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***The role of the Telecommunication sector in the Child Online Protection:
Maximizing the positive aspects and minimizing the risks of the web***

Internet is an extraordinary source of learning and entertainment that can actively contribute to narrow the gap between people; in the same time, it could be a source of risk, mainly for the younger. A big ICT Company has to maximize the positive aspects and, at the same time, make surfing the internet as safe as possible, by providing, i.e., technological tool, initiatives of involvement and training for all stakeholders. Telecom Italia Group companies have undertaken numerous initiatives to protect children from content that may harm their psychological and physical development (e.g. content that is violent).

Telecom Italia Group has also adopted an organizational model in accordance with Legislative Decree 231/2001, which defines the tools required to oversee and anticipate offences, particularly the dissemination of child pornography. Telecom Italia's commitment alongside the institutions, international bodies and associations committed to the topic, is essentially evidenced in the following initiatives:

- a) the notification form can be used by Telecom Italia's end customers, or by outside users, to give notification of any crimes involving child pornography, encountered during navigation on the internet;
- b) management of the abuse desks: their task is to receive alerts from outside users/customers on alleged digital crimes or the presence of child pornography material on the Group's networks, and direct them to the key contact of the Postal Police;
- c) the booklet "Born with the network", distributed through company shops, for the purposes of alerting people to the dangers that can be hidden on the network and providing the tools to guide the children in the selection of content to consult;
- d) Alice Total Security: it's an operating system software. Children learn to use the computer in a fun way and parents can select the sites children have access to and set up email management (they can only exchange emails with people known to them);
- e) co-operation with Telefono Azzurro: Telecom Italia provided its own infrastructures and services for the Toll Free Number "114" Infancy Emergency (since 2003) and the European Toll Free Number "116000" for missing children (since May, 2009);
- f) co-operation in the context of the Italian Child Abduction Alert System (ICAAS) project, for the creation of a web portal providing an "early warning" of missing children;
- g) Safe Browsing: it is based on a twice yearly course aimed at making children, young people and adults (parents and teachers) aware of how to use the internet and digital technologies sensibly and responsibly.

Telecom Italia takes part to some international initiatives, as:

- a) work group "ITU (International Telecommunication Union) Child Online Protection: Guidelines for industry – coordinated by ITU". Telecom Italia has contributed to the drafting of Guidelines on "Child Online Protection" aimed at companies in the broadcasting, internet and mobile telephony sector;
- b) work group "GSMA - Mobile Alliance against Child Sexual Abuse Content", for all technological and communication initiatives aimed at the protection of children in the mobile phones sector, including a website dedicated to children and young people to educate them on the safe use of the internet;
- c) participation in the European project Safer Internet, Work Programme 2010-2013: promoted by Save the Children and Adiconsum to protect children online in the European social context and to provide the tools to safely use web services that enable socializing on the network, blogs and instant messaging.