UNICEF CHILD ONLINE PROTECTION GUIDELINES

| **Policies and management processes** | **Child sexual abuse material** | **Safer and age appropriate environment** | **Educate children, parents and teachers** | **Promote positive use of ICTS** |

- Allocate responsibility to senior staff
- Develop a child protection/safeguarding policy and/or integrate online risks and opportunities into other relevant policies
- Integrate due diligence on child online protection issues into assessment processes and identify impacts on different age groups
- Consult key stakeholders, including children and young people, on online safety mechanisms for guidance/feedback
- Establish grievance, remedy and reporting mechanisms

ITU/UNICEF CHILD ONLINE PROTECTION GUIDELINES

Policies and management processes	Child sexual abuse material	Safer and age appropriate environment	Educate children, parents and teachers	Promote positive use of ICTS

- Put in place procedures to ensure compliance under local/international laws
- Use customer terms and conditions to state company's position on misuse
- Develop notice and take down processes for reporting of CSAM
- Collaborate with local or national law enforcement and national hotlines

ITU/UNICEF CHILD ONLINE PROTECTION GUIDELINES

Policies and management processes	Child sexual abuse material	Safer and age appropriate environment	Educate children, parents and teachers	Promote positive use of ICTS

- Employ technical measures: age-verification, block/allow lists, spend/time controls, filtering, and opt-out
- Communicate clear house rules
- Classify content in line with national standards
- Set heightened default privacy settings
- Offer reporting tools and processes
- Align with relevant marketing regulations
- Promote national support services for children

ITU/UNICEF CHILD ONLINE PROTECTION GUIDELINES

Policies and management processes	Child sexual abuse material	Safer and age appropriate environment	Educate children, parents and teachers	Promote positive use of ICTS

- Clearly describe content and parental controls in accessible language
- Educate customers to manage concerns on Internet usage
- Set up mechanisms and educate parents to be involved
- Work in collaboration with government and educators
- Provide materials for use in schools and homes

ITU/UNICEF CHILD ONLINE PROTECTION GUIDELINES

Policies and management processes	Child sexual abuse material	Safer and age appropriate environment	Educate children, parents and teachers	Promote positive use of ICTS

- Prevent over blocking of content
- Develop content that promote children's rights to express themselves
- Develop educational platforms
- Promote digital literacy, capacity building, and ICT skills
- Support government priorities and civil society on ICT access

SECTOR-SPECIFIC CHECKLISTS

The Guidelines offer sector-specific checklists for the following sectors:

Sector-specific checklists
- ✓ Mobile operators
- ✓ Internet service providers
- ✓ Content providers, online retailers and applications developers
- ✓ User-generated content, interactive and social media service providers
- ✓ National and public service broadcasting
- ✓ Hardware manufacturers

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NEXT STEPS

- **Finalization of the Guidelines**

- **Broad dissemination of Guidelines among all stakeholders- Industry, Governments, civil society in all regions**

- **Internally UNICEF – collaboration between Corporate Social Responsibility and Child Protection**