



**European Framework for Safer Mobile Use  
by Younger Teenagers and Children:  
One Year After**

**Implementation Report**

**6 March 2008**

## Content

<i>Overview</i>	2
<i>Compliance across EU27</i>	5
<b>Austria:</b>	6
<b>Belgium:</b>	8
<b>Bulgaria:</b>	11
<b>Cyprus:</b>	14
<b>Czech Republic:</b>	15
<b>Denmark:</b>	18
<b>Estonia:</b>	20
<b>Finland:</b>	21
<b>France:</b>	22
<b>Germany:</b>	24
<b>Greece:</b>	27
<b>Hungary:</b>	29
<b>Ireland:</b>	32
<b>Italy:</b>	35
<b>Latvia:</b>	37
<b>Lithuania:</b>	38
<b>Luxembourg:</b>	40
<b>Malta:</b>	41
<b>Netherlands:</b>	43
<b>Poland:</b>	46
<b>Portugal:</b>	49
<b>Romania:</b>	52
<b>Slovakia:</b>	55
<b>Slovenia:</b>	57
<b>Spain:</b>	58
<b>Sweden:</b>	61
<b>United Kingdom:</b>	65
<i>Conclusion</i>	67
<i>Annex I</i>	68



## Overview

The purpose of this report is to provide a substantive assessment of the implementation of the European Framework for Safer Mobile Use by Younger Teenagers and Children across the 27 Member States of the EU one year after its initial signature. The text of the Framework can be found in Annex I.

Since February 2007, GSM Europe (GSME) and participating mobile operators have been working on ensuring the timely implementation of the agreement. Related activities focused on:

- Broadening the initiative by encouraging more industry stakeholders to sign up;
- Raising awareness about the project by launching a dedicated [website](#) and by organising a breakfast debate with Members of the European Parliament in June 2007;
- Ensuring the roll-out of national self-regulatory codes of conduct on safer mobile use across the EU;
- Assessing the compliance of national self-regulatory codes of conduct against the key provisions of the Framework.

As a result, nine further companies have signed the Framework since its launch, making a total of 24 industry signatories covering the 27 EU Member States. Before the signature of the Framework, there were existing codes of conduct in 10 Member States. Some of these have since been reviewed and updated in the light of the Framework while others were already fully compliant with the Framework. At the time of signature, there were no codes of conduct in place in Austria, Bulgaria, Hungary, Lithuania, Malta, Netherlands, Poland, Portugal, Romania, Slovakia or Spain – codes of conduct have now been signed by mobile operators in all of these countries and at present, self-regulatory codes of conduct cover 21 EU Member States. The industry signatories in these Member States serve around 550 million customers, which represents 96% of all EU mobile customers.<sup>1</sup> Where a national mobile operator is the only one in its country supporting the Framework, GSME has agreed that it should adopt the Framework approach directly, without agreeing on a national code.

A summary table of the status of implementation as of 6 March 2008 is given below.

Member State	Status of implementation
Austria	<a href="#">Voluntary Code of Self-Regulation for Mobile-Telephone Operators- Code of conduct for the safe use of mobile telephones by young people</a>
Belgium	<a href="#">GOF Guidelines for SMS/MMS/LBS Services</a>  A Royal Decree on a new ethical code including child protection is awaited.
Bulgaria	<a href="#">Code of Conduct on Safer Mobile Use by Children and Younger Teenagers</a>
Cyprus	Currently there is only one signatory.
Czech Republic	To complement the earlier <a href="#">Premium SMS Code</a> and <a href="#">Audiotex Code</a> , Czech operators signed an <a href="#">Agreement on Implementation of National Self-Regulation</a> on 18 January 2008.
Denmark	<a href="#">Framework Agreement for Mobile Content Services</a>  Some aspects of the Framework are covered by legislation, such as the Danish Act on Consumer Agreements and the Act on Marketing and distance selling, and the "Guidance on children, younger teenagers and marketing" issued by the Danish Consumer Ombudsman.  A separate agreement of ISPs including mobile operators deals with combating illegal content on the Internet.

<sup>1</sup> Source: Wireless Intelligence, 9 January 2008



	<a href="http://www.teleindustrien.dk/t2w_692.asp">http://www.teleindustrien.dk/t2w_692.asp</a>
Estonia	Currently there is only 1 signatory.
Finland	<a href="#">Regulation on Barring Categories in Telecommunications</a>
France	<a href="#">Operators' Code of Conduct Regarding Mobile Multimedia Content</a>
Germany	<a href="#">Code of Conduct for Mobile Phone Operators in Germany for the Protection of Minors</a>  <a href="#">Protection of Minors in Mobile Communications</a> <a href="#">Voluntary Commitment by Mobile Communications Providers</a>
Greece	<a href="#">Code of Conduct for Value Added Services Provided through Mobile Phones and for the Protection of Minor Users</a>  <a href="#">Annex A' Memorandum for Safer Mobile Use by Children and Younger Teenagers</a>
Hungary	<a href="#">Hungarian Mobile Telephone Service Providers Self-Regulation Code for Safer Mobile Telephone Use by Young Teenagers and Children</a>  <a href="#">Appendix no.1 Code of Ethics for Premium Rate Services</a>
Ireland	<a href="#">The Irish Mobile Operators Code of Practice for the Responsible and Secure Use of Mobile Services</a>
Italy	<a href="#">Code of Conduct for Premium Services and Child Protection</a>  AGCOM Decision (661/06/Cons) provides a comprehensive basis for protection of minors.  Italian electronic communications providers (fixed operators, mobile operators and Internet service providers) are developing a convergent self-regulatory code "Media and "Minors". This work will continue in 2008.
Latvia	Following the signature of the Framework by a second operator on 8 January 2008, GSME has initiated the drafting process of a local code of conduct. The initial deadline for completion of the code is April 2008.
Lithuania	<a href="#">Lithuanian National Code of Practice for Safe Use of Mobile Communications by Minors</a>
Luxembourg	Currently there is only one signatory.
Malta	The Code of Conduct for Electronic Content Provision by Electronic Communications Undertakings in Malta has been finalised; official signature is foreseen in March 2008.
Netherlands	<a href="#">Code of Conduct for the safe use of mobile telephones for children and young teenagers</a>
Poland	<a href="#">Code of good practice in the area of safe use of mobile phones</a>
Portugal	A <a href="#">code of conduct</a> has been finalised. Signature is foreseen on 7 March 2008.
Romania	<a href="#">Code of Conduct for safely using the content provided on the mobile phone</a>
Slovakia	<a href="#">National code for mobile operators on safe use of mobile services</a>
Slovenia	Currently there is only one signatory.
Spain	<a href="#">CODE OF CONDUCT FOR MOBILE OPERATORS DESIGNED TO ENCOURAGE RESPONSIBLE USE BY UNDERAGE PERSONS OF ELECTRONIC CONTENT SERVICES SUPPLIED VIA MOBILE TELEPHONE NETWORKS IN SPAIN</a>
Sweden	<a href="#">Ethical Rules for Premium Rate Call Services</a> <a href="#">Code of Conduct - Mobile Premium Services</a>  A new code of conduct is due to be signed on 10 March 2008.
United Kingdom	<a href="#">UK Code of Practice for the Self-regulation of New Forms of Content on Mobiles</a>



The agreement amongst mobile operators on national codes of conduct is the first stage of an ongoing programme of mobile operator initiatives to enhance the safety of younger mobile users. Full implementation of the commitments made under these national codes of conduct will be subject to locally determined timeframes, and during 2008 operators will be working to fulfil the commitments made within their national codes.

The following section of the report sets out the compliance of the national codes of conduct against the recommendations of the Framework on a country-by-country basis. A summary table of compliance is provided below.

	Key recommendations			
	Access control mechanisms	Raising awareness	Classification	Combating illegal content
<b>Austria</b>				
<b>Belgium</b>				
<b>Bulgaria</b>				
<b>Cyprus</b>	There is only one signatory in Cyprus.			
<b>Czech Rep.</b>				Partly
<b>Denmark</b>				
<b>Estonia</b>	There is only one signatory in Estonia.			
<b>Finland</b>				
<b>France</b>				
<b>Germany</b>				
<b>Greece</b>				
<b>Hungary</b>				
<b>Ireland</b>				
<b>Italy</b>				
<b>Latvia</b>	Two signatories have begun work on a code of conduct, due to be finalised at the end of April 2008.			
<b>Lithuania</b>				
<b>Luxembourg</b>	There is only one signatory in Luxembourg.			
<b>Malta</b>				
<b>Netherlands</b>				
<b>Poland</b>				
<b>Portugal</b>				
<b>Romania</b>				
<b>Slovakia</b>				
<b>Spain</b>				
<b>Sweden</b>				
<b>UK</b>				

**Key:**

	Compliance through formal codification/national legislation
	Compliance through practice
	Non-compliance



## Compliance across EU27

This section of the report gives an overview of the compliance of the national codes of conduct on safer mobile use with the principal requirements of the European Framework for Safer Mobile Use by Younger Teenagers and Children.

The key recommendations of the Framework are as follows:

- Mobile operators' own and third-party commercial content should be classified in line with existing national standards of decency and appropriateness so as to identify content unsuitable for viewing by children and younger teenagers;
- Appropriate means for parents for controlling children's access to this content should be provided;
- Mobile operators should work to raise awareness and provide advice to parents on safer use of mobile services, and ensure customers have ready access to mechanisms for reporting safety concerns;
- Mobile operators should work with law enforcement, national authorities and INHOPE or equivalent bodies to combat illegal content on the Internet.

Four scenarios are possible on the basis of a detailed evaluation of the national codes of conduct against the key recommendations outlined above:

1. The national code is **fully compliant** with the Framework;
2. The national code is **compliant in all key aspects**- aspects not covered by the code are identified but these are not such that additional action is required;
3. The national code is **not compliant in significant areas, but these are otherwise addressed**- for example by national legislation- these are identified but, again, no action is required;
4. There are **significant outstanding areas in the national code which means that it does not meet the provisions** of the Framework.

**Austria:**

The [Voluntary Code of Self-Regulation for Mobile-Telephone Operators: Code of conduct for the safe use of mobile telephones by young people](#) is **fully compliant**.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Clause 4
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Clause 4
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Clause 4 + T-Mobile Austria offers certain blocking measures (e.g. blocking of Premium Rated Services)

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Clause 8.1
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, Clause 8.2
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, Clause 8.4
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Clause 8 + operators support <a href="http://www.stopline.at">www.stopline.at</a>
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .  Aim to re-use national classifications, wherever possible, so customers experience the same system	Yes, Clause 7.1
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	of classification whether they are using mobile or non-mobile media.	
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Clause 7.1
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Clause 7.2
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Clause 3.1 + Clause 6.3
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Clause 3.1
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Clause 3.1 + Clause 6.3
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

#### Implementation, Stakeholder Consultation & Review

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Hutchison 3G Austria mobilkom austria One GmbH T-Mobile Austria</p> <p>Code of Conduct is already in force since January 2008 (Clause 9)</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**Belgium:**

Belgian mobile operators are **fully compliant**. Paragraph C7 of the [GOF Guidelines on SMS/MMS/LBS services](#) outlines specific regulations for Adult Services:

**Responsibility and respect to the Belgian law**

- The Service Provider will assure that the content reserved for adults will not be harmful and will conform to the Belgian law.
- Irrespective of the content, the Service Provider will remain unilaterally responsible for the content.

**Communication**

- The Service Provider that wants to offer adult services will inform the operator before the introduction of such a type of service.
- Every application reserved for adults will be clearly identified as such. The Service Provider will make sure that the adult content delivered by SMS or MMS will exclusively be identified under the short code series **7xxx**.

**Advertisement**

- The Service Provider will assure that no Advertisement is allowed for:
  - sexually explicit services with (direct or indirect) monetary goals addressed to minors specifically;
  - sexually explicit services with (direct or indirect) monetary goals of services proposed by minors or shown like service offerings that indicates a person is doing prostitution; service offerings that indicate a person want to deliver itself to the vice with other persons.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Belgian mobile operators: <ul style="list-style-type: none"> <li>• offer call barring solutions to their clients</li> <li>• provide awareness information to clients willing to access adult content</li> </ul>
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, exists at Belgian mobile operator level
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, exists at Belgian mobile operator level

### Raising Awareness & Education

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Belgian operators take the necessary steps to inform their respective customers on safer mobile use
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, Belgian operators take the necessary steps to inform their respective customers on safer mobile use
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, Belgian mobile operators' websites contain links to public authorities dealing with safety concerns (Ministry of Justice, police authorities, child focus)
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Belgian mobile operators work through organisations such as Child Focus.
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

### Classification of Commercial Content

Compliance #9	<p>Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b>.</p> <p>Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.</p>	<p>Yes national numbering law classifies content aimed for 18+ (e.g. adult, gambling) in dedicated ranges</p> <p>GOF Guidelines include an +18 classification</p>
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, the classification system also applies to own content
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, the content supplied by commercial partners is classified in dedicated ranges



Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

**Illegal Content on mobile community products or on the Internet**

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Belgian mobile operators answer the "requisitoires" of the law enforcement agencies
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Belgian mobile operators support the national authorities, once the former is aware of alleged illegal child images
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Belgian mobile operators support the national authorities, once the former is aware of alleged illegal child images
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

**Implementation, Stakeholder Consultation & Review**

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Base Mobistar Proximus</p> <p>Belgian mobile operators have implemented the framework into the existing national mobile code (GOF guidelines for SMS/MMS services)</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A

**Bulgaria:**

The [Code of Conduct on Safer Mobile Use by Children and Younger Teenagers](#) is **compliant** in all key aspects.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, each mobile operator shall provide access control mechanisms and regulate its own-branded content (Section III, Art. 3.1.c)
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Section IV
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Section III, Art. 3.1c; last sentence of the preamble

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, mobile operators shall provide advice and information to the parents and other guardians (by leaflets, WEB information, etc. measures decided by each operator) regarding the use of mobile content and measures to be undertaken (Section III, Art. 3.2, second paragraph).
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, in consideration to the responsibilities of the parents and other guardians for breeding and upbringing of their children, mobile operators shall support them by raising of their awareness with regard to the adult content (Section III, Art. 3.2). In the course of providing

		of this support, mobile operators accept to communicate this role of the parents and guardians.
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, Section VII provides such opportunity. Each mobile operator plans to develop procedure with this regard.
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Section III, Art. 3.1a and 3.2.
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

#### Classification of Commercial Content

Compliance #9	<p>Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b>.</p> <p>Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.</p>	Yes. criteria for adult content are defined in Section I, Art. 2.5.
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Section III, Art. 3.1b
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	mobile Operators shall undertake all reasonable efforts to distribute the relevant information to service providers.
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Section VI, second paragraph
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Subject to discussions between the operators and further implementation



Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Section VI
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

**Implementation, Stakeholder Consultation & Review**

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Mobitel EAD BTC Mobile EOOD Cosmo Bulgaria Mobile EAD</p> <p>The time for implementation agreed between the operators is twelve months as of the day of its signing</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**Cyprus:**

Cyprus Telecommunications Authority is the only one signatory to the Safer Mobile Use Framework in Cyprus.



**Czech Republic:**

To complement the earlier [Premium SMS Code](#) and [Audiotex Code](#), Czech operators signed an [Agreement on Implementation of National Self-Regulation](#) on 18 January 2008. The [Agreement on Implementation of National Self-Regulation](#) is **compliant in all key aspects**.

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, implied by Bullet Point 1 on effective control mechanisms
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, implied by Bullet Point 1 on control mechanisms to control commercial content together with incorporation in the agreement of the General Rules of Provision of Premium Services
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, implied by Bullet Point 1 on effective control mechanisms and Bullet Point 5 on compliance

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Bullet Point 2 on awareness and education
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Partly, implied by Bullet Point 2 on awareness and education and Bullet Point 5 on compliance
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, Bullet Point 2 on awareness and education
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Bullet Point 2 on awareness and education and Bullet Point 4 on cooperation with third entities



Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.
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### Classification of Commercial Content

Compliance #9	<p>Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b>.</p> <p>Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.</p>	Yes, Bullet Point 3 on unified content classification together with incorporation in the agreement of the General Rules of Provision of Premium Services
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Bullet Point 3 on unified content classification together with incorporation in the agreement of the General Rules of Provision of Premium Services
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Bullet Point 3 on unified content classification together with incorporation in the agreement of the General Rules of Provision of Premium Services
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Bullet Point 4 on cooperation with third entities
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Bullet Point 4 on cooperation with third entities
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Partly, implied by Bullet Point 4 on cooperation with third entities
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.



### Implementation, Stakeholder Consultation & Review

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Telefonica O2 Cz Rep a.s. T-Mobile Cz Rep a.s. Vodafone Cz Rep a.s. No later than 31 December 2010</p>
Compliance #18	<p>Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.</p>	N/A

**Denmark:**

The [Framework Agreement for Mobile Content Services](#) is **compliant in all key aspects**. Danish operators are planning a revision of the code in Q2 of 2008, in the context of which they will address the missing aspects of the current code in order to ensure full compliance.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Section 8.5 Adult Content
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Section 8.5 Adult Content
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Offered, and in code by Q2 2008. The offer of Billing control is mandatory by law. All offer barring of Premium SMS.

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Offered, and in code by Q2 2008.
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Offered, and in code by Q2 2008.
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Offered, and in code by Q2 2008.
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Offered, and in code by Q2 2008.
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .	Yes, Section 8.1
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	Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Section 8.1
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Section 6.6
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Offered, and dealt with in another code*
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Offered, and dealt with in another code*
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Offered, and dealt with in another code*
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

\* A separate agreement of ISPs including mobile operators deals with combating illegal content on the Internet.

[http://www.teleindustrien.dk/t2w\\_692.asp](http://www.teleindustrien.dk/t2w_692.asp)

#### Implementation, Stakeholder Consultation & Review

Compliance #17	Signatories ( <a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a> ) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements. Each national code will be subject to a period of implementation. This timing should be specified at national level.	Code already agreed by Hi3G Denmark ApS Sonofon TDC Mobil A/S TeliaSonera Mobile
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**Estonia:**

Tele2 Eesti AS is the only signatory to the Safer Mobile Use Framework in Estonia.



**Finland:**

TeliaSonera is compliant with the Safer Mobile Use Framework in its business practice, and will undertake an analysis of the Framework in relation to the Ficora (NRA) [Regulation on Barring Categories in Telecommunications](#) and the MAPEL Self-regulatory Code on Premium Rate Services.

**France:**

The [Operators' Code of Conduct Regarding Mobile Multimedia Content \(PDF\)](#) is **fully compliant**.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Section 2 on parental control
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Section 2 on parental control
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Section 2 on parental control

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Section 4 on education
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, Section 4 on education
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, Section 4 on education
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Section 4 on education
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .  Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	Yes, Section 1
Compliance	Apply the classification system in 9 above to mobile	Yes, Section 1



#10	operators' own content.	
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Section 1
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

**Illegal Content on mobile community products or on the Internet**

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Section 3
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Section 3
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Section 3
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

**Implementation, Stakeholder Consultation & Review**

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Bouygues Orange SFR</p> <p>Code agreed 10 Jan 2006</p> <p>Implementation period already completed.</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**Germany:**

German mobile operators have established three relevant industry-wide agreements to ensure **full compliance**:

- [Code of Conduct for Mobile Phone Operators in Germany for the Protection of Minors](#) of 2005;
- Membership of Freiwilligen Selbstkontrolle Multimedia-Diensteanbieter (FSM\* Association for the Voluntary Self-Monitoring of Multimedia Service Providers) since 2006 ([FSM Code of Conduct](#));
- [Protection of Minors in Mobile Communications – Voluntary Commitment by Mobile Communications Providers](#) of 2007.

German mobile operators saw no need to make Compliance #13 – 15 subject of the national agreements due to their FSM\* membership.

\* All four German mobile network operators are members of the self-regulatory body Freiwillige Selbstkontrolle Multimedia-Diensteanbieter e.V. (FSM). FSM is a member of the INHOPE network and a third party organisation in the meaning of the Safer Mobile Use Framework. As a self-regulatory body it has certain powers under German law to assess the lawfulness of content offered by its members.

<b>Access Control Mechanisms</b>		<b>Compliant?</b>
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Para 1 lit c. of 2005 code of conduct and relevant law
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Para 1 lit a of 2005 code of conduct and relevant law
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Para 1 lit d. of 2005 code of conduct and 2007 Commitment (Internet access blocking (#5))
<b>Raising Awareness &amp; Education</b>		
Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, 2007 Commitment (through hotline (#1), websites (#2, 4) and welcome brochures (#3))
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, 2007 Commitment (through hotline (#1), websites (#2, 4) and welcome brochures(#3))
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes. Not expressly addressed for reporting. However hotline of 2007 Commitment (#1) provides for as well as corporate websites (# 2, 4) linking to online/ email reporting tools of FSM* (www.internetbeschwerdestelle)



Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, 2007 Commitment (websites (#2, 4), welcome brochures (#3)) and FSM* membership
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.
<b>Classification of Commercial Content</b>		
Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .  Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	Yes, Para 1 lit c. of 2005 code of conduct and relevant law - all MNOs rate their content according to German law. - FSM has developed a guide for classifying erotic content which will soon be implemented by all MNOs <a href="http://www.fsm.de/de/Klassifizierungspapiere_Erotik">http://www.fsm.de/de/Klassifizierungspapiere_Erotik</a>
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, FSM Code of Conduct (ciphers 3, 4, 5) and required by law
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Para 1 lit a. of 2005 code of conduct
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

<b>Illegal Content on mobile community products or on the Internet</b>		
Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, through FSM Code of Conduct (ciphers 2, 3)  The FSM offers an online mechanism for complaints regarding illegal content at <a href="http://www.internet-beschwerdestelle.de">www.internet-beschwerdestelle.de</a>  This includes the implementation of a notice and take down procedure. The FSM also cooperates with public authorities .
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network	Yes, through FSM membership, FSM is a



	or equivalent, in enabling the reporting of illegal child images by customers.	national node of INHOPE
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities.	Yes, FSM CoC cipher 2
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.
<b>Implementation, Stakeholder Consultation &amp; Review</b>		
Compliance #17	<p>Signatories  <a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>  aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Code published <b>2005</b> by  Vodafone D2  T-Mobile  E-Plus  O2 Germany  Mobilcom  Talkline  The Phonehouse  and Debitel</p> <p>Additional Commitment published in Autumn 2007 by all the signatories above except The Phonehouse</p> <p>Implementation of the 2005 Code of Conduct took place during <b>2006</b>.  The additional Commitment is due to be implemented by <b>October 2008</b></p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	MNOs are constantly in talks with national NGOs about these concerns



**Greece:**

To complement the existing [Code of Conduct for Value Added Services Provided through Mobile Phones and for the Protection of Minor Users](#), Greek operators signed the [Annex A' Memorandum for Safer Mobile Use by Children and Younger Teenagers](#) on 12 December 2007 to ensure **full compliance**.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, article 1 of the Memorandum for Safer Mobile Use by Children and Younger Teenagers
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Article 2 of the Memorandum
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Article 3 of the Memorandum

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Article 4 of the Memorandum
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, Article 5 of the Memorandum: "the mobile service providers should encourage parents to discuss with their children ways of safer use of mobile services"
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, Article 6 of the Memorandum
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Article 7 of the Memorandum
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.



### Classification of Commercial Content

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .  Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	Yes, Article 9 of the Memorandum (two categories adult/18 and other)
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Article 10 of the Memorandum
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Article 11 of the Memorandum
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Article 13 of the Memorandum
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Article 14 of the Memorandum
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Article 15 of the Memorandum
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

### Implementation, Stakeholder Consultation & Review

Compliance #17	Signatories ( <a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a> ) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.  Each national code will be subject to a period of implementation. This timing should be specified at national level.	Cosmote Mobile Telecommunications Wind Hellas Telecommunications S.A. Vodafone-Panafon
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**Hungary:**

The [Hungarian Mobile Telephone Service Providers Self-Regulation Code for Safer Mobile Telephone Use by Young Teenagers and Children](#) and [Appendix no.1 Code of Ethics for Premium Rate Services](#) are **fully compliant**.

**Access Control Mechanisms**

<b>Clause number</b>	<b>Principal requirement</b>	<b>Compliant?</b>
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Scope of the Code page 3
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Scope of the Code and see Chapter on Controlling Access to Content Intended for Adults page 3
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, see final sentence of Chapter on Controlling Access to Content Intended for Adults page 3

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Chapter on Organising Awareness Raising Campaigns for Parents and Children page 4
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, paragraph 3 of Chapter on Organising Awareness Raising Campaigns for Parents and Children - page 4
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, final paragraph of Chapter on Organising Awareness Raising Campaigns for Parents and Children - page 4
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1	Yes, paragraph 4 of Chapter on



	network.	Organising Awareness Raising Campaigns for Parents and Children - page 4
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

#### Classification of Commercial Content

Compliance #9	<p>Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b>.</p> <p>Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.</p>	Yes, Chapter on Classification of Commercial Content-page 4
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Chapter on Classification of Commercial Content-page 4
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Chapter on Classification of Commercial Content-page 4 and Appendix No.1.
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, the Fight Against Illegal Content Appearing on Mobile Telephones-page 5
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	<p>Yes, Chapter on The Fight Against Illegal Content Appearing on Mobile Telephones page 5</p> <p>More detailed activities are already covered in national legislation.</p>
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or	Yes, Chapter on The Fight Against Illegal Content Appearing



	other appropriate authorities. Support their creation where they do not exist.	on Mobile Telephones. page 5 More detailed activities are already covered in national legislation.
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

**Implementation, Stakeholder Consultation & Review**

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Magyar Telekom Nytt Pannon GSM Zrt Vodafone Magyarország Zrt</p> <p>31 January 2009 See Chapter on Implementation</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A


**Ireland:**

The [Irish Mobile Operators Code of Practice for the Responsible and Secure Use of Mobile Services \(PDF\)](#) is **compliant in all key aspects**. Irish mobile operators are currently revising the ICIA code which will ensure all aspects of the framework are implemented.

**Access Control Mechanisms**

<b>Clause number</b>	<b>Principal requirement</b>	<b>Compliant?</b>
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Section 7 Access Controls
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Section 7 Access Controls
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Section 2 Parental Controls Section 5.1 Access Controls for Internet Content

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, self-regulation via various ICIA guides and awareness campaigns: ICIA Parents Guide, ICIA facts about mobile phones guide, ICIA protect your mobile phone campaign, ICIA position on Driving and Mobile Phone Technologies guide  ICIA Parents Guide.pdf
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, ICIA Parents Guide booklet As above
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward	Yes, Section 3 Person to Person

	customer reports to the appropriate authority.	communication, Section 4 Unsolicited Commercial Communications, Section 5 Internet Access Section 6 Premium Rate Services Section 9 Enforcement
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Section 9 Enforcement ISPAI code (attached in email) Department of Communications: <a href="http://www.makelTsecure.ie">www.makelTsecure.ie</a> awareness campaign supported by the EU Safer Internet.
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

#### Classification of Commercial Content

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .  Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	Yes, code calls for the establishment of the classification framework. Section 7.1 Commercial Content
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, code calls for the establishment of the classification framework. Section 7.1.1 Commercial Content
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, code calls for the establishment of the classification framework. Section 7.1.1 Commercial Content  Section 10 Implementation and



		Administration
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

**Illegal Content on mobile community products or on the Internet**

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Section 9 Enforcement  ISPAI / IWF Department of Justice hotline service www.hotline.ie
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Section 9 Enforcement
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Section 9 Enforcement  ISPAI code of practice and Ethics
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

**Implementation, Stakeholder Consultation & Review**

Compliance #17	Signatories ( <a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a> ) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.  Each national code will be subject to a period of implementation. This timing should be specified at national level.	Hutchison 3G Ireland Ltd Meteor Mobile Telecommunications O2 Communications (Ireland) Ltd. Vodafone Ireland  Irish operators are currently revising the ICIA code which will ensure all aspects of the framework are implemented.
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A

**Italy:**

The [Code of Conduct for Premium Services and Child Protection](#) is **not compliant in significant areas, but these are otherwise addressed** by the AGCOM Decision (661/06/Cons).

**Access Control Mechanisms**

<b>Clause number</b>	<b>Principal requirement</b>	<b>Compliant?</b>
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, on the basis of the National Code of Conduct par. 5.4 and national legislation (AGCOM Decision 661/06/CONS)
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, on the basis of the National Code of Conduct par.6 and national legislation (AGCOM Decision 661/06/CONS)
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, on the basis of the National Code of Conduct par. 5.4

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, on the basis of the National Code of Conduct par. 4 and by means of participation to an EU educational initiative
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	This is a priority in the context of the EU educational initiative.
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, on the basis of the National Code of Conduct, par. 9
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, on the basis of the National Code of Conduct, par. 4
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.



**Classification of Commercial Content**

Compliance #9	<p>Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b>.</p> <p>Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.</p>	Yes
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

**Illegal Content on mobile community products or on the Internet**

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, on the basis of Decree 29 January 2007
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, on the basis of Decree 29 January 2007
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, on the basis of Decree 29 January 2007
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

**Implementation, Stakeholder Consultation & Review**

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>3</p> <p>TIM Estero</p> <p>Vodafone Italy</p> <p>Wind</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**Latvia:**

There are two signatories to the Safer Mobile Use Framework in Latvia: Tele2 and BITE Group. Following BITE Group's signature on 8 January 2008, GSME has initiated the drafting process of a Latvian code of conduct. The initial deadline for completion of the code is the end of April 2008. The [Lithuanian National Code of Practice for Safe Use of Mobile Communications by Minors](#) will be used as a basis.



**Lithuania:**

The [Lithuanian National Code of Practice for Safe Use of Mobile Communications by Minors](#) is **compliant in all key aspects**.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Item 3.2.
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Item 4.1.
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Item 4.2.

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Item 6.1.
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Not specified in the Code
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, 6.1.
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Not specified in the Code
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	<p>Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b>.</p> <p>Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.</p>	Yes, Item 2.9.
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Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Item 3.1.
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Item 4.1.
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### **Illegal Content on mobile community products or on the Internet**

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Items 5.1. and 5.3.
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Items 5.1. and 5.3.
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Item 5.2.
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

#### **Implementation, Stakeholder Consultation & Review**

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Tele2 BITE Group</p> <p>The Code should be applied starting 1 February 2008</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**Luxembourg:**

Tango SA is the only signatory to the Safer Mobile Use Framework in Luxembourg.

**Malta:**

The Code of Conduct for Electronic Content Provision by Electronic Communications Undertakings in Malta is **compliant in key aspects**. The code has been finalised; formal signature is foreseen in March 2008.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Section 1.3 discusses all reasonable measures or provision of a mechanism to enable an « opt-out »
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Sections 1.2 and 1.3
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Recital F enables, but does not require this. New products are anticipated under Recital C

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Section 6.1
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, see first recital on role of parents and of code in empowerment. See also Section 1.4.
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Partly, see section 3.1 on illegal content. [+Operator practice]
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Recital A and Section 6.1
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least	Yes, Section 1.1 and Section 2
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	two categories <b>adult/18</b> and <b>other</b> .  Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Recital B indicates coverage of own and 3 <sup>rd</sup> party content
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Recital B and Section 1.2
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Section 3
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Section 3
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Section 3
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

#### Implementation, Stakeholder Consultation & Review

Compliance #17	Signatories ( <a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a> ) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.  Each national code will be subject to a period of implementation. This timing should be specified at national level.	Go Mobile Vodafone Malta  No entry into effect date is provided, so applies from signature in March 2008.
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A

**Netherlands:**

The [Code of Conduct for the safe use of mobile telephones for children and young teenagers](#) is **fully compliant**.

**Access Control Mechanisms**

<b>Clause number</b>	<b>Principal requirement</b>	<b>Compliant?</b>
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes (1.1)
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes (1.2)
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes (1.3) e.g. specific services and phones, locking, filters or payment management

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes (2.4) also using information of existing national authorities such as NICAM and programs as Digibewust
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes (2.5) MNOs shall alert parents on the possibility to discuss with their children the problems that might arise while using mobile phones/services
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes (2.6) MNOs shall give customers the opportunity to raise concerns and give them feedback on the so called existing Kijkwijzer system
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes (2.7) MNOs will cooperate with existing organisations, such as ECP.nl, Digibewust and

		Open Mobiel Internet (OMI), aiming to improve the customer knowledge.
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

#### Classification of Commercial Content

Compliance #9	<p>Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b>.</p> <p>Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.</p>	Yes (3.9) MNOs shall continue the existing cooperation with the NICAM foundation. NICAM has implemented the Kijkwijzer system, the Dutch classification system used for equivalent media
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes (3.10)
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes (3.11)
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes (4.13) together with the relevant governmental authorities
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes (4.14) MNOs shall support existing authorities, such as Meldpunt Kinderporno (child porn hotline)
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes (4.15) In case MNOs provide hosting services they shall cooperate in setting legally permitted procedures such as N&T obligations, together with the existing authorities.
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.



### Implementation, Stakeholder Consultation & Review

<p>Compliance #17</p>	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>KPN B.V. Orange Nederland N.V. T-Mobile Netherlands B.V. Vodafone Libertel B.V.</p> <p>Code was signed by MNOs in January 2008. MNOs have committed themselves to comply with the provisions of the Code within a year after signing.</p>
<p>Compliance #18</p>	<p>Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.</p>	<p>N/A</p>



**Poland:**

The [Code of good practice in the area of safe use of mobile phones](#) is **fully compliant**.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Section 2 on Commercial content
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Section 2 on commercial content
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Introduction includes provision allowing operators to select optimum solution, consistent with requirements of the code

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Section 2, Information obligations
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Introduction mentions intent to equip parents & carers with the information to show children how to use mobiles more safely
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Section 2, on Illegal Content requires operators to facilitate notification
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, reference to customer information throughout
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .	Yes, Section 2 on Classification
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	Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, as above
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Section 2 Commercial content & Application of the Code
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Section 2, Illegal content
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Section 2, Illegal content
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Section 2, Illegal content commits to supporting the creation of national take-down procedures
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

#### Implementation, Stakeholder Consultation & Review

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>P4 sp. z o.o.</p> <p>Polkomtel S.A.</p> <p>Polska Telefonia Cyfrowa sp. z o. o.</p> <p>Polska Telefonia Komórkowa sp. z o. o.</p> <p>Wirtualna Polska S.A.</p> <p>Telekomunikacja Polska S.A.</p> <p>National code to be implemented within 1 year of signature (February 2008).</p>
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		Ann additional period of 6 months may be granted in case of severe technical implementation problems
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**Portugal:**

The Portuguese [code of conduct](#), which is due to be signed on 7 March 2008, has been assessed by Portuguese operators for compliance and found to be **compliant in all key aspects**. GSME will confirm this conclusion once an English translation becomes available.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Section 2.3. on Adult Content and Access Controls.
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Section 2.3. on Adult Content and Access Controls. Third-Party adult content services are identified and differentiated from other types of content – Section 2.4
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, implied by Section 2.3. on Adult Content and Access Controls.

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Not specifically addressed in the National Code: Portuguese operators take the necessary steps to inform their customers on safer mobile use.
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Not specifically addressed in the National Code: Portuguese operators take the necessary steps to inform their customers on safer mobile use
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Not specifically addressed in the National Code: Portuguese operators direct customers to the appropriate

		authorities, via their Customer Services.
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE network.	Operators are actively involved in awareness raising initiatives and following closely the work which is being done in Portugal by Linha Alerta.
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

### Classification of Commercial Content

Compliance #9	<p>Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b>.</p> <p>Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.</p>	<p>Yes, Section 2.3. on Adult Content and Access Controls.</p> <p>Currently national operators classify mobile commercial content based on and reflecting the national classification system for non-mobile media/content.</p>
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Section 2.3. on Adult Content and Access Controls.
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Section 2.3. on Adult Content and Access Controls. This requirement is executed through contractual provisions with commercial partners.
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Section 2.1.
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Subject to discussions between the operators and further implementation
Compliance	Support national notice and take-down approaches	Notice and take



#15	by removing illegal child images from your own servers or by blocking access to such images when hosted on other servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	down procedures are already a legal obligation (Decree-Law 7/2004). Portuguese mobile operators work with law enforcement authorities on a daily basis on this matter.
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

**Implementation, Stakeholder Consultation & Review**

Compliance #17	Signatories ( <a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a> ) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements. Each national code will be subject to a period of implementation. This timing should be specified at national level.	Vodafone Portugal Optimus TMN  To take effect immediately upon its signature. Implementation of access control mechanisms by some of the operators may take longer due to technical constraints.
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	Commitment to periodically review and adjust the Code of Conduct rules – Section 3.2

**Romania:**

The [Code of Conduct for safely using the content provided on the mobile phone](#) is **compliant in all key aspects.**

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Section II. Access controls to be implemented by 1 Feb 2009
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, as above
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Section II.s Parental control to be applied for content classified as 18+. Type of access control to be determined by individual operator

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Section III.1
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, Section III.1
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Not discussed in national code, but operators will handle via customer services
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Section II. If an INSAFE body were to be introduced in Romania, operators would work with them
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .	Yes, Section III.2
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	Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Section II.2.A
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Section III.2.B
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Not specifically discussed, but commitment not to supply any illegal content
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Not discussed – no INHOPE organisation currently exists in Romania
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Not discussed in national code, but commitment not to supply any illegal content
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

#### Implementation, Stakeholder Consultation & Review

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Orange Romania S.A. Vodafone Romania S.A. Cosmote Romanian Mobile Telecommunication</p> <p>Signed in February 2008 to take effect immediately. Implementation of access control mechanisms by 1 February 2009.</p>
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Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A
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**Slovakia:**

The [National code for mobile operators on safe use of mobile services](#) is fully compliant.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Art. 5.1)
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Art 5.2)
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, Art. 's 5.3) – 5.7)

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, Art. 's 6.1), 6.3), 6.4) and 9.2)
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, Art. 6.2) and 6.4)
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, Art. 's 6.2), 8.1) and 8.2)
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Art. 's 6.2) and 6.4)
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .  Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	Yes, Art.7
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Art. 7.1 and 8.3)



Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Art. 7.3)
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Art. 8.1)
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Art. 8.2)
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Art. 8.2)
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

#### Implementation, Stakeholder Consultation & Review

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Orange Slovensko a.s.</p> <p>T-Mobile Slovensko a.s.</p> <p>Telefonica O2 Slovakia s.r.o.</p> <p>Yes, Art. 9.1) and 9.2)</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	Yes, Art.9.7



**Slovenia:**

SI.MOBIL d.d. is the only signatory to the Safer Mobile Use Framework in Slovenia.



**Spain:**

The [CODE OF CONDUCT FOR MOBILE OPERATORS DESIGNED TO ENCOURAGE RESPONSIBLE USE BY UNDERAGE PERSONS OF ELECTRONIC CONTENT SERVICES SUPPLIED VIA MOBILE TELEPHONE NETWORKS IN SPAIN](#) was signed by the four mobile operators present in the Spanish market on 12 December 2007, taking the utmost account of the issues mentioned in the Safer Mobile Use Framework. Therefore, the Spanish code of conduct is **fully compliant** with all the key aspects of the Framework.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, paragraph 1, Section "Access Controls"
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, paragraph 2 Section "Access Controls"
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes. Paragraph 3, Section "Access Controls "

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes. Paragraph 1, Section "Education and Consciousness-raising"
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Yes, paragraph 2, Section "Education and Consciousness-raising"
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Yes, paragraph 1 and 4, Section "Education and Consciousness-raising"
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes. Paragraphs 2 and 3, Section "Education and Consciousness-raising"
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least	Yes, paragraph 1 to 3, Section "Classification of Content, Warning"
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	two categories <b>adult/18</b> and <b>other</b> .  Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	Messages”
Compliance #10	Apply the classification system in 9 above to mobile operators’ own content.	Yes, Section “Classification of Content Warning Messages”
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, paragraphs 4 and 5, Section “Classification of Content Warning Messages”
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

**Illegal Content on mobile community products or on the Internet**

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes. Paragraph 1 , Section “Illicit contents”
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes. Paragraph 4, Section “Illicit contents”
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes.paragraphs 1 to 4, Section “Illicit contents”
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

**Implementation, Stakeholder Consultation & Review**

Compliance #17	Signatories ( <a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a> ) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.  Each national code will be subject to a period of implementation. This timing should be specified at national level.	Telefonica Moviles Espana S.A. Vodafone Espana S.A. Orange Xfera Moviles S.A.  Yes. See paragraph 3, Section “implementation and application of the
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		Code”
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**Sweden:**

The new Code of Conduct - Safer use of mobile phones and mobile services by children and teenagers due to be signed on 10 March 2008 is **fully compliant**.

**Access Control Mechanisms**

<b>Clause number</b>	<b>Principal requirement</b>	<b>Compliant?</b>
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Swedish Code, Section 3.1: Commercial adult content or services will not be offered by mobile operators under own brand without providing access controls
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Swedish Code Section 3.2 Commercial adult content or services will not be offered by mobile operators under own brand together with third party without providing access controls
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Swedish Code Section 3.3 Mobile operators will offer parental solutions to customize access for children using mobile phone. Such solutions may be special services, special telephones, bar or filtering, invoice control.

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Swedish Code Section 4.1 Mobile operators should provide advice, information and possibilities to use mobile phones in a safe way to customers.
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Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Swedish Code Section 4.2. Mobile operators should encourage customers to talk with their children on mobile use.
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Swedish Code Section 4.3 Mobile operators should provide customers with details of how to report safety concerns.
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Swedish Code Section 4.4 Mobile operators should support awareness-raising measures for safer use, e.g. in co-operation with NGOs like Medierådet, Friends etc.
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

#### Classification of Commercial Content

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .  Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	Swedish Code Section 5.1 Mobile operators support national framework, where it exists, for classification of commercial content. Classification should be in accordance with Swedish standard.
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Swedish Code Section 5.2 Mobile operators should apply the classification system above to mobile operators' own content.

Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Swedish Code Section 5.3 Mobile operators should, after consultation with commercial party, require content supplied by commercial partners to be classified in accordance with above
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### **Illegal Content on mobile community products or on the Internet**

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Swedish Code Section 6.1 Mobile operators should continue to work with law enforcement regarding the reduction or elimination of illegal material
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Swedish Code Section 6.2 and 6.3
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Swedish Code Section 6.2 and 6.3 Mobile operators continue to support authorities and NGOs which fight illegal child material and provide notification system such material. Mobile operators support creation of a take-down system for illegal child images by law and requires clarification of what constitutes an illegal child image. Mobile operators calls for more resources to authorities for fighting of illegal



		child images.
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

**Implementation, Stakeholder Consultation & Review**

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>HI3G Access AB Tele2 AB Telenor Sverige AB TeliaSonera Mobile Networks AB</p> <p>Swedish operators aim to sign Swedish Code during February. Signing may be slightly delayed.</p> <p>Implementation period has not been decided.</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



**United Kingdom:**

The [UK Code of Practice for the Self-regulation of New Forms of Content on Mobiles](#) is compliant in all key aspects.

**Access Control Mechanisms**

Clause number	Principal requirement	Compliant?
Compliance #1	Commercial adult content or services will not be offered by mobile operators without providing effective access controls	Yes, Section 1 on commercial content
Compliance #2	Access controls should also be applied over time to third-party content / services that are supplied by commercial partners (including premium rate services).	Yes, Section 1 on commercial content
Compliance #3	MNOs offer parental solutions to customize access based on what they believe will be commercially successful / best meet customers' needs.	Yes, See final paragraph of introduction and example of Section 2 on Internet content

**Raising Awareness & Education**

Compliance #4	Mobile operators should provide information to customers on safer mobile use.	Yes, See paragraph 3 of the introduction and Section 6 – Information and Advice
Compliance #5	Parents talking to children about mobile use and what to do in the event of concerns should be a top-level message.	Partly, Section 6 requires information/ advice to customers including parents.
Compliance #6	Mobile operators should provide customers with details of how to report safety concerns. Customer services should be equipped to handle and forward customer reports to the appropriate authority.	Partly, Section 3 requires a reporting route for illegal content.
Compliance #7	The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE1 network.	Yes, Final paragraph of the introduction and Section 6 on medial literacy
Compliance #8	Not aimed at mobile operators	For discussion with policy-makers.

**Classification of Commercial Content**

Compliance #9	Mobile operators must adopt a national system for classifying mobile commercial content that reflects approaches in <b>existing national media</b> with at least two categories <b>adult/18</b> and <b>other</b> .	Yes, Section 1
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	Aim to re-use national classifications, wherever possible, so customers experience the same system of classification whether they are using mobile or non-mobile media.	
Compliance #10	Apply the classification system in 9 above to mobile operators' own content.	Yes, Section 1
Compliance #11	Mobile operators require content supplied by commercial partners to be classified in accordance with 9. This should be through contractual provisions with commercial partners.	Yes, Section 1
Compliance #12	Not aimed at mobile operators	For discussion with policy-makers.

#### Illegal Content on mobile community products or on the Internet

Compliance #13	Continue to work with law enforcement regarding the reduction or elimination of illegal child images.	Yes, Section 3
Compliance #14	Support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers.	Yes, Section 3
Compliance #15	Support national notice and take-down approaches by removing illegal child images from your own servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.	Yes, Section 3
Compliance #16	Not aimed at mobile operators	For discussion with policy-makers.

#### Implementation, Stakeholder Consultation & Review

Compliance #17	<p>Signatories (<a href="http://www.gsmworld.com/gsm europe/index.shtml">http://www.gsmworld.com/gsm europe/index.shtml</a>) aim to agree text of national codes by February 2008. Mobile operators should announce a date for the implementation of all code requirements.</p> <p>Each national code will be subject to a period of implementation. This timing should be specified at national level.</p>	<p>Orange O2 T-Mobile Virgin, Vodafone 3 Code agreed 19 Jan 2004. Implementation period already completed.</p>
Compliance #18	Mobile operators should review child safety standards as developed by the EU, Inhope, Insafe and other stakeholders.	N/A



## Conclusion

The above evaluation shows that a majority of the national codes of conduct on safer mobile use fall under category 1 of compliance i.e. are **fully compliant** with the provisions of the European Framework for Safer Mobile Use by Younger Teenagers and Children. In cases where a code is **compliant in all key aspects** or **not compliant in significant areas, but these are otherwise addressed**, compliance with the Framework is guaranteed by other means e.g. on the basis of national legislation or mobile operators' practice. No code of conduct was found to be non-compliant.

Mobile operators will continue to keep these codes under review going forward, seeking to ensure that they continue to provide the necessary protection for customers and their children. The GSME [website](#) detailing national codes of conduct will be updated as required to provide a clear overview of the situation in all EU Member States. GSME will also seek to encourage further operators to sign up to the Framework and will work with companies in countries where there is currently only one signatory operator to implement key aspects of the Framework, and encourage best practice.

During 2008 mobile operators also expect to take part in collaborative activities designed to meet and complement the obligations of the Framework including in the areas of raising awareness and education and combating illegal content.



## Annex I

# European Framework for Safer Mobile Use by Younger Teenagers and Children

February 2007

European mobile providers and content providers have developed national and corporate initiatives to ensure safer use of mobiles including by younger teenagers and children. These already cover most EU Member States.

Signatory European mobile providers, with support from signatory content providers, now propose an EU-wide common framework to reflect these developments and to encourage all relevant stakeholders to support safer mobile use. This framework will be subject to national implementation by signatory providers.

We recognize:

- mobile services offer an additional way to consume content (still and video images, music, chat, etc.) already offered in other ways - typically by the same providers.
- the importance of parental oversight: accordingly, mobile providers should endeavour to empower parents with information and tools to facilitate their oversight.
- any initiatives to classify content should be based on national societal standards regarding decency, appropriateness and legislation.
- a framework-based approach to industry self-regulation will be effective in adapting to the fast moving environment of mobile technology and services – it will be future proof.

### European Mobile Providers – A Responsible Approach

It should be noted that:

Mobile providers only control commercial content they produce themselves or which they commission from professional third parties.

They exert indirect and retrospective control over commercial content in certain other situations, provided there is a contractual relationship with professional third parties.

They are not in a position to control content which is freely accessible on the internet, since there is no relationship between the mobile provider and the content provider.

However, as responsible companies, mobile providers recognise the need to work with customers, parents and other stakeholders, including child protection organizations, in order to promote the safety of younger teenagers and children using mobile services.

Mobile providers offer content which may use pre-pay, post-pay or hybrid approaches to billing. This framework is intended to provide for safer mobile use by younger teenagers and children across different billing approaches.

### Recommendations on Safer Mobile Use

#### Access Control Mechanisms

- 1 Mobile providers should not offer any own-brand commercial content which would be classified as only suitable for adult customers in equivalent media, without providing appropriate means to control access to such content under parental control.



- 2 Appropriate means to control access to content should also be applied where content is supplied by contracted providers of third party commercial content which would be classified as only suitable for adult customers in equivalent media.
- 3 Additionally, individual mobile providers should offer capabilities which can be used by parents to customize access to content by children using mobiles. These may include specific services, phones, barring or filtering, and/or billing control.

#### **Raising Awareness & Education**

- 4 Mobile providers should provide advice and effective access to information regarding the use of mobile phone services and measures which can be taken by parents to ensure safer use by their children.
- 5 Mobile providers should encourage customers who are parents to talk to their children about how to deal with issues arising from the use of mobile services.
- 6 Mobile providers should ensure customers have ready access to mechanisms for reporting safety concerns.
- 7 Mobile providers should support awareness-raising campaigns designed to improve the knowledge of their customers, through organisations such as the INSAFE<sup>1</sup> network.
- 8 For these measures to work effectively policy makers should play a role in improving children's awareness through updated educational material and approaches. This should include parent and child-friendly information on safer use of mobile and the internet.

#### **Classification of Commercial Content**

- 9 Mobile providers and content providers support classification frameworks for commercial content based on national societal standards and consistent with approaches in equivalent media. Classification of content, whether accessible through telecommunications or not, should be consistent with national societal standards regarding decency, appropriateness and legislation. Classification frameworks should consist of at least two categories: content which is suitable only for adult customers and other content.
- 10 Mobile providers should ensure that their own-brand commercial content is appropriately classified based on existing national classification standards in the markets where they operate.
- 11 Through their contractual relationships with professional third party content providers, mobile providers should ensure, after consultation, that these providers classify their commercial content under the same national classification approach.
- 12 For these measures to work effectively policy makers, trade associations and other interested parties should support mobile provider initiatives to ensure commercial content providers classify their content against national societal standards.

#### **Illegal Content on mobile community products or on the Internet**

- 13 Mobile providers will continue to work with law enforcement authorities in executing their legislative obligations regarding illegal content.

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<sup>1</sup> INSAFE is a network of national nodes that coordinate Internet safety awareness in Europe.



- 14 Mobile providers will support national authorities in dealing with illegal child images and, through the INHOPE<sup>2</sup> hotline network or equivalent approaches, will facilitate the notification of this content where hosted on mobile community products or on the internet.
- 15 Mobile providers will adopt, or support the creation of, appropriate legally authorized national take-down procedures for such illegal content, including a commitment to liaise with national law enforcement.
- 16 For these measures to work effectively there should be legal clarity on the nature of content which is illegal and law enforcement authorities (or delegated organizations) should be able to confirm where individual items of content are illegal. This will require the allocation of proportionate law enforcement priority and resources. National governments' support for this is vital.

#### **Implementation, Stakeholder Consultation & Review**

- 17 Signatory mobile providers and signatory content providers will work towards implementation of this common European framework through self-regulation at national level in EU Member States. The target for agreement of national self-regulatory codes, consistent with this framework, is **February 2008**
- 18 Mobile providers will regularly review child safety standards on the basis of the development of society, technology and mobile services in cooperation with European and national stakeholders such as the European Commission, INHOPE and INSAFE.

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<sup>2</sup> INHOPE is the International Association of Internet Hotlines.