

GRUPPO TELECOM ITALIA

Corporations and Global Justice: Should Multinational Corporations be Agents of Justice?

The role of the Telecommunication sector in the Child Online Protection

**Maximizing the positive aspects and
minimizing the risks of the web**

Telecom Italia/Group Sustainability
Giacomo BEFO

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Politeia, 14 dicembre 2012

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INTRODUCTION AND BACKGROUND

Telecom Italia Group has undertaken numerous initiatives to protect children from content that may harm their psychological and physical development (e.g. content that is violent, racist, offensive to religious sentiment, pornography, etc.).

The Group's companies adopt precise guidelines for classifying and checking distributed content. These cover both the content offered directly by Group companies and content owned by third parties offering their own services on space acquired within Telecom Italia's portals.

Filtering systems and **procedures** have been defined for the Group's provision of adult content on the internet, aimed at **preventing children from accessing any such content.**

Regarding **premium voice services**, **Telecom Italia** requires a **PIN** to access any services with obscene content, which, in any case, are not part of the services offered by the Group.

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, as well as to ensure the organizational/disciplinary management of computer crimes.

ORGANISATIONAL STRUCTURE

Telecom Italia has identified, within the company structure Security – Risk Prevention department – Protection of Information, the role of the “**Key contact for the Postal Police**”. This professional figure manages relations and the flow of information with the competent Authorities (CNCPO – National Centre for the Fight against Child Pornography Online, CNAIPIC – National Centre against Digital Crime for the Protection of Critical Infrastructure, etc.) and **has the task of coordinating the relative activities within the Group**, in accordance with the relevant legislative framework.

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A FEW INITIATIVES

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**, available on the Group's institutional and commercial portals, **can be used by Telecom Italia's end customers, or by outside users**, to give notification of any crimes involving child pornography, as well as concerning presumed abuse and/or digital crimes, encountered during navigation on the internet. There is a guide to compilation, and notification can also be made anonymously;

b) **management of the abuse desks**: these are operational groups who handle abuse differentiated by type, formed in accordance with the national and community regulations on child protection, the prevention of digital criminality and the fight against sexual exploitation (juvenile pornography). **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, dedicated to the adult-parent public for the purposes of:

- illustrating the fundamental rules for the safe use of the internet;
- alerting people to the dangers that can be hidden on the network;
- **providing the tools to inform children** of the rules of conduct and guide them in the selection of content to consult;

d) **Alice Total Security – Magic Desktop**

(<http://www.telecomitalia.it/servizi/sicurezza/total-security>): it's an operating system software that works in parallel with the standard one. **Children learn to use the computer in a simple and fun way and parents can select the sites children have access to** and set up email management so that 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 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. In this context, in 2011 Telecom Italia signed the "Allarme Scomparsa Minore" (missing child alert) agreement with the Ministry of the Interior's Public Safety Department;

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.

The initiative has its own dedicated website (www.navigaresicuri.org) and addresses the various target audiences using appropriate language and tools, including:

- illustrated handbook and publications featuring the Geronimo Stilton cartoon character for younger users;
- educational material and interactive activities for teenagers;
- information and a specialized support service for adults.

The project benefits from the involvement, skills, authority and reliability of Fondazione Movimento Bambino, Save the Children and Atlantyca, copyright holder of the Geronimo Stilton cartoon character.

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INTERNATIONAL PARTICIPATIONS

Telecom Italia takes part also 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,”** within the GSM Association, 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, which sees the increasingly widespread use of social networks, **and to provide the tools to safely use web services** that enable socializing on the network, blogs and instant messaging.

Thank You very much and...

Merry Christmas

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