

Finnish Code of Conduct for Safer Mobile Use by Younger Teenagers and Children

Introduction

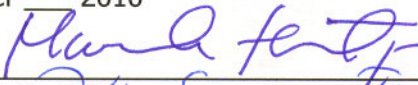
This Code of Conduct is developed by operators in the Finnish mobile market, who are signatories to the *European Framework for Safer Mobile Use by Younger Teenagers and Children*. The Code emphasizes the nationally-based sector initiatives that are in place in this area, and urges all the parties concerned to promote the sustained development of safer mobile use by younger teenagers and children.

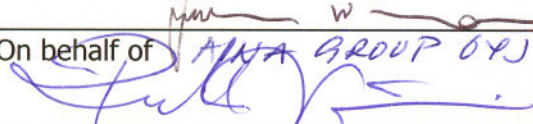
The Code implements the European Framework in Finland in accordance with clause 17 of the same Framework. Amendments and additions to the code of conduct can be made by agreement between the companies that are signatories to it.

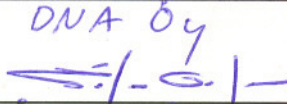
With respect to responsible adaptation and development of the Code signatories note that:

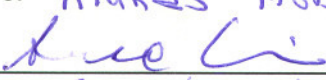
- Mobile providers only control commercial content they produce themselves or which they commission from professional third parties.
- Mobile providers exert indirect and retrospective control over commercial content in certain other situations, provided there is a contractual relationship with professional third parties.
- Mobile providers 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 as appropriate.

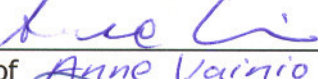
Helsinki, October 18 2010


On behalf of  MAREKI HINTZE
TeliaSonera Finland Oy

On behalf of  RIITTA TIURANIEMI
DNA GROUP OYJ

On behalf of  STEFAN OLOFSSON
DNA Oy

On behalf of  JARI JÄRVIHAAVISTO
Alamos Mobilitelefoni Ab

On behalf of  ANNE VAINIO
Ehisa Oy

On behalf of  ESA PARJANEN
TDC Oy

Esa Parjanen
TDC Oy

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. In order to provide comprehensive access control mobile providers shall comply with the national *Regulation on Barring Categories in Telecommunications* (FICORA 35 O/2010 M) which applies to voice telephony, short message services (text, picture and multimedia messages) and WAP communication in the subscriber connection.
4. 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 and Education

5. 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.
6. 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.
7. Mobile providers should ensure customers have ready access to mechanisms for reporting safety concerns.
8. Mobile providers should support awareness-raising campaigns designed to improve the knowledge of their customers e.g. in co-operation with government bodies, municipalities, enterprises and NGOs such as the *Media Forum for children and young people* set up by an information society advisory board and the *National Safer Internet Day* as well as *Online Safety School* which aims to encourage parents to become interested in the electronic media services used by children and the young.
9. 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 such as the "*Children and payments via mobile phone*" –guide which contains information e.g. on parents' responsibility for their children's mobile use and instructions for problem solving.

Classification of Commercial Content

10. Mobile providers and content providers support classification frameworks for commercial content based on Finnish societal standards and consistent with approaches in equivalent media. Classification of content, whether accessible through telecommunications or not, should be consistent with Finnish 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.
11. Mobile providers should ensure that their own-brand commercial content is appropriately classified based on existing Finnish classification standards.
12. 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.
13. 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.
14. Mobile providers should comply, and require their partners to comply, with the standards set in the *Basic Set of Norms for Providing Premium Electronic Services* of Teleforum ry, and follow the decisions of the Ethical Committee for Premium Rate Services (MAPEL) of the said association.

Illegal Content

15. Mobile providers will continue to work with law enforcement authorities in executing their legislative obligations regarding illegal content.
16. Mobile providers will continue giving their support to the authorities in their fight against child pornography, and to organisations such as *Save the Children* in their efforts to report such content found on the Internet.
17. Mobile providers will adopt, or support the creation of, appropriate legally authorized national take-down procedures for such illegal child image content, including a commitment to liaise with national law enforcement.
18. 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.

Monitoring and Review

19. The signatories to the Code of Conduct should regularly 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 the European and national stakeholders.

Links:

- European Framework for Safer Mobile Use by Younger Teenagers and Children, February 2007
http://www.gsmeurope.org/documents/safer_children.pdf
- Regulation on Barring Categories in Telecommunications (FICORA 35 O/2010 M), September 2010
<http://www.ficora.fi/attachments/englantiaiv/5sXa1G8aU/M35O2010Men.pdf>
- Basic Set of Norms for Providing Premium Electronic Services, June 2008
http://www.mapel.fi/set_of_norms_in_english/
- Children and payment via mobile phones –guide
<http://www.kuluttajavirasto.fi/Page/6389c922-4723-4fc0-8332-d104b4f88e36.aspx>
- Online Safety School; Safe on the Internet for students, parents and teachers
<http://www.tietoturvakoulu.fi/>