



**HUNGARIAN MOBILE TELEPHONE SERVICE PROVIDERS  
SELF-REGULATION CODE  
FOR SAFER MOBILE TELEPHONE USE BY YOUNG TEENAGERS  
AND CHILDREN  
JANUARY 31, 2008**

## **INTRODUCTION**

The use of mobile telephones in Hungary has recently become general and now almost everyone in Hungary possesses a mobile telephone, with many children and young teenagers among the users. In addition to use in making calls, the mobile telephones are now suitable for use in accessing multimedia services and are thus a new means to access a range of content, for sending and receiving pictures and text messages, making video calls and downloading a range of games and music.

Magyar Telekom Nyrt., Pannon GSM Zrt. and Vodafone Magyarország Zrt. (hereinafter referred to as: the Service Providers) deem it important to allow young users to enjoy the advantages of mobile technology, whilst at the same time introducing them and their parents to the dangers associated with public communication.

In order to realise the goals outlined in the European General Agreement of 6 February, 2007 made by the leading European mobile service providers, the Service Providers have drawn up this Self-regulating Code (hereinafter referred to as the Code) for the protection of minors using mobile telephones.

## **GOALS OF THE SELF-REGULATING CODE**

In order to protect the interests of minors, the Service providers undertake, in compliance with the General Agreement mentioned above, to act based on the following principles when rendering their services:

- Support controlling access to content intended for adults.
- Hold awareness raising campaigns for parents and children.
- Ensure classification of commercial content based on decency and international best practice and national standards of compliance.
- Support the fight against illegal content appearing on mobile telephones.

When rendering their services, the Service Providers observe these general principles although they may apply differing technical, commercial or other solutions.

The Code builds on the Code of Ethics of the Service Providers and Content Providers drawn up in 2007 concerning the provision of premium rate services (see Annex 1) and further develops the rules laid down therein in line with the General Agreement.

## **SCOPE**

The Service Providers apply the provisions of the Code in the territory of the Republic of Hungary. The provisions of the Code apply only to the content services that the Service Providers market under their own registered name or commercial name or use where the same is applied to content made by third parties on commission or if there is a contractual relationship between the Service Providers and third parties.

The Service Providers do not assume responsibility for internet content freely accessible via mobile telephones where there is no contractual relationship whatsoever between the Service Providers and the content provider.

The Service Providers will review the Code each year and, if necessary, modify it by mutual consent.

## **CONTROLLING ACCESS TO CONTENT INTENDED FOR ADULTS**

As responsible representatives of mobile technology, the Service Providers wish to help parents as regards content falling under the scope of the Code to enable them to choose those services and content which their children can access via their mobile telephones.

To that end and to comply with the requirements above, they undertake to apply the adult content classification according to international practice with a one year introduction period in accordance with the relevant legal provisions (in particular Act No. C of 2003 on Electronic Telecommunications and Government Decree No. 164/2005. (VIII. 16.)), and require the same of third parties too. Accordingly, they only market under their registered name or commercial name adult content that parents are able to disable by screening the content or by specific cost control solutions that the parents can effectively use in compliance with the goals of the Code.

## **ORGANISING AWARENESS RAISING CAMPAIGNS FOR PARENTS AND CHILDREN**

Safe use of mobile telephones by minors is subject to it being based upon conscious parental-educational guidance. The Service Providers wish to contribute to the same in the following manner:

They prepare information pamphlets for parents that outline the dangers caused by harmful communication to which it is necessary to draw children's attention.

They publish guidelines on their websites to help parents discuss with their children the dangers hidden in communication and teach them what to do to ensure safe mobile telephone use, as well as outlining the means available to parents to ensure safe use of mobile telephones by children.

The Service Providers cooperate with content providers and consumer protection organisations to make safeguards for children as significant as possible and to ensure as efficient protection of children as possible. In doing so, they support conducting joint educational campaigns.

The Service Providers enable the parents to make reports by calling their Customer Care sections regarding matters associated with the safe use of mobile telephones.

## **CLASSIFICATION OF COMMERCIAL CONTENT**

The Service Providers support the development of a commercial content classification system to be used as a basis for establishing which content qualifies as being intended for adults, i.e. for those above 18 years of age, which system complies with the content classification used in other media, as well as the classification principles to be applied as a basis for them.

As regards content falling within the scope of the Code sold under their own registered name or commercial name, the Service Providers apply and clearly display these classification principles. The Service Providers expect this of their commercial partners and stipulate in

their contracts that they classify the contents they distribute according to the principles above.

## **THE FIGHT AGAINST ILLEGAL CONTENT APPEARING ON MOBILE TELEPHONES**

The Service Providers cooperate with the law enforcement authorities in order to be able to fully comply with the legal obligations concerning illegal content.

## **IMPLEMENTATION**

The Service Providers undertake to meet the obligations laid down in this document by January 31, 2009.

Annexes

1.) Code of Ethics for the provision of premium rate services, drawn up by the Service Providers and the Content Providers in 2007.