



National Implementation Report

The **Swedish** Code of Conduct on Safer use of mobile phones and services by younger teenagers and children

April 2010



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Executive summary

The European Framework for Safer Mobile Use by Younger Teenagers and Children (the “Framework”) is a self-regulatory initiative of the European mobile industry. It contains recommendations designed to ensure that younger teenagers and children can safely access content on their mobile phones. As of April 2010, there are 83 signatory companies implementing the Framework through the roll-out of national voluntary agreements (Codes of Conduct). A further eight mobile operators have only signed up to a national code of conduct but as such are still participating in the initiative. Codes of conduct are currently in place in 25 EU Member States and under development in the remaining two. This means that around 96 per cent of all mobile subscribers in the European Union benefit from the Framework.

This report has been prepared by mobile operators as part of a third review of the implementation of the Framework in the European Union, with a particular focus on how they have implemented the provisions of their national code of conduct. In the case of Sweden, the report tracks compliance in relation to the Swedish code on safer use of mobile phones and services by younger teenagers and children.

The main findings of this report can be summarised as follows:

- None of the operators in Sweden offer their own-brand adult content. With regards to premium content, third parties need to adhere to the national code of practice.
- All operators have participated in individual or other organised education and awareness raising campaigns.
- All operators actively participate in the review and development of the Ethical Rules for Premium Rate Call Services set forth by the Ethical Council (Etiska Rådet för Betalletejänster) which contain provisions on fighting illegal content.¹ Furthermore most operators financially support ECPAT (the Swedish hotline for child pornography, trafficking in children for sexual purposes and child sex tourism).
- In addition to the Code in Sweden mobile operators also adhere to two complementary instruments namely, the Ethical Rules for Premium Rate Call Services² and the Code of Conduct on Mobile Premium Services³.

¹ <http://www.etiskaradet.se/regler/documents/EthicalRules.pdf>

² *ibid*

³ <http://www.morganforum.com/regler/code-of-conduct>

Introduction

This report has been prepared by mobile operators as part of a third review of the implementation of the European Framework for Safer Mobile Use by Younger Teenagers and Children (the “Framework”) in the European Union.

The Framework is a self-regulatory initiative of European mobile operators, which puts forward recommendations to ensure that younger teenagers and children can safely access content on their mobile phones. It was issued in February 2007 following the consultation of child protection stakeholders in the European Commission’s High Level Group on Child Protection. A reproduction of the Framework is available in Annex I of the report.

Fifteen signatories at group level (55 national mobile operators) initially signed up to the Framework on Safer Internet Day, 6 February 2007. As of April 2010, there are 83 signatory companies implementing the Framework through the roll-out of national voluntary agreements (Codes of Conduct). A further eight mobile operators have only signed up to a national code of conduct but as such are still participating in the initiative⁴.

The recommendations of the Framework cover the following areas:

- **Classification of commercial content** — mobile operators’ own and third party commercial content should be classified in line with existing national standards of decency and appropriateness so as to identify content unsuitable for viewing by younger teenagers and children.
- **Access control mechanisms** — appropriate means for parents for controlling access to this content should be provided.
- **Education and awareness-raising** — mobile operators should work to raise awareness and provide advice to parents on safer use of mobile services, and ensure customers have ready access to mechanisms for reporting safety concerns.
- **Fighting illegal content on mobile community products or the Internet** — mobile operators should work with law enforcement agencies, national authorities and INHOPE or equivalent bodies to combat illegal content on the Internet.

The Framework recommendations are not prescriptive. Mobile operators have implemented them in different ways to reflect the diversity of their services and marketing models, as well as to cater for national societal norms and values. National codes of conduct are currently in place in 25 EU

⁴ An overview of signatories per EU Member State is available at http://www.gsmeurope.org/documents/List_of_signatories_Dec_09.pdf

Member States and under development in the remaining two⁵. This means that around 96 per cent of all mobile subscribers in the European Union benefit from the Framework.

This report sets out how mobile operators have implemented their national code of conduct in Sweden, namely, The Swedish code on safer use of mobile phones and services by younger teenagers and children. A reproduction of the code is available in Annex II of the report. The Swedish code was developed in Stockholm on 15 January 2008 by operators in the Swedish mobile market who are signatories to the “European framework for safer mobile use by younger teenagers and children”. The Framework is being implemented in the Swedish market, via this code of conduct.

The signatories of this code are: 3 Sweden, TDC, Tele 2, Telenor and TeliaSonera.

The report’s contents are based on information gathered from the signatories, as well as a child protection stakeholder, on the basis of a questionnaire in the period February-March 2010. The first part of the questionnaire addressed compliance with the recommendations of the national code of conduct. The second part of the questionnaire posed questions to a third party, in this case Joanna Lundquist from ECPAT, concerning mobile operators’ role in protecting children in their country of operation. The main findings are presented below.

⁵ Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and UK. The codes can be downloaded at http://www.gsmeurope.org/safer_mobile/national.shtml.

Implementation of national code of conduct

This part of the report contains information on how individual mobile operators have implemented the provisions of the Swedish Safer use of mobile phones and services by younger teenagers and children. It is subdivided into five sections, which correspond to the four high level areas of Framework and other recommendations of the national code of conduct that go beyond the scope of the Framework.

Access control mechanisms

The recommendations of the **Framework** relating to access controls are as follows:

- 1. Mobile providers should not offer any own-brand commercial content which would be classified as only suitable for adult customers in equivalent media, without providing appropriate means to control access to such content under parental control.*
- 2. Appropriate means to control access to content should also be applied where content is supplied by contracted providers of third party commercial content which would be classified as only suitable for adult customers in equivalent media.*
- 3. Additionally, individual mobile providers should offer capabilities which can be used by parents to customize access to content by children using mobiles. These may include specific services, phones, barring or filtering, and/or billing control.*

The relevant provisions of the **national code of conduct** on access controls are as follows:

3. The controlling of access to content

3.1 Providers of mobile services should not offer content, under their own brand name, which in other contexts would only be available to adults, but should rather offer parents the possibility of controlling access to such content.

3.2 This ability to control access should also be offered in cases where content is offered under the provider's own brand name in conjunction with a third party.

3.3 Providers of mobile services should offer parents the possibility of customising their children's access to mobile-phone content. This may include special services, phone-blocking, call-filtering and/or bill-monitoring.

Mobile operators have implemented these provisions as set out below.

General	None of the operators in Sweden provide any adult content hence access controls. Third parties may provide adult content to their subscribers as premium services, as long as they follow the relevant regulations in the market. These premium services can be blocked or unblocked collectively per subscriber.
3	3 Sweden provides access control for adult premium SMS services. Furthermore, 3 Sweden has developed the possibility to implement pin-code access to certain content, but given that no adult content is provided by 3, these pin code controls

	have yet not been applied.
Telenor	Telenor provides a tailor-made subscription for children (Barnabonnemanget), where all premium services are blocked by default when the subscription is started.
Telia	Telia provides an access control mechanism for mobile broadband, but this filter cannot be downloaded to mobile phones.

Raising awareness and education

The recommendations of the **Framework** relating to awareness-raising and educational activities are as follows:

4. *Mobile providers should provide advice and effective access to information regarding the use of mobile phone services and measures which can be taken by parents to ensure safer use by their children.*
5. *Mobile providers should encourage customers who are parents to talk to their children about how to deal with issues arising from the use of mobile services.*
6. *Mobile providers should ensure customers have ready access to mechanisms for reporting safety concerns.*
7. *Mobile providers should support awareness-raising campaigns designed to improve the knowledge of their customers, through organisations such as the INSAFE⁶ network.*
8. *For these measures to work effectively, policy makers should play a role in improving children's awareness through updated educational material and approaches. This should include parent and child-friendly information on safer use of mobiles and the internet.*

The relevant provisions of the **national code of conduct** on raising awareness and education are as follows:

4. Education and information

4.1 *Providers of mobile services should offer advice, information and ways for parents to ensure that their children can use mobile phones and related services in a safe manner.*

4.2 *Providers of mobile services should encourage customers to talk to their children about the use of mobile services.*

4.3 *Providers of mobile services should ensure that customers are provided with channels for reporting problems relating to safety and security.*

4.4 *Providers of mobile services should collaborate with such bodies as the Swedish Media Council, the "Friends" organisation, etc. in supporting initiatives designed to inform and educate customers in the safe use of these services.*

⁶ INSAFE is a network of national nodes that coordinate Internet safety awareness in Europe.

Mobile operators have implemented these provisions as set out below.

General	3 Sweden, Telenor and Telia participated in End Child Prostitution, Child Pornography and the Trafficking of Children (ECPAT) campaign during the autumn of 2009 on raising awareness of the existence of certain material on the Internet. Furthermore, all operators participated in Governments meetings to raise awareness for a safer Internet together with Surfa Lugnt (www.surfalugnt.se).
Telenor	Telenor provides customers with parental advices from experts on their website.
Telia	Tele2 is sponsoring the Swedish organisation BRIS (Children's Rights in Society), which provides children a free-of-charge telephone access, e-mail access and/or chat access to BRIS officials on any subject. All communication is confidential and calls to BRIS must not appear on invoice specifications.

Classification of commercial content

The recommendations of the **Framework** relating to commercial content classification are as follows:

9. *Mobile providers and content providers support classification frameworks for commercial content based on national societal standards and consistent with approaches in equivalent media. Classification of content, whether accessible through telecommunications or not, should be consistent with national societal standards regarding decency, appropriateness and legislation. Classification frameworks should consist of at least two categories: content which is suitable only for adult customers and other content.*
10. *Mobile providers should ensure that their own-brand commercial content is appropriately classified based on existing national classification standards in the markets where they operate.*
11. *Through their contractual relationships with professional third party content providers, mobile providers should ensure, after consultation, that these providers classify their commercial content under the same national classification approach.*
12. *For these measures to work effectively, policy makers, trade associations and other interested parties should support mobile provider initiatives to ensure commercial content providers classify their content against national societal standards.*

The relevant provisions of the **national code of conduct** on the classification of commercial content are as follows:

5. The classification of commercial content

- 5.1 *Companies that are signatories to the code of conduct should support the national framework, where applicable, in its function of classifying commercial content. This classification of content should also be compatible with applicable legislation and Swedish standards of suitability and decency, regardless of whether access is via electronic communications or by other means. The framework for classification should be based on at least two categories:*
- Content suitable only for adults
 - Other content

5.2 Providers of mobile services should ensure that commercial content offered under their own brand-name is classified, where applicable, in accordance with Swedish standards.

5.3 Providers of mobile services should ensure, in consultation and through contractual relationships with suppliers of third-party content, that these suppliers rate such content, where applicable, in accordance with Swedish classification standards.

Mobile operators have implemented these provisions as set out below.

General	<p>None of the operators in Sweden applies their own classification of commercial content as none of the operators offers any adult content. With regards to premium content, third parties need to adhere to the national code of practice.</p> <p>3 Sweden classifies premium SMS adult content in order to be able to offer the bar against such content.</p>
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Fighting illegal content on mobile community products or the Internet

The recommendations of the **Framework** related to combating illegal content on mobile community products or on the Internet are as follows:

13. *Mobile providers will continue to work with law enforcement authorities in executing their legislative obligations regarding illegal content.*
14. *Mobile providers will support national authorities in dealing with illegal child images and, through the INHOPE⁷ hotline network or equivalent approaches, will facilitate the notification of this content where hosted on mobile community products or on the internet.*
15. *Mobile providers will adopt, or support the creation of, appropriate legally authorized national take-down procedures for such illegal content, including a commitment to liaise with national law enforcement.*
16. *For these measures to work effectively there should be legal clarity on the nature of content which is illegal and law enforcement authorities (or delegated organizations) should be able to confirm where individual items of content are illegal. This will require the allocation of proportionate law enforcement priority and resources. National governments' support for this is vital.*

The relevant provisions of the **national code of conduct** on fighting illegal content are as follows:

6. Illicit material

6.1 *Providers of mobile services are to cooperate with law-enforcement authorities, on an ongoing basis and in accordance with applicable legislation, to combat illicit content.*

⁷ INHOPE is the International Association of Internet Hotlines.

6.2 Providers of mobile services are to continue giving their support to the authorities in their fight against child pornography, and to organisations such as ECPAT and Save the Children in their efforts to report such content found on the Internet.

6.3 Providers of mobile services are to support the creation of a statutory Swedish take-down procedure for the removal of child pornography found on the Internet.

6.4 It should be made clear, for the effective implementation of these measures, what type of content is unlawful, so that the law-enforcement authorities can confirm which parts of the content are classed as illicit material. This requires that the law-enforcement authorities dedicate resources to, and make priorities of, these issues. Support from the Swedish government for this work is crucial.

Mobile operators have implemented these provisions as set out below.

General	<p>All operators actively participate in the review and development of the ethical rules set forth by the Ethical Council (Etiska Rådet för Betalteletjänster) which contains provisions on fighting illegal content. Furthermore most operators financially support ECPAT (the Swedish hotline for child abuse and trafficking).</p> <p>All operators have recently renewed the voluntary cooperation with the National Criminal Police (Rikskriminalpolisen) to block all websites containing child pornography pictures which the police have declared as illegal.</p>
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Other

This section addresses compliance with the recommendations of the national code of conduct that go beyond the scope of the Framework. These provisions are as follows:

- Ethical Rules for Premium Rate Call Services (and
- Code of Conduct on Mobile Premium Services

Mobile operators have implemented these provisions as set out below.

General	<p>In addition to the Code, in Sweden, mobile operators also adhere to two complementary instruments namely, the Ethical Rules for Premium Rate Call Services⁸ and the Code of Conduct on Mobile Premium Services⁹.</p>
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⁸ <http://www.etiskaradet.se/regler/documents/EthicalRules.pdf>

⁹ <http://www.morganforum.com/regler/code-of-conduct>

Stakeholder cooperation on child protection

This part of the report presents the views of a relevant stakeholder, namely Joanna Lundquist from ECPAT, concerning mobile operators' role in protecting children in their country of operation.

The following questions were posed to the stakeholder:

- 1. How do you think the national code of conduct signed by mobile operators has helped in the pursuit of safer mobile use by children?**

ECPAT did not respond to this question.

- 2. Are you aware of any educational/awareness-raising initiatives on this issue by the mobile operators in your country?**

ECPAT Sweden has signed agreements since some time back with the following companies, 3, Telenor ("Bredbandsbolaget") and Telia. The objectives of these agreements are: awareness raising among the employees of the companies regarding commercial sexual exploitation of children and financial contribution to the operation of ECPAT Sweden's Hotline.

- 3. What do you think are the key child protection priorities for the ICT sector for your country?**

ECPAT takes the view that the key child protection priorities for the ICT sector in Sweden are education and awareness raising initiatives.

Conclusion

The main conclusions of this report are the following:

- With regards to access controls, most of the operators in Sweden offer a mechanism whereby the customer has the possibility to place some of the content behind an access control mechanism. None of the operators in Sweden offers their own brand adult content. As far as premium content is concerned, third parties need to adhere to the national code of practice.
- All operators have participated in individual or other organised education and awareness raising campaigns.
- All operators actively participate in the review and development of the Ethical Rules for Premium Rate Call Services set forth by the Ethical Council (Etiska Rådet för Betalteletjänster) which contain provisions on fighting illegal content. Furthermore most operators financially support ECPAT (the Swedish hotline for child pornography, trafficking in children for sexual purposes and child sex tourism).
- In addition to the Code in Sweden mobile operators also adhere to two complementary instruments namely, the Ethical Rules for Premium Rate Call Services and the Code of Conduct on Mobile Premium Services.

Annex I

European Framework for Safer Mobile Use by Younger Teenagers and Children

February 2007

European mobile providers and content providers have developed national and corporate initiatives to ensure safer use of mobiles including by younger teenagers and children. These already cover most EU Member States.

Signatory European mobile providers, with support from signatory content providers, now propose an EU-wide common framework to reflect these developments and to encourage all relevant stakeholders to support safer mobile use. This framework will be subject to national implementation by signatory providers.

We recognize:

- mobile services offer an additional way to consume content (still and video images, music, chat, etc.) already offered in other ways - typically by the same providers.
- the importance of parental oversight: accordingly, mobile providers should endeavour to empower parents with information and tools to facilitate their oversight.
- any initiatives to classify content should be based on national societal standards regarding decency, appropriateness and legislation.
- a framework-based approach to industry self-regulation will be effective in adapting to the fast moving environment of mobile technology and services – it will be future proof.

European Mobile Providers – A Responsible Approach

It should be noted that:

Mobile providers only control commercial content they produce themselves or which they commission from professional third parties.

They exert indirect and retrospective control over commercial content in certain other situations, provided there is a contractual relationship with professional third parties.

They are not in a position to control content which is freely accessible on the internet, since there is no relationship between the mobile provider and the content provider.

However, as responsible companies, mobile providers recognise the need to work with customers, parents and other stakeholders, including child protection organizations, in order to promote the safety of younger teenagers and children using mobile services.

Mobile providers offer content which may use pre-pay, post-pay or hybrid approaches to billing. This framework is intended to provide for safer mobile use by younger teenagers and children across different billing approaches.

Recommendations on Safer Mobile Use

Access Control Mechanisms

- 1 Mobile providers should not offer any own-brand commercial content which would be classified as only suitable for adult customers in equivalent media, without providing appropriate means to control access to such content under parental control.
- 2 Appropriate means to control access to content should also be applied where content is supplied by contracted providers of third party commercial content which would be classified as only suitable for adult customers in equivalent media.
- 3 Additionally, individual mobile providers should offer capabilities which can be used by parents to customize access to content by children using mobiles. These may include specific services, phones, barring or filtering, and/or billing control.

Raising Awareness & Education

- 4 Mobile providers should provide advice and effective access to information regarding the use of mobile phone services and measures which can be taken by parents to ensure safer use by their children.
- 5 Mobile providers should encourage customers who are parents to talk to their children about how to deal with issues arising from the use of mobile services.
- 6 Mobile providers should ensure customers have ready access to mechanisms for reporting safety concerns.
- 1 Mobile providers should support awareness-raising campaigns designed to improve the knowledge of their customers, through organisations such as the INSAFE network.
- 7 For these measures to work effectively policy makers should play a role in improving childrens' awareness through updated educational material and approaches. This should include parent and child-friendly information on safer use of mobile and the internet.

Classification of Commercial Content

- 8 Mobile providers and content providers support classification frameworks for commercial content based on national societal standards and consistent with approaches in equivalent media. Classification of content, whether accessible through telecommunications or not, should be consistent with national societal standards regarding decency, appropriateness and legislation. Classification frameworks should consist of at least two categories: content which is suitable only for adult customers and other content.
- 9 Mobile providers should ensure that their own-brand commercial content is appropriately classified based on existing national classification standards in the markets where they operate.
- 10 Through their contractual relationships with professional third party content providers, mobile providers should ensure, after consultation, that these providers classify their commercial content under the same national classification approach.
- 11 For these measures to work effectively policy makers, trade associations and other interested parties should support mobile provider initiatives to ensure commercial content providers classify their content against national societal standards.

Illegal Content on mobile community products or on the Internet

- 12 Mobile providers will continue to work with law enforcement authorities in executing their legislative obligations regarding illegal content.
- 13 Mobile providers will support national authorities in dealing with illegal child images and, through the INHOPE hotline network or equivalent approaches, will facilitate the notification of this content where hosted on mobile community products or on the internet.
- 14 Mobile providers will adopt, or support the creation of, appropriate legally authorized national take-down procedures for such illegal content, including a commitment to liaise with national law enforcement.
- 15 For these measures to work effectively there should be legal clarity on the nature of content which is illegal and law enforcement authorities (or delegated organizations) should be able to confirm where individual items of content are illegal. This will require the allocation of proportionate law enforcement priority and resources. National governments' support for this is vital.

Implementation, Stakeholder Consultation & Review

- 16 Signatory mobile providers and signatory content providers will work towards implementation of this common European framework through self-regulation at national level in EU Member States. The target for agreement of national self-regulatory codes, consistent with this framework, is **February 2008**
- 17 Mobile providers will regularly review child safety standards on the basis of the development of society, technology and mobile services in cooperation with European and national stakeholders such as the European Commission, INHOPE and INSAFE.

Annex II

Code of conduct
Safer use of mobile phones and services by younger teenagers and children

1. Introduction

These rules have been developed by operators in the Swedish mobile market who are signatories to the “European framework for safer mobile use by younger teenagers and children”. The European framework is being implemented on the Swedish market, via this code of conduct, in accordance with clause 17 of the same framework. Amendments and additions to the code of conduct can be made by agreement between the companies that are signatories to it. The companies undertake to abide by the code for twelve months after signing it.

Stockholm (Sweden), January 15 th 2008 On behalf of 3	On behalf of TDC	On behalf of Tele2
On behalf of Telenor	On behalf of TeliaSonera	

The European framework also stresses that providers of mobile services:

- Have sole and full control over the commercial content that they themselves produce, and some control over content supplied to them by third-party providers
- Have indirect control over commercial content in certain other situations, provided there is a contractual relationship with the third party concerned
- Cannot exercise control over content supplied via the Internet, as there is no contractual relationship with the content provider in this case
- See a need to cooperate with customers, parents and other interested parties in promoting the safety of children and young people who use mobile services
- Offer paid content through subscriptions, cash/debit cards or other forms of billing The framework seeks to promote the safer use of mobile phones and related services among children and young people, regardless of the billing method used

The safer use of mobile phones and related services

3. The controlling of access to content

3.1 Providers of mobile services should not offer content, under their own brand name, which in other contexts would only be available to adults, but should rather offer parents the possibility of controlling access to such content.

3.2 This ability to control access should also be offered in cases where content is offered under the provider’s own brand name in conjunction with a third party.

3.3 Providers of mobile services should offer parents the possibility of customising their children’s access to mobile-phone content. This may include special services, phone-blocking, call-filtering and/or bill-monitoring.

4. Education and information

4.1 Providers of mobile services should offer advice, information and ways for parents to ensure that their children can use mobile phones and related services in a safe manner.

4.2 Providers of mobile services should encourage customers to talk to their children about the use of mobile services.

4.3 Providers of mobile services should ensure that customers are provided with channels for reporting problems relating to safety and security.

4.4 Providers of mobile services should collaborate with such bodies as the Swedish Media Council, the “Friends” organisation, etc. in supporting initiatives designed to inform and educate customers in the safe use of these services.

5. The classification of commercial content

5.1 Companies that are signatories to the code of conduct should support the national framework, where applicable, in its function of classifying commercial content. This classification of content should also be compatible with applicable legislation and Swedish standards of suitability and decency, regardless of whether access is via electronic communications or by other means.

The framework for classification should be based on at least two categories:

- Content suitable only for adults - Other content

5.2 Providers of mobile services should ensure that commercial content offered under their own brand-name is classified, where applicable, in accordance with Swedish standards.

5.3 Providers of mobile services should ensure, in consultation and through contractual relationships with suppliers of third-party content, that these suppliers rate such content, where applicable, in accordance with Swedish classification standards.

6. Illicit material

6.1 Providers of mobile services are to cooperate with law-enforcement authorities, on an ongoing basis and in accordance with applicable legislation, to combat illicit content.

6.2 Providers of mobile services are to continue giving their support to the authorities in their fight against child pornography, and to organisations such as ECPAT and Save the Children in their efforts to report such content found on the Internet.

6.3 Providers of mobile services are to support the creation of a statutory Swedish take-down procedure for the removal of child pornography found on the Internet.

6.4 It should be made clear, for the effective implementation of these measures, what type of content is unlawful, so that the law-enforcement authorities can confirm which parts of the content are classed as illicit material. This requires that the law-enforcement authorities dedicate resources to, and make priorities of, these issues. Support from the Swedish government for this work is crucial.

7. Monitoring and review

7.1 The companies that are signatories to the code of conduct should regularly, and in any case at least once a year, review the code in the light of social and technological developments, and with respect to advances in the area of mobile services. This should take place in cooperation with other interested parties from Sweden and elsewhere in Europe.

8. Links to other documents

7.1 European Framework for Safer Mobile Use by Younger Teenagers and Children [http://uk.sitestar.com/gsm/gsmworld/s?safer_children&ns_type=pdf&ns_url=\[http://www.gsmworld.com/gsm europe/documents/safer_children.pdf\]](http://uk.sitestar.com/gsm/gsmworld/s?safer_children&ns_type=pdf&ns_url=[http://www.gsmworld.com/gsm europe/documents/safer_children.pdf])

7.2 The GSME Europe microsite on the European Framework for Safer Mobile Use by Younger Teenagers and Children

http://www.gsmworld.com/gsm europe/safer_mobile/index.shtml

7.3 The Swedish Media Council, “Tips for adults on mobile use by children/young people”
<http://www.medieradet.se/upload/Broschyret/TipsMobiltelefoner07.pdf>

7.4 Morgan code of conduct for mobile-content services <http://www.morganforum.com/regler/code-of-conduct/>

7.5 The Swedish Council on Ethics of Payment Services, ethical rules
<http://www.etiskaradet.se/regler/documents/Etiskaregler-07.pdf>

7.6 The Swedish “Friends” organisation

<http://www.friends.se>

7.7 Cooperation between Internet service providers and the Swedish CID (*Rikskriminalpolis*) in the blocking of child pornography

http://www.itforetagen.se/webbsitel/sd_page/73/1/index.php