

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 15th 2008

On behalf of 3

On behalf of TDC

On behalf of Tele2

On behalf of Telenor

On behalf of TeliaSonera

Document administrator:

2 Background

The European framework, which was created by an initiative of the business association GSM Europe, was signed in February 2007. Paragraph 17 establishes its objective as the implementation of the framework at national level, through self-regulation, by no later than February 2008.

The framework emphasizes the nationally-based sector initiatives that are already in place in this area, and urges all the parties concerned to promote the continued development of safer use by children and young people of mobile phones and related services. GSM Europe has drawn attention in this respect to existing Swedish self-regulation initiatives, such as the Morgan code of conduct for mobile content services, and the Council on Ethics for the ethical rules applying to payment services.

With respect to continued development, the framework stresses that:

- Providers of mobile services should strive to give parents information and opportunities to exercise oversight.
- The mobile sector and the technology involved are fast-moving. The framework and self-regulation regime ensure that the sector can adapt to future developments in this area.

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=\[http://www.gsmworld.com/gsmeuropa/documents/safer_children.pdf\]](http://uk.sitestar.com/gsm/gsmworld/s?safer_children&ns_type=pdf&ns_url=[http://www.gsmworld.com/gsmeuropa/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/gsmeuropa/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/Broschyren/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.etiskaradetse/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/website/sd_page/73/1/index.php