## Child Protection On the Mobile Internet

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Microsoft is committed to building solutions for the wireless internet that protect children and young people with regard to content, contact and commercial issues.



# Mobile Opportunity

Mobile Devices enable autonomy

Freedom, Individuality, Connection to Friends, Romance

#### Opportunities for good

- Safety
  - Ability to reach and be reached
  - Location finder /Emergency services
- Information
- Entertainment

#### Opportunities for harm

- Exploitation
- Abstration
- Stalking physical/psychological harm
- Threats/Bullying



### Areas of Risk

Several technology areas need careful consideration:

- Peer-2-Peer functionality:
  - No controls over interactions that occur between two users
- Location scenarios:
  - Need universal guidelines to protect the whereabouts of children & youth
- Presence/State:
  - As users can define presence and state, how do we allow parents to control who sees this information?
- Content Filtering:
  - Content filtering is only occuring on HTTP, we need this spread to WAP
- SMS content:
  - Currently displays users phone number/personal information
- Video streams:
  - Private video cams connected to PC's can now stream video footage to mobile devices – whether the individual is aware of being videoed or not



### Protection on MSN Mobile Today

#### Kids Passport

- Currently Available in the US, will be rolled out for Korea
- Kids Passport helps sites comply with the parental consent requirements of children's privacy laws, not applicable worldwide

#### Email protection via existing Hotmail filters

- MSN parental control settings are handled serverside so the Hotmail controls are respected regardles of device
  - Unlimited: Allow child full use of Hotmail
  - Restricted: Parent controls who is on contact list
  - Blocked: Child cannot use Hotmail service



### Protection on MSN Mobile Today

- IM protection in 3 levels via existing IM filters:
  - Unlimited: Allow child full use
  - Restricted: Parent controls who is on buddy list
  - Blocked: Child cannot use IM service
  - Child controls buddy list, but parent can forceblock
- Notice & Take-down:
  - If contacted we remove illegal content hosted on our servers



# **Planned Features**

- Move parental controls from desktop client to web service
- Provide parents option for an activity report
- Allow multiple parents control rights
  - Both parents alerted to content requests, attempted violations, online activity reports, etc.
  - Both parents able to approve content requests, update settings, add buddies, set time online limits
- Add parental controls to:
  - Calendaring
  - Music lyrics
  - Research sites
  - Downloadable content & purchasing



### Planned Features cont..

- Develop filtering technology that allow MSN properties to:
  - Protect kids and families from inappropriate content
  - Limit unwanted content according to personal choice
  - Promote personal information interests
  - Extend our wireline filters to wireless content

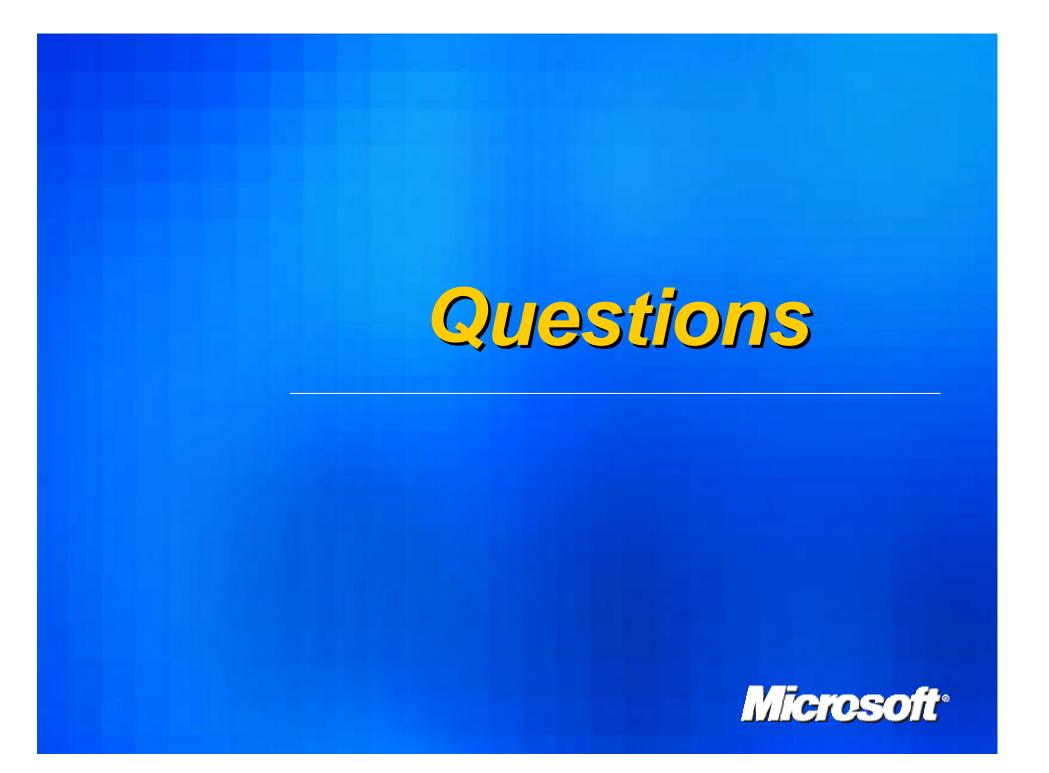


# Partnering

#### Data is no respector of borders

- Governments need to unify to create global standards
  Conflicting laws will hinder broad adoption of safety measures
- Carriers & Service providers need to step up and make their sites safe through filters, and parental controls
- Technology providers need to ensure safety features are in place BEFORE techology rolls out to consumers
- Society/Schools/Organizations need to re-evaluate the materials used to train children on personal safety
  - Current curricula do not address safety concerns in the mobile internet







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