

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.

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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 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 respecter 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

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