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**Child protection...** Research shows that young people see their mobiles as a way of life. Many parents agree mobile phones can help keep children safe and develop their social and technological skills. But a mobile is a channel for all sorts of content – and some of it is not suitable for children and the device can be misused.

I can get hold of my  
son any time...

...anyone can get hold  
of my son any time

## 23%

In Europe, 23 per cent of children aged 8-9 and 70 per cent of 12-13 year-olds own a mobile phone.

Eurobarometer Report, 2006

### What you said:

“...the actions by mobile carriers to introduce age verification for commercial, visual adult content is a proactive and welcomed change in responsibility.”

George Kidd

Chief Executive, PhonePayPlus, the UK premium rate services regulator (formerly known as ICSTIS)



For more information go online:  
[www.phonebrain.org](http://www.phonebrain.org)

## How we protect children

### We respect parents' right to choose whether their child should carry a mobile phone.

We have actively participated in the industry groups developing and reviewing codes of practice for the self-regulation of content services on mobiles in the UK, Germany and Ireland.

In 2006, we partnered with the internet charity, Childnet International, to launch programmes in the UK that raise awareness of safety, mobile phones and the internet for children. These include launching a child protection film, and publishing a checklist of key questions parents should ask when buying a mobile phone for a child. We also have dedicated websites offering practical advice on all aspects of child protection, from text bullying to harmful web content.



For more information go online:

[www.childnet-int.org/downloads/mobilesq.pdf](http://www.childnet-int.org/downloads/mobilesq.pdf)  
[www.o2.com/cr2006/content](http://www.o2.com/cr2006/content)  
[www.o2.com/cr2006/child/protection](http://www.o2.com/cr2006/child/protection)  
[www.o2.com/cr2006/marketing](http://www.o2.com/cr2006/marketing)

We aim to help parents by providing:

- Classified adult commercial content only to those who first prove they are 18+.
- Controls that restrict the internet to child-friendly content.
- Information and advice.
- Help with nuisance calls.
- Close liaison with police.

On 6 February 2007 – Safer Internet Day – Telefónica and its O2-branded businesses signed up to the new European Union Framework to promote safer internet use among teenagers and children. The framework draws upon the main elements of the UK code of practice that we helped to develop.

### What you said:

“It's so important that we support parents, who continually have to catch up with new technology, understand how their children are using it and how to help keep them safe.”

Will Gardner

Research and Policy Manager,  
Childnet International

“Who should take responsibility for child protection? The short answer is both simple and obvious: we all have a responsibility. No one agency or group has a monopoly of concern.”

John Carr

Chairman of the UK's Children's Charities' Coalition on Internet Safety.

Quotes taken from the O2-sponsored Spiked-online debate: 'U TXTing 2 Me?: Young people, mobiles and social networking.'

## What more can we do?

We are committed to creating a child-friendly environment on mobiles. That is why we are signatories of the 'European Framework for Safer Mobile Use by Younger Teenagers and Children', which commits us to provide advice, raise awareness and ensure proper controls are in place regarding access to inappropriate content.

We want to stop children accessing unsuitable content, or being subjected to cyber bullying, theft or inappropriate contact through chat rooms. We also work with schools and the police through our volunteering schemes to take the safety message to teachers and young people.

Our other commitments are to:

- Continue with plans to support illegal-content barring on all fixed and mobile platforms.
- Continue to implement industry codes of practice and training.
- Continue to bar lost and stolen handsets.
- Establish a group-wide policy on children and O2 products and services.
- Set up an online resource centre to help share best practice, advice and guidance tools across Telefónica O2 Europe.

## What you can do:

- Visit our UK child protection website:  
<http://protectourchildren.o2.co.uk>
- Watch our short film on child protection:  
[www.o2.com/cr/film\\_children\\_protection.asp](http://www.o2.com/cr/film_children_protection.asp)
- Ask our employees for advice.
- Create boundaries by using parental controls:

Control web access – call 61818

Block 18+ content – call 61018

Keep phone location private – call 1300

Report spam – forward it to 7726

Stop unwanted subscription texts

– reply STOP



For more information go online:  
[www.o2.com/cr2006/child/protection](http://www.o2.com/cr2006/child/protection)

# Champions for children

This year we partnered with Childnet International to produce a child protection film to increase our employees' understanding of risks to child safety. We also identified over 100 child protection champions inside O2 UK, all of whom have direct contact with customers.



**Two thirds**  
of 8-15 year olds in the UK own a mobile phone

**8 calls a week**  
They average 8 calls a week and 25 text messages

**£10.50**  
Their average monthly mobile phone bill is £10.50

Ofcom study on media literacy among children, 2006

## Responsible spending

In 2006, O2 worked with the UK's Personal Finance Education Group (pfeg) on an innovative project to help school children understand the cost and responsible use of mobile phones. The scheme was piloted in eight schools in East London. We aim to extend it to schools nationally using pfeg's website, from which teachers can download the tools and lesson plans.

## Points of view

We staged an online debate with Spiked-online: 'U TXTing 2 Me?: Young people, mobiles and social networking'. Open to the public through the internet, it preceded a seminar of invited experts and interested parties and helped inform our policies.

## Watching the internet

We started blocking illegal content based on the Internet Watch Foundation's database of child abuse images. Currently the block is only available on our i-mode® mobile internet

platform, but a programme is under way to extend this to all O2 UK mobile platforms.

## Safety in numbers

We have published handy customer cards listing child-protection services and contact numbers. These are distributed through our stores to parents, teachers and others – or you can download them online.

## Extending our support

Our Nuisance Call Bureau offers help to parents and young people – or other customers – who feel they are being bullied or threatened or are receiving anonymous abusive calls. We have extended our operating hours this year to 8.30am–7.00pm (weekdays only), and responded to about 20,000 calls with advice on what to do next – please see our advice online.



For more information go online:  
[www.pfeg.com](http://www.pfeg.com)  
[www.spiked-online.com](http://www.spiked-online.com)  
<http://protectourchildren.o2.co.uk>  
[www.o2.co.uk/help/nuisancecalls](http://www.o2.co.uk/help/nuisancecalls)

## What our employees said:

“The child protection film was very informative. I would like to get involved in child protection, to raise awareness of the issues involved with using mobile phones. Maybe O2 could have specialist staff visiting schools, giving interactive talks to primary and secondary school children?”

**Richard Harrop**  
Assistant Branch Manager,  
Folkestone O2 UK retail store

“We are very satisfied with our commercial content rules now. Our suppliers are monitored and there are sanctions in place to encourage compliance.”

**Jonny Shipp**  
Head of Content Standards, O2 UK

‘i-mode’ and the ‘i-mode’ logo are trade marks or registered trade marks of NTT DoCoMo Inc. in Japan and other countries. i-mode is the world's most widely-used mobile internet service, with 44m users in Japan and 3m users in Europe, across nine network operators including France, Spain, Greece, Germany and Belgium