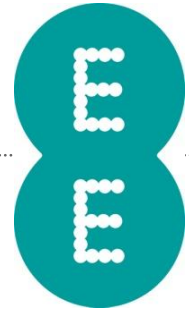


EE Parliamentary briefing: Child online safety



About EE

EE is the UK's most advanced digital communications company and the first in Britain to offer superfast 4G mobile services alongside fibre broadband. We run the EE, Orange and T-Mobile brands, delivering the best network and the best service to our 27 million customers so they trust us with their digital lives.

Background

As take-up and use of online services starts at an ever earlier age it is important that we keep children safe online and support parents and teachers to feel confident that their children are safe and protected when they go online.

Our role in promoting child online safety

Building trust is at the core of our work and as the UK's most advanced digital communications company we take the issue of online safety seriously. To deliver our ambition of sharing the power of connectivity with everyone in the UK we provide filtering solutions on all of our brands, and provide a range of support materials for parents and teachers.

Industry engagement & partnerships

We are one of a small number of brands that provide the top tier of funding for the Internet Watch Foundation (IWF) and in addition to running the block lists of illegal sites we also help raise awareness of how to report content through an annual communications campaign.

We also participate in the UK Council for Child Internet Safety so that we can address emerging issues as an industry collective and work closely with BBFC (and formerly the IMCB) on content classification.

Our products: mobile broadband

In the mobile world we believe that our network filtering offers customers a high level of protection based on the most advanced categorisation and filtering solutions available. Our products have a range of features including:

- Content Lock for EE and T-Mobile and Safeguard for Orange are activated by default on all our mobile products (handsets, dongles and tablets).
- Parents can choose from three settings (Strict, Moderate, Off) which recognise that parents of younger children may want to filter some content in addition to 18 classified content such as glamour, chat and dating services.
- Moderate is the default setting on mobile products and a robust age verification process is in place if a request is received to switch the filter off.

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Our products: home broadband

On signing up to our EE Home Broadband customers are prompted via e-mail to download and install the latest McAfee online security software. The software can be installed on multiple devices, and provides both flexibility for busy homes and the reassurance that each device has the appropriate security. Alongside the obvious blocking services, the software can also provide logs of chat room and social media activity so that parents can use this information as a basis for discussion with their children.

These controls can be remotely configured by the main account holder through a secure login allowing parents to tailor controls and settings for multiple devices across the home.

In addition to those products that allow for the blocking of content that is not deemed suitable for those under 18, we also automatically block illegal content through our partnership with the IWF and the use of industry wide block-lists.

Educational materials

Being online comes with certain risks and it's good to be aware of these risks including accessing inappropriate content, posting personal information, cyberbullying, 'sexting' and grooming.

We want everyone to live a safe and rewarding digital life so we've put together a range of materials designed for parents, teachers and young people. All of these resources are free to download from the EE website and include:

- A guide for parents on how to use parental controls and talk to children about online safety. This is also available as a printed booklet in all our retail stores.
- Several short films aimed at children and young adults: each comes with an activity booklet which teachers, parents and youth organisations can use to educate and discuss the issues with young people.
- A thought-provoking film aimed at parents, helping them talk to their children about the issues.
- Throughout 2011 and 2012 Orange sent out over 100 employee volunteers to schools to run workshops on how to stay safe online – they delivered to over 10,000 students and around 65% of UK secondary schools requested the film resources to use in future classes.

Our future commitments

As part of our work with the UK Council for Child Internet Safety, we've committed to going further by helping parents make an 'active choice' about setting parental controls. By the end of 2013 we'll have in place:

- A broadband splash page – an automatic page that appears and won't allow you to proceed with set up until you've read the information about parental controls and made a choice.
- An integrated comms plan - for existing customers on parental controls and general e-safety and included as part of sales campaign comms for new customers.
- A more informed workforce – we'll be providing our front line employees with bespoke training on e-safety and parental controls so they can better engage customers and deliver brilliant service.

Find out more on the EE website: ee.co.uk/being-responsible

And download our free resources: <http://explore.ee.co.uk/digital-living>