

## Agreement on Implementation of National Self-Regulation

### Association of Mobile Network Providers

Association of legal entities registered under No. 368/03 with Prague Metropolitan Authority  
Registered office at Prague 4, Vyskočilova No. 1442/1b, postcode 14021, ID 751 18 891  
(hereinafter the "Association")

hereby declares

its entire access to the European Framework for Safe Mobile Use by Younger Teenagers and Children (hereinafter the "Framework") and its endeavour to ensure implementation thereof through self-regulation in the Czech Republic. Recognizing the responsibility of the Framework implementation and accenting effective cooperation between providers and other undertakings in the mobile industry, the mobile providers hereby declare:

- their will to develop effective **control mechanisms** in the area where the providers can objectively control the commercial content of communications to Younger Teenagers and Children, including an offer to statutory representatives of minors which will enable restriction of access to defined unsuitable content, in particular by setting children profiles or other control tools;
- their interest and readiness to continue activities of mobile providers **that raise awareness and education** and have been positively evaluated by the public for a long period of time: this includes, for example, providing information to the public and parents about safe use of handsets by children, about possibility of protection of children or providing an access to mechanisms that report unsuitable or illegal content;
- **development of unified classification to determine the content** with regard to suitability of such content for children and younger teenagers, in particular through mechanisms contained in the already existing codes of the Association, such as General Rules of Provision of Premium Services: Premium SMS and Premium MMS (the so called Premium SMS Code 2003, last revision – version 4.0 effective from 1 August 2007) and General Recommendations for Provision of Audiotext Services (the so called Audiotex Code 2006, last revision – version 3.0 effective from 1 August 2007);
- **further cooperation with third entities** within the scope of projects and their coordinators in the area of combating illegal content, in particular cooperation with state authorities, Safer Internet, Internet Hotline or Internet Helpline;
- the will of mobile providers to develop all steps aimed at entire fulfilment of the principles set forth by the Framework;

all of the above mentioned within the scope of the values which the laws of the Czech Republic are based on, and moral standards of our society, in order to support protection of rights of younger teenagers and children in such a manner so that these principles be met within the time limits assumed by the Framework or in some parts (implementation of technological solutions etc.) within the time limits agreed by the working group of the Association, however no later than by 31 December 2010.

In Prague on 18<sup>th</sup> January 2008

Members of the Association:

David Šita

Telefónica O2 Czech Republic, a.s.

Miroslav Uříčar

T-Mobile Czech Republic a.s.

Václav Mach

Vodafone Czech Republic a.s.