



National Implementation Report

The **Greek** Mobile Operators' Code of Practice for the Responsible
and Secure Use of Mobile Services

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 Greece the report tracks compliance in relation to the Mobile Operators’ Code of Conduct for Value Added Services provided through mobile phones and for the protection of minor users.

All three Greek mobile operators recognise the importance of the secure use of mobile services and place weight on the implementation of the national Code of Conduct for Value Added Services. They all offer their subscribers the possibility to activate access control mechanisms, whereas they implement content classification and oblige contractually third parties offering content through their networks to implement such a classification on their side as well. They also willingly collaborate with the authorities on fighting illegal content and sponsor NGOs having the elimination of illegal content as their aim. The operators’ efforts are mainly concentrated though on raising awareness of the public. Despite the relatively small penetration rate of mobile internet in Greece, they conduct campaigns on a regular basis, organise, sponsor and participate in conferences and distribute leaflets through their points of sale with the objective of helping parents and teachers find out how to restrict the access of children and young teenagers to harmful sites and services.

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 initiative¹.

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 Member States and under development in the remaining two². This means that around 96 per cent of all mobile subscribers in the European Union benefit from the Framework.

¹ An overview of signatories per EU Member State is available at http://www.gsmeurope.org/documents/List_of_signatories_Dec_09.pdf

² 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.
European Framework Report: Greece

This report sets out how mobile operators have implemented their national code of conduct in Greece, namely The Code of Conduct for Value Added Services provided through mobile phones and for the protection of minor users. A reproduction of the code is available in Annex II of the report. The Greek code was first introduced on 15/5/2006 and was subsequently amended due to the transposition of the EU Framework on 14/12/2007.

The signatories of this code are: COSMOTE MOBILE TELECOMMUNICATIONS SA, VODAFONE-PANAFON SA, WIND SA.

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 the National Centre of Scientific Research "DEMOKRITOS" concerning mobile operators' role in protecting children in their country of operation. The main findings are presented below.

Implementation of national code of conduct

This part of the report contains information on how individual mobile operators have implemented the provisions of The Greek Mobile Operators' Code of Conduct for Value Added Services provided through mobile phones and for the protection of minor users. 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:

Access Control Mechanisms

- 4. The commercial content under the mark of the mobile provider (own – branded content) which would be classified as only suitable for adults in equivalent media, must not be made available without providing appropriate access control mechanisms to parents and guardians.*
- 5. The commercial content, which is supplied by professional third party content providers, contractually bound to the mobile provider, in cases this would be classified as only suitable for adults in equivalent media, it must not be made available without providing appropriate access control mechanisms to parents and guardian.*
- 6. Additionally, every mobile provider must look into the possibilities of providing mechanisms, which can be used by parents to customise access to products and services by children using mobiles, such as: Specialised services and/or phones, barring, filtering, and/or billing control mechanisms.*

Mobile operators have implemented these provisions as set out below:

All

All three mobile operators offer their subscribers the possibility to activate access control mechanisms. The activation of the access control mechanisms blocks adult content.

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 INSAFE³ 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:

7. *Mobile providers should provide advice and effective access to information regarding the use of mobile telephony services, as well as for the measures which can be taken by parents to ensure safer mobile use by their children.*
8. *The mobile service providers should encourage parents to discuss with their children ways of safer use of mobile services.*
9. *Mobile providers should ensure there are mechanisms, for reporting and complaining regarding content safety issues, which are available to customers.*
10. *Mobile providers should support awareness-raising campaigns designed to improve the knowledge of their customers, through organisations such the INSAFE⁴ network.*

³ INSAFE is a network of national nodes that coordinate Internet safety awareness in Europe.

⁴ INSAFE is a network of national nodes that coordinate Internet safety awareness in Europe.
European Framework Report: Greece

11. For these measures to work effectively, all involved social and political bodies must be mobilised, so as to ensure the children's' awareness is improved through upgraded educational material and other methods, as, indicatively, appropriate and clear information to children and parents on safer use of mobile and the internet.

Mobile operators have implemented these provisions as set out below.

COSMOTE	<p>COSMOTE has implemented the above provisions and continues to do so through:</p> <ul style="list-style-type: none"> • Systematic and regular campaigns for providing information to the public (with an additional advertising cost) on a national and local level: more than 14 national and over 140 local print ads in newspapers and over 150 relevant articles. • The retail network shops: distribution of dedicated leaflets through the entire retail network, i.e. 454 Points of Sale. • Its website and bulk SMS. • Regular communication campaigns for the employees. • Participations to conferences directed to educators and parents. • The sponsoring of the Greek Node: saferinternet.gr.
Vodafone	<p>VODAFONE has implemented the above provisions and continues to do so through:</p> <ul style="list-style-type: none"> • "Parents' Guide to Mobile Telecommunications" leaflet & webpage. Print insert promoting "Parents Guide", included in national and peripheral newspapers and magazines. • Articles and publications promoting "Parents Guide", included in national and peripheral newspapers and magazines. • Sponsorship of relevant conferences, i.e. "Scientific conference on Internet Addiction" organised in Larissa, November 2009 under the auspices of Hellenic Ministry of Education. • Special section at website with information about behaving responsibly when using chat services.
Wind	<p>WIND has implemented the above provisions and continues to do so through:</p> <ul style="list-style-type: none"> • Leaflets available at Company's sales points and at the Company's website with relative information. • Advertising in magazines that target parents, e-newsletter sent to 14,000 recipients, Direct Mail of leaflets to 1,000 opinion makers in Greece (academic community, Parents Associations, Members of the Parliament, Pediatricians) • "Parents' Guide using Mobile Telecommunications services" leaflet & webpage.

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:

Classification of Commercial Content

12. *Mobile providers and content providers must integrate commercial content into categories, based on societal standards regarding decency, appropriateness and legislation and the commonly accepted standards in equivalent media it is made available. There should be at least two categories: content which is suitable only for adults and other content.*
13. *Mobile providers should ensure that their own-brand commercial content is appropriately classified according to the above.*
14. *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, as the abovementioned, classification approach.*
15. *For these measures to work effectively, all involved social, political, commercial and other bodies, should support mobile provider initiatives to ensure third party content providers classify their content according to the abovementioned classification.*

Mobile operators have implemented these provisions as set out below.

All	<p>All Greek operators:</p> <ul style="list-style-type: none">• Classify the content in two categories. "Adult" (above 18) and "Other" content.• Content classification is made clear and binding in all our contracts with third parties, including wholesale.• Also, the Greek NRA imposes content classification obligations to voice services via
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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 INHOPE⁵ 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:

Illegal Content in mobile products and services and/or on the Internet

16. *Mobile providers will continue to work with the competent authorities for executing their legislative obligations regarding illegal content.*
17. *Mobile providers will support competent national authorities in dealing with illegal child images, and, through support networks (hotline) such as INHOPE⁶ or equivalent approaches, will facilitate the notification of such content, where it is hosted on mobile community products and on the internet.*
18. *Mobile providers will support the creation of appropriate lawful procedures of taking-down such illegal content, committing to liaising with national authorities, as required.*
19. *For these measures to work effectively there should be legal clarity on the nature of illegal content, so that the competent authorities and bodies are able to recognise where specific items of content are illegal. For the implementation of the above, it is imperative that priority*

⁵ INHOPE is the International Association of Internet Hotlines.

⁶ INHOPE is the International Association of Internet Hotlines.
European Framework Report: Greece

is given and that proportionate resources are allocated. The support of the government for this is vital.

Mobile operators have implemented these provisions as set out below.

All	All Greek operators are in close collaboration with the authorities on a case by case basis, as no specific legislation for fighting illegal content exists in Greece.
COSMOTE	COSMOTE collaborates in this respect with saferinternet.gr which is being sponsored by COSMOTE – A link is made at company’s website.
Vodafone	VODAFONE supports the local hot line for reporting suspicious content ("Safeline") - A link is made at company’s website. Also VODAFONE has implemented content filtering based on the IWF list for Sexual Abuse of Children.
Wind	WIND is also compliant with the relevant obligation. WIND’s customers can contact the company's customer service department at any time by phone, e-mail, fax or mail to report illegal content, or visit a company store.

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:

Implementation, Stakeholder Consultation & Review

20. Signatory mobile providers will work towards implementation of the present document.

Mobile operators have implemented these provisions as set out below.

All	All Greek operators have embodied the provisions of the Code of Conduct to the Agreements with third parties and have uploaded the Code of Conduct to their website.
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Stakeholder cooperation on child protection

This part of the report presents the views of a relevant stakeholder, namely National Centre of Scientific Research "DEMOKRITOS", 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?
2. Are you aware of any educational/awareness-raising initiatives on this issue by the mobile operators in your country?
3. What do you think are the key child protection priorities for the ICT sector for your country?

Response: *The adoption of the Greek national code of conduct by the major service providers activated in Greece (COSMOTE, Vodafone, Wind) led to decisions regarding:*

- *The distribution and control of content provided via their networks.*
- *Consulting actions towards users (adults & minors) related to the proper use of content and services.*
- *Awareness-raising actions for the general public.*

The national code of conduct provides a common ground and facilitates the coordination of the providers' actions in the aforementioned areas.

The Greek Mobile Operators have participated and provided information on their actions in multiple Safer Internet Day events, where they presented their actions and their approaches for dealing with the child safety issues. Furthermore, they provide instructional and educational leaflets, FAQs and guidance articles in physical form as well as in their websites.

Awareness-raising is a major priority for Greece, as there is a significant technology - savvy gap between minors and their parents. Parents should be provided with information on the possible dangers, parental - control services and automated software solutions for monitoring and checking the use of mobile devices by their children. These should also be further adoption of content - control mechanisms integrated on the services provided by the mobile operators. The content generated and distributed by the aforementioned companies and their contractual affiliates has to be classified and characterized to a further extend. Furthermore, the wider distribution of the internet - ready mobile devices demands the inclusion of the second - level monitoring and controlling mechanisms for unmanaged content, like additional classification and filtering modules integrated in the devices offered by the providers.

Conclusion

The stakeholder DEMOKRITOS recognises the active role of the three mobile operators in safer mobile use. DEMOKRITOS sees the adoption of the national Code of Conduct as a decisive step towards the coordination of operators' actions in this area. Furthermore it notes the operators' activity in awareness-raising actions such as conferences and distribution of leaflets. The main priority for child protection is information and awareness-raising, especially due to the technology-savvy gap between parents and children. Additionally the stakeholder suggests a further categorisation of the content.

All Greek mobile operators investigate the possibility of adding further provisions to the Code relative to third-party premium rate 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 for Value Added Services provided through mobile phones and for the protection of minor users

The present Code is agreed upon between the Mobile Network Operators operating in the Greek Territory (hereinafter referred to as "Mobile Operators"). The subject of the said Code is the provision of Value Added Services in relation to matters concerning protection of minor users.

The aforementioned Operators:

- Taking into consideration:

1. The increase of the use of mobile phones by consumers and particularly by minor users in the Greek Territory.
2. The increase of the use of Value Added Services by mobile phone subscribers.
3. The need for information of the aforementioned subscribers about the Value Added Services provided through mobile phones.
4. The right of minors to normal physical and mental development, as such right is defined both in the Greek and in the International Legislation.
5. The fact that normal development of the minors, which is mainly a responsibility of their parents or guardians, may be supported by means of reliable and detailed information concerning Value Added Services, the content of which may harm the normal mental development of the minors.

6. The complex character of simultaneous protection of conflicting fundamental human rights, such as protection of minors, personal data protection, the right to information, the right of free development of personality, and the right of freedom of speech.

- Taking into account the Greek and European Laws in force

Conclude the present Code of Conduct for the self-regulation of Mobile Operators and for the protection of minor users concerning Value Added Services and they undertake the obligation to update and adjust the present Code to include new services.

The present Code specifies the minimum obligations of Mobile Operators concerning the protection of minor users, and does not prevent them from taking further measures, provided, and to the extent, that such measures do not conflict with the present Code.

Article 1

Definitions

1.1 Code of Conduct or Code: the present Code for the self-regulation of Mobile Operators concerning Value Added Services and protection of minor users.

1.2 Mobile operator: The telecommunication company providing mobile telecommunication services to the public.

1.3 Value Added Services: the services made available / provided through electronic communication networks or through specific numbering systems, which allow users to

have access to information or services, as defined with the decision of EETT no. 206/29-01-2001, as the said decision applies to the National Numbering system.

1.4 Value Added Services for adults: Services, the content of which is not intended for minor users, that is, for users under 18 years of age, given that such content may negatively affect their physical, moral and/or mental development.

1.5. Third parties: Any physical or legal entity, providing information and services to the end user himself through mobile telecommunication networks, to which such entity is granted access by virtue of a contract with Mobile Operators.

1.6 Value Added Service Providers – The Mobile Operators, when providing Value Added Services themselves, and the Third Parties.

Article 2

Obligations of Mobile Operators

Mobile Operators:

2.1 Shall include in the contracts signed between them and Third Parties at least the general principles of the present Code.

2.2 Shall undertake the obligation to present the present Code, in the form valid at any point of time, in their website – if they have one – or to inform their subscribers with the use of any other appropriate means about the existence and the content of the present Code.

Article 3

Value Added Services of Mobile Operators

(Self-provided services)

3.1 The Mobile Operators signing the present Code or enter the Code in the future, shall provide to their subscribers, for the Value Added Services provided by the Mobile Operators themselves, complete, detailed, valid and easily accessible information concerning the content of such Value Added Services, especially if such content is rated as a Value Added Service for adults, as well as clear information concerning registration/removal of the user to/from the said services.

3.2 Mobile Operators undertake the commitment that when they provide Value Added Services themselves, such services:

- a) Will not offend any political or religious beliefs, human dignity and sex equality, and/or will not contain racism or violence.
- b) Will not encourage any person, or suggest to any person, to proceed to the performance of a penal offence, the use of prohibited substance or the committing of suicide.
- c) Will not endanger national security or public order, or will not conflict with the laws or morals.
- d) Will not cause, promote or encourage racial discriminations, hatred or violence.
- e) Will not encourage any behavior harmful to safety and/or to the protection of environment.
- f) Will not exploit the natural easy trusting of minors or the lack of experience of young people.
- g) Will not be misleading concerning the content or the cost of the service provided.

3.3 Value Added Services for adults, whenever and wherever these are communicated, must be easily recognizable as such by the subscribers.

3.4 Mobile Operators will provide to their subscribers access to the content of Value Added Services for adults only after the provision of information concerning the nature of such services, in accordance with the then applicable legislation.

Article 4

Relations between Mobile Operators and Third Parties

4.1 Third Parties provide Value Added Services, for which Mobile Operators only provide access to their network; that means that Mobile Operators do not intervene in the content provided, and conclusively do not have any responsibility for the content of such services.

4.2 By virtue of the present Code, Mobile Operators undertake the following commitments:

a) To include in their agreements with Third Parties terms obligating such parties to provide Value Added Services, the content of which does not conflict with the provisions of the present Code of Conduct, and specifically of Article 3.2.

b) To advise the Third Parties, with which they cooperate, to provide complete, detailed, reliable and easily accessible information to the subscribers (with the use of all appropriate means), concerning the content of the Value Added Services they provide, especially if such content is rated as adult.

c) To include in their agreements with Third Parties terms obligating such parties to inform the subscribers, with the use of any appropriate /lawful means, about the charges for the Value Added Services provided by them.

d) To incorporate in their agreements with Third Parties terms obligating such parties to include in the advertising promotion of the Value Added Service a clear written statement of the charges and to clearly provide adequate information to the consumers concerning charges, both in cases of Press or TV advertisements and in case the advertising campaign is performed with the use of electronic, non-television means, in accordance with the provisions of the laws in force applicable.

e) To inform the Third Parties about the present Code, enforceability.

Article 5

Personal Data Protection – Communication Privacy

5.1 Mobile Operators undertake, for the Value Added Services provided by themselves, the obligation to comply with the applicable laws and especially with the laws concerning personal data protection and communication secrecy.

5.2 Mobile Operators undertake the commitment to incorporate in their agreements with Third Parties terms obligating such parties to comply with the applicable laws and especially with the laws concerning personal data protection and communication secrecy.

Article 6

Third Party Requests

6.1 Any party having lawful interest (physical or legal entity) may, if such party believes that one or more Mobile Operators violate some of the terms of the present Code, submit to the said Operator/s an eponymous written request.

6.2 The Mobile Operator/s, to whom the aforementioned written request is addressed, shall examine the received request(s) or proposal(s) and reply to them, provided such requests/proposals meet the aforementioned preconditions, and comply with any requests considered reasonable, in accordance with the terms hereof and with the applicable laws.

Article 7

Validity of the Code of Conduct

7.1 The present Code is applicable subject to the provisions of the applicable laws concerning the committed parties; the said legislation prevails in any case.

7.2 The present Code applies to all Mobile Operators signing the above text, and it shall be modified after the unanimous written agreement.

7.3 Future technological developments in the telecommunications sector and their resulting effect on the protection of minors in relation to all Value Added Services provided will create the need for changes concerning the measures to be taken. For this reason, the undersigned companies undertake the commitment to regularly proceed with the updating of the Code.

In witness thereof, the present document was executed in four (4) identical originals, and each Contracting Party received one original.

AGREEMENT

In Athens, today the 13.12.2007 between the contracting parties, namely:

a) the S.A. (Société Anonyme) corporation trading as "WIND HELLAS TELECOMMUNICATIONS COMMERCIAL AND INDUSTRIAL S.A." with registered headquarters in Maroussi, Attica, Kifissias Avenue, no. 66, and legally represented by Mr Damianos Haralampidis, General Commercial Director,

b) the S.A. (Société Anonyme) corporation trading as "VODAFONE – PANAFON Telecommunications S.A." with registered headquarters in Halandri, Attica, and legally represented by

c) the S.A. (Société Anonyme) corporation trading as "COSMOTE MOBILE TELECOMMUNICATIONS S.A." with registered headquarters in Maroussi, Attica, Kifissias Avenue, no. 44, and legally represented by Mr Zacharias Piperidis, General Commercial Director,

the following were declared, agreed upon, stipulated and accepted by all parties:

To the "Code of Conduct for Mobile Value-Added Services and for the protection of underage users", which was signed by the mobile providers on 15/05/2006, Annex A' is added, which, verbatim, has as follows:

ANNEX A'

Memorandum for Safer Mobile Use by Children and Younger Teenagers

The European mobile providers and content providers have developed national and corporate initiatives to ensure safer use of mobiles including by younger teenagers and children.

Within this framework, European mobile providers, with the support of content providers, signed, as of February 2007, the European Memorandum for safer mobile use by children and younger teenagers, to present the minutes and to encourage all involved bodies, unions and businesses, to support safer mobile use.

Today and with the present document, the mobile providers in Greece adopt the abovementioned Memorandum, incorporating it as Annex A in the 2006 "Code of Conduct for Mobile Value-Added Services and for the protection of underage users", as follows:

We, the mobile providers in Greece, recognise:

- 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 in order 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 safeguard effectively safer mobile use by children and younger teenagers.

Mobile Providers in Greece – 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 together with customers, parents and other stakeholders, including child protection organizations, in order to promote the safety of children and younger teenagers using mobile services.

Mobile products and services are offered to subscribers with various billing approaches (prepaid cards, contract/subscription or other hybrid approaches). The safer mobile use by children and younger teenagers must be ensured independently of the manner of billing of offered products and services.

Recommendations on Safer Mobile Use

Access Control Mechanisms

7. The commercial content under the mark of the mobile provider (own – branded content) which would be classified as only suitable for adults in equivalent media, must not be made available without providing appropriate access control mechanisms to parents and guardians.
8. The commercial content, which is supplied by professional third party content providers, contractually bound to the mobile provider, in cases this would be classified as only suitable for adults in equivalent media, it must not be made available without providing appropriate access control mechanisms to parents and guardian.
9. Additionally, every mobile provider must look into the possibilities of providing mechanisms, which can be used by parents to customise access to products and services by children using mobiles, such as: Specialised services and/or phones, barring, filtering, and/or billing control mechanisms.

Raising Awareness and Education

10. Mobile providers should provide advice and effective access to information regarding the use of mobile telephony services, as well as for the measures which can be taken by parents to ensure safer mobile use by their children.
11. The mobile service providers should encourage parents to discuss with their children ways of safer use of mobile services.
12. Mobile providers should ensure there are mechanisms, for reporting and complaining regarding content safety issues, which are available to customers.

13. Mobile providers should support awareness-raising campaigns designed to improve the knowledge of their customers, through organisations such the INSAFE⁷ network.
14. For these measures to work effectively, all involved social and political bodies must be mobilised, so as to ensure the children's' awareness is improved through upgraded educational material and other methods, as, indicatively, appropriate and clear information to children and parents on safer use of mobile and the internet.

Classification of Commercial Content

15. Mobile providers and content providers must integrate commercial content into categories, based on societal standards regarding decency, appropriateness and legislation and the commonly accepted standards in equivalent media it is made available. There should be at least two categories: content which is suitable only for adults and other content.
16. Mobile providers should ensure that their own-brand commercial content is appropriately classified according to the above.
17. 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, as the abovementioned, classification approach.
18. For these measures to work effectively, all involved social, political, commercial and other bodies, should support mobile provider initiatives to ensure third party content providers classify their content according to the abovementioned classification.

Illegal Content in mobile products and services and/or on the Internet

⁷ INSAFE is a network of national nodes that coordinate Internet safety awareness in Europe.
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19. Mobile providers will continue to work with the competent authorities for executing their legislative obligations regarding illegal content.
20. Mobile providers will support competent national authorities in dealing with illegal child images, and, through support networks (hotline) such as INHOPE⁸ or equivalent approaches, will facilitate the notification of such content, where it is hosted on mobile community products and on the internet.
21. Mobile providers will support the creation of appropriate lawful procedures of taking-down such illegal content, committing to liaising with national authorities, as required.
22. For these measures to work effectively there should be legal clarity on the nature of illegal content, so that the competent authorities and bodies are able to recognise where specific items of content are illegal. For the implementation of the above, it is imperative that priority is given and that proportionate resources are allocated. The support of the government for this is vital.

Implementation, Stakeholder Consultation & Review

23. Signatory mobile providers will work towards implementation of the present document.

The mobile providers will regularly review child-safety standards, so that they are adapted to the developing technology and to societal standards, in cooperation with European and national bodies.

⁸ INHOPE is the International Association of Internet Hotlines.
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In witness thereof the present document was drafted into three (3) identical originals and each Contracting Party received one original.