European Framework for Safer Mobile Use by Younger Teenagers and Children

The European Framework for Safer Mobile Use by Younger Teenagers and Children was developed by the European mobile industry to ensure that children can safely access content on their mobile phones. Endorsed by Viviane Reding, European Commissioner for Information Society and Media, the agreement has led to the roll-out of codes of conduct on safer mobile use in 23 EU Member States to the benefit of 96% of European mobile customers.

As growing numbers of mobile operators offer their customers access to a rich and compelling range of content services, they are faced with the challenge of how to manage content which would have been subject to age restrictions if accessed through different channels.

To address the issue directly and to create a framework within which a wide range of content services can be offered to customers, the European mobile industry developed the European Framework for Safer Mobile Use by Younger Teenagers and Children. The Framework lays down a number of recommendations designed to ensure that children and younger teenagers can safely access content on their mobile phones.

- **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 children and younger teenagers;
- **Access control mechanisms** – appropriate means for parents for controlling children's 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 and the Internet** – mobile operators should work with law enforcement agencies, national authorities and INHOPE* or equivalent bodies to combat illegal content on the Internet.

INHOPE is the International Association of Internet Hotlines for reporting illegal content online.

The Framework was drawn up by GSMA Europe members in consultation with the European Commission and other child protection stakeholders, and launched in Brussels on Safer Internet Day, 6 February 2007, in the presence of Viviane Reding, European Commissioner for Information Society and Media.

The signatories to the Framework are:
- AS EMT
- Alands Mobiltelefon
- Belgacom
- Bouygues Telecom
- Cosmote
- CYTA
- Deutsche Telekom Group
- Elisa Eesti AS
- Hutchison 3G Europe
- Go Mobile
- KPN
- Mobilkom Austria
- Mobiltel EAD
- Mobitel
- Orange France Telecom Group
- P&T Luxembourg
- SFR
- Tele2
- Telecom Italia
- Telefonica
- Telenor
- TeliaSonera
- TDC Mobil Norden
- Vivatel
- Vodafone
- Wind Hellas

To date, the Framework's recommendations have been transposed by the participating mobile operators into self-regulatory codes of conduct in 23 EU Member States. As a result, 580 million mobile subscribers, representing 96% of the EU mobile customer base, currently benefit from the initiative.

"As mobile broadband networks proliferate enabling Europeans to easily access a rich selection of content via their handsets, our industry is moving in a timely fashion to ensure the necessary safeguards are in place to enable parents to have confidence in their children using these mobile services safely."

Kaisu Karvala, Chair of GSMA Europe

"This agreement is an important step forward for child safety. I congratulate the mobile phone industry for moving towards protecting minors. It shows that responsible self-regulation can work at European level."

Viviane Reding, European Commissioner for Information Society and Media

For further information about the European Framework for Safer Mobile Use by Younger Teenagers and Children, visit http://www.gsmeurope.org/safer_mobile/ or contact Alice Valvodova at GSMA Europe (avalvodova@gsm.org).