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
  - Abstraction
  - 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 occurring 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 server-side so the Hotmail controls are respected regardless 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 force-block

- 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 technology 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
Questions