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# Implementation Questionnaire

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11 October 2013

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Centre for Social and Educational Research  
Dublin Institute of Technology



## Introduction

### Notes/instructions on completing this template

- Please complete all sections and all questions as far as possible
- Where a question or section is not applicable, please mark as N/A
- Where is overlap – or no change – to information previously submitted in company statement of commitments, please simply enter “[refer to self-statement](#)”
- URLs or screenshots (with links) are particularly useful in illustrating individual points
- Please add any additional information/data relevant to the submission at the end of the appropriate Principle
- **In case you have different solutions in EU markets, please provide examples in the relevant sections**

Contact details for any clarification or any assistance in completing this template:

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### 1. Name of the company on whose behalf this submission is made:

Facebook Ireland

### 2. Country or primary markets where products/services are offered (in EU) to which this submission applies. Please indicate all EU-markets in which your company operates

Our services are available within all the EU Member States.

### 3. Product(s) or services included within the terms of this submission

Facebook

**4. Nature of activity**

- Manufacturers of desktop and laptop computers, mobile phones, tablets, TV set top boxes and gaming consoles*
- Network operators and connectivity providers*
- Online content provider*
- Online service provider*
- Other (please specify): .....*

**5. Person(s) completing the report**

Name: Melina Violari

Position: Policy Manager

Email: melinav@fb.com

Name: Abtin Kronold

Position: Policy Co-ordinator

Email: abtin@fb.com

## Principle 1 – Content

### Commitments

Signatories should:

- Indicate clearly where a service they offer may include content considered not to be appropriate for children and display prominently options which are available to control access to the content. This could include, where appropriate for the service, tools to manage access to certain content, advice to users or a recognised system of content labeling.
- Display prominently and in an easily accessible location the Acceptable Use Policy, which should be written in easily-understandable language.
- State clearly any relevant terms of service or community guidelines (i.e. how users are expected to behave and what is not acceptable) with which user generated content must comply.
- Ensure that reporting options are in the relevant areas of the service.
- Provide notice about the consequences for users if they post content which violates terms of service or community guidelines.
- Continue work to provide innovative solutions able to support child safety protection tools and solutions.

**Please indicate, when relevant, the approach taken at Group/Corporate level and if you have different solutions in EU Market.**

**1. Do you provide a mechanism for consumers to provide feedback, report an issue or file a complaint about the appropriateness of a piece of content?**

- Yes  
 No  
 Not applicable (please explain): .....

If yes, please provide details:

Facebook offers one of the most robust reporting mechanisms on the web today. Our reporting system enables the more than 1 billion people that use Facebook to report content that may breach our Statement of Rights and Responsibilities, from nearly every page and every piece of content posted on the site.

In addition, at Facebook we also encourage social reporting. Social reporting is a unique and innovative feature of the reporting tool that helps people resolve issues with posts, profiles or other content on the site. If they are reporting content they don't like but that doesn't violate the Facebook terms, we make it easy for them to communicate with the person who posted it. Equally, in cases of bullying or harassment where the person doesn't feel comfortable reaching out to the person directly, they can use social reporting to get help from a parent, teacher or trusted friend either through Facebook or via e-mail. As part of

Social Reporting, during the past year, we've worked with academics and researchers to better identify the exact language that people will respond to. To this end we also started testing new language in our reporting system specifically for young teenagers, since academic research indicated that some of our reporting language was not working for them.

**2. Do you offer a means *for restricting / blocking access* to potentially inappropriate content for users of your service or product?**

- Yes
- No
- Not applicable* (please explain): .....

If yes, please provide details of mechanisms in place:

At Facebook, we place strict obligations on page owners, advertisers and app developers to age-restrict content that is unsuitable for minors, e.g. it contains alcohol-related, dating or other restricted content.

Pages must be age gated to 18+ where it involves content unsuitable for minors. We require that the Page administrator take this action under the [Pages Terms](#) (section 1.D). When a Page fails to do so and the Page is reported to us, a member of our Pages operations team can take action to age-gate a Page to bring it into compliance. For more information please visit: <https://www.facebook.com/help/376841469095893>

Ads that fail to follow our age targeting requirements will be disabled. For more information please visit: <https://www.facebook.com/help/256048321073744>

Apps must be gated to 18+ where they involve content unsuitable for minors - section 3.8 of the [Statement of Rights and Responsibilities](#) For more information please visit: <https://developers.facebook.com/docs/opengraph/howtos/user-restrictions/>

See also on reporting which is very closely related to this. As explained, users are provided with detailed information on how to report content that is deemed to violate our community standards.

**3. Do you provide any *information, educational resources or advice for users* in any of the following areas?**

(tick as many as apply)

- Content classification or labeling guidelines*
- How to block or restrict access to content*
- How to report or flag content as inappropriate*
- Safe searching*
- Information about your company's content policy in relation to children*
- Not applicable (please explain): .....*

If yes, please provide details including the format of any material provided (video, text, tips, games, FAQs, etc.):

Facebook Help Center - <https://www.facebook.com/help>

More specifically on reporting - <https://www.facebook.com/help/181495968648557/>

Information in relation to children for parents and teachers - <https://www.facebook.com/help/441374602560317/>

Facebook Safety Centre – <https://www.facebook.com/safety>

**4. Where is your company's *Acceptable Use Policy (AUP)* located?**

Our Statement of Rights and Responsibility is located on our web page and can easily be accessed through several means - <https://www.facebook.com/policies/>

**5. Does the AUP or separate give clear guidelines with which user generated content must comply (including details about how users are expected to behave and what is not acceptable)?**

- Yes
- No
- Not applicable (please explain): .....

If yes, please identify relevant policy:

In our Statement of Rights and Responsibility - <https://www.facebook.com/legal/terms>

**6. Do you provide notice about the consequences for users if they post content which violates terms of service or community guidelines?**

- Yes
- No
- Not applicable (please explain): .....

If yes, please identify relevant policy:

Our Statement of Rights and Responsibility and Community Standards provides this information - <https://www.facebook.com/policies/>

## Principle 2 – Parental Controls

### Commitments

Signatories should assist parents to limit their children’s exposure to potentially inappropriate content and contact.

- Manufacturers should optimise hardware design to provide products which simply and clearly help parents to set appropriate levels of control on devices.
- Network providers should provide necessary tools and settings across their services to enable parents to set appropriate levels of control.
- Service and content providers should make available the necessary tools and settings across their services to enable parents to set appropriate levels of control

**Please indicate, when relevant, the approach taken at Group/Corporate level and if you have different solutions in EU Market.**

**1. Please outline the availability of any *parental control tools and settings* across your product or service that allows parents to set appropriate levels of control? Include relevant links/ screenshots where available:**

At Facebook we encourage parents to start a conversation about safety and the use of technology with their children. We have dedicated resources and advice directed for parents in our Safety Centre to help them talk to their child about how to manage their presence online and on Facebook: <https://www.facebook.com/safety/groups/parents/>

We support the Family Online Safety Institute’s ‘Platform for Good’, which leverages social media, search, mobile, and cable to help keep kids become responsible digital citizens. Among the initiatives of the platform is an effort aimed at helping parents teach children digital citizenship.

There is a wide variety of ways in which parental controls can be deployed. There is general consensus that users should have good controls to deploy on their personal devices but other methods such as network level controls are much more contentious because of censorship concerns.



**2. . If applicable, please describe the features offered by the *parental controls*? E.g. restricting web access, customization, monitoring, other restrictions.....**

*The tools that we provide are information and support for people who deal with teens. This information is easily accessible and understandable on our website:*

<https://www.facebook.com/safety/groups/parents/>  
<https://www.facebook.com/safety>  
<https://www.facebook.com/help/441374602560317/>

**3. In relation to parental controls, which of the following *educational and information resources* to do you offer?**

(tick as many as apply)

- Company policy in relation to use of parental controls*
- Guidance about how to use parental controls*
- Educational or awareness-raising resources about the use of parental controls*
- A promotional or marketing channel for the uptake of parental controls*
- External links to educational material/resources about the use of parental control*

[Please provide details including links or screenshots as relevant]

<https://www.facebook.com/safety/groups/parents/>  
<https://www.facebook.com/safety>  
<https://www.facebook.com/help/441374602560317/>

### Family Safety Center

We believe safety is a conversation and a shared responsibility among all of us. That's why we provide the information, tools and resources you'll find here.

Like Share 801,234 people like this. Be the first of your friends.

Meet the Facebook Safety Advisory Board

- Our Philosophy**  
Safety is an ongoing conversation among everyone who uses Facebook.
- The Facebook Community**  
Each of us plays a role in creating a safe environment.
- Tools & Resources**  
Learn about your account settings, safety best practices and more.
- Parents**  
Help your teens play it safe on Facebook.
- Teachers**  
Learn and teach about how to use social media wisely.
- Teens**  
Be smart. Use good judgment whenever you're online.
- Law Enforcement**  
Learn how Facebook works with your local law enforcement.

**4. Please outline any additional safety tools or solutions *not detailed above* that relate to parental controls, including any planned implementation of new features or procedures?**

## Principle 3 – Dealing with abuse/misuse

### Requirements

Signatories should:

- Provide a clear and simple process whereby users can report content or behaviour which breaches the service's terms and conditions.
- Implement appropriate procedures for reviewing user reports about images, videos, text and other content or behaviour.
- Provide clear information to users on all available report and review procedures.
- Place and review regularly links to these reporting options in appropriate areas of the service (e.g. where users view user-generated content or interact with other users) and provide guidance on what to report.
- Place links to relevant child welfare organisations or specialist providers of advice (e.g. about anorexia or bullying) and other confidential helplines/support services in appropriate areas.
- Ensure that moderators who review user reports are properly trained to determine or escalate content or behaviour presented to them

**Please indicate, when relevant, the approach taken at Group/Corporate level and if you have different solutions in EU Market.**

**1. Please provide details of *company policy relating to abuse* and misuse (involving images, videos, text and other content or behaviour) on your product or service.**

Under our Community Standards one may find further information on what's not allowed and how to report abuse: <https://www.facebook.com/communitystandards>

More thorough information can be found in our Statement of Rights and Responsibility: <https://www.facebook.com/legal/terms>

**2. Please describe the *process or mechanism* available for users to report abuse/misuse (involving images, videos, text and other content or behaviour) on your product or service).**

Facebook offers one of the most robust reporting mechanisms on the web today. Our reporting system enables the more than 1 billion people that use Facebook to report content that may breach our Statement of Rights and Responsibilities, from nearly every page and every piece of content posted on the site.

In addition, at Facebook we also encourage social reporting. Social reporting is a unique and innovative feature of the reporting tool that helps people resolve issues with posts, profiles or other content on the site. If they are reporting content they don't like but that doesn't violate the Facebook terms, we make it easy for them to communicate with the person who posted it. Equally, in cases of bullying or harassment where the person doesn't feel comfortable reaching out to the person directly, they can use social reporting to get help from a parent, teacher or trusted friend either through Facebook or via e-mail. As part of Social Reporting, during the past year, we've worked with academics and researchers to better identify the exact language that people will respond to. To this end we also started testing new language in our reporting system specifically for young teenagers, since academic research indicated that some of our reporting language was not working for them

In addition we have launched the Support Dashboard, which aims to provide feedback to users for their reports and gives people better visibility and insight into the reports they make on Facebook

[Please provide details including links or screenshots as relevant]

<https://www.facebook.com/help/263149623790594>

<https://www.facebook.com/help/338745752851127/?q=support%20dashboard&sid=0Lb9QVhcSmlzEMLvs>

**3. *Where* is the reporting button/ mechanism located?**

(tick any that apply)

- On each page of the website/service*
- Close to the point where such content might be reported*
- In a separate location such as a safety page*
- In a browser extension*
- In a separate app for a connected device*
- Other (please specify): .....*

**4. *Who* may use such a reporting mechanism?**

(tick any that apply)

- Only registered user/profile in which content is located*
- All registered users of the product/service?*
- Everyone including non-users, e.g. parents/teachers who are not registered for the service*
- Other (please explain): .....*

<b>5. Which <i>kinds of content</i> can users report?</b>
Nearly all content on Facebook. <a href="https://www.facebook.com/help/263149623790594">https://www.facebook.com/help/263149623790594</a>
<b>6. Which of the following information do you provide to users?</b> (tick any that apply)
<input type="checkbox"/> <i>Advice about what to report</i> <input type="checkbox"/> <i>Advice about how to make a report</i> <input type="checkbox"/> <i>Pre-defined categories for making a report</i> <input type="checkbox"/> <i>How reports are typically handled</i> <input type="checkbox"/> <i>Feedback to users</i> <input type="checkbox"/> <i>Other website/external agency for reporting abuse/ misuse content?</i> <input type="checkbox"/> <i>Other (please specify): .....</i>
<b>7. Please provide details of any <i>other means</i>, in addition to a reporting button/icon, to report content or behavior which breaches your service's terms and conditions</b>
There is also the possibility to file a report if you do not have an account on Facebook. Filing a report is a very easy procedure. Please click on link and see image below for more information. <a href="https://www.facebook.com/help/contact/274459462613911">https://www.facebook.com/help/contact/274459462613911</a>

**Do you have a Facebook account?**

Yes

No

**Your contact email address**

**Have many pieces of content do you want to report?**

1


2

3

4

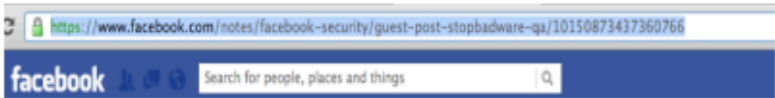
5

**When was this content posted?**



Please provide a link to the post, photo, video or comment you're trying to report. To get the specific link for what you want to report:

1. Find the post, photo, video or comment you want to report.
2. Click on the date or time it was posted. This will be in grey. This will open the post with the permanent URL.
3. Copy the URL from your browser's address bar:



**Link (URL) to the content**

**Link #2**

**Description**

**8. Please outline briefly any other procedures or programmes offered by your service *not detailed above* that relate to abuse /misuse.**

## Principle 4 – Child Sexual abuse content or illegal contact

### Requirements

Signatories should:

- Co-operate with law enforcement authorities, as provided for in local law, regarding child sexual abuse content or unlawful contact.
- Facilitate the notification of suspected child sexual abuse content to the appropriate law enforcement channels, in accordance with existing laws and data protection rules.
- Ensure the prompt removal of illegal child sexual abuse content (once it has been confirmed as illegal by the relevant public authority) in liaison with national law enforcement.
- Provide relevant additional information and/or links to users so they can make a report or obtain information about appropriate agencies or organisations that users can contact about making a report or obtaining expert advice, at national and EU level (e.g. law enforcement agencies, national INHOPE hotlines and emergency services).

**Please indicate, when relevant, the approach taken at Group/Corporate level and if you have different solutions in EU Market.**

**1. Which of the following mechanisms are provided on your product or service to *facilitate the notification or reporting* of suspected child abuse content?**

(tick any that apply)

- Company-own hotline reporting button or telephone number*
- Link or button for external national or regional INHOPE hotline*
- Emergency services*
- Law enforcement agency*
- Other external agency (please specify):*

Nothing is more important to Facebook than the safety of the people that use our site and child abuse material has absolutely no place on Facebook. We have zero tolerance for child

abuse material and are extremely active in preventing and removing child exploitive content as well as reporting it and the people responsible for it to law enforcement. We've built complex technical systems that either block the creation of this content or flag it for quick review by our team of investigations professionals.

We have created **effective partnerships** around the world for effective take down:

- We have strong partnerships with **CEOP** in the UK, **NCMEC**, the International Center for Missing and Exploited Children (**ICMEC**), and relationships with **law enforcement agencies** around the world that are focused on child protection.
- We have a partnership in place with NCMEC and the Dept. of Justice where we created **Amber Alert** pages for all 50 US states, which has been a great way to virally distribute life-saving alerts in child abduction cases.
- We work closely with hotlines dedicated to the removal of Child Exploitation Materials. We have created a direct escalation channel for networks such as INHOPE, INSAFE and ECPAT to quickly bring cases to our attention.

We effectively use **photoDNA** to prevent the upload of the worst of the worst of child abuse images.

- We currently run the NCMEC hash list (codes that can identify known child abuse images) as well as our own hash list on every photo uploaded on the side. We are able to block image hash matches upon upload and send those users directly to NCMEC. This has had an ongoing effect at disrupting the activities of people seeking to distribute this kind of material.

## **2. Please outline briefly the procedures to be followed if illegal content were to be discovered on your service.**

Facebook offers one of the most robust reporting mechanisms on the web today. Our reporting system enables the more than 1 billion people that use Facebook to report content that may breach our Statement of Rights and Responsibilities, from nearly every page and every piece of content posted on the site.

In addition we have launched the Support Dashboard, which aims to provide feedback to users for their reports and gives people better visibility and insight into the reports they make on Facebook:

<https://www.facebook.com/help/338745752851127?sr=1&sid=0SStsPm6m1NxRLs7j>



**3. Do you provide links to any of the following to enable users gain additional information in relation to child sexual abuse content or illegal contact?**

(tick any that apply)

*Links to relevant child welfare organizations/specialist providers of advice*

*Other confidential helplines/support services*

*Law enforcement agencies*

*INHOPE*

*Other (please specify):*

Relevant child welfare organizations or specialist providers of advice and other confidential helplines/support services can be found through our Help Center. However, we are also continuously working on improving this. We also commit to provide periodic information to keep the database of company practices up to date upon request from NGOs and others

**4. Please outline briefly any additional procedure in place within your company not detailed above to ensure that you comply with local and/ or international laws with regard to child sexual abuse and other illegal content?**

We have a trained team of analysts who respond and can escalate serious reports to law enforcement, NGOs and hotlines as appropriate.

## Principle 5 – Privacy and Control

### Requirements

Signatories should:

- Manage privacy settings appropriate for children and young people in ways that ensure they are as safe as is reasonably possible.
- Offer a range of privacy setting options that encourage parents, children and young people to make informed decisions about their use of the service and the information they post and share with others online. These options should be easy to understand, prominently placed, user friendly and accessible.
- Take steps, where appropriate and in accordance with legal obligations, to raise user awareness of different privacy controls enabled by services or devices and enable users to use these as appropriate.
- Make reasonable efforts to raise awareness among all parties, service, content, technology and application providers, including public bodies, of industry good practice in relation to the protection of children and young people online

**Please indicate, when relevant, the approach taken at Group/Corporate level and if you have different solutions in EU Market.**

**1. Please provide details of your company's published *privacy policy* in relation access, collection, sharing and further use of data from minors under the age of 18 when utilizing your product or service?**

This information can be found in our Data Use Policy:

<https://www.facebook.com/about/privacy>

[https://www.facebook.com/full\\_data\\_use\\_policy](https://www.facebook.com/full_data_use_policy)

**2. Are distinct privacy settings deployed to prevent access to information on for users under the age of 18?**

- Yes
- No
- Not applicable (please explain): .....

**If yes, please briefly outline available age-appropriate privacy settings (Provide details including relevant links/ screenshots on your website)**

We work hard to help keep people on Facebook safe. For minors, we've designed many of our features to remind them of who they're sharing with and to limit interactions with strangers.

For example, we provide minors with specific education about what it means to post publicly. We also protect sensitive information, such as minors' contact info, school and birthday, from appearing in search to a public audience. Additionally, we take steps to remind minors that they should only accept friend requests from people they know. Also, with regard to messaging, the default setting is more restrictive in order to prevent teens receiving messages from strangers while allowing them to message friends, friends of friends and other people they may know. Another feature is the Tag Review tool that is on by default for teens, before a tag is posted it needs to be accepted by the person. Finally, it's important for minors in particular to think before they share their location, location sharing is off for them by default. When either an adult or minor turns on location sharing, we include a consistent indicator as a reminder that they're sharing their location.

<https://www.facebook.com/help/www/473865172623776?rdhrc>

**Please identify default settings for each age category of under 18s, as relevant:**

We only have one age category at Facebook, 13-17. The above settings apply to them by default.

**Please identify any steps you have taken to ensure that these settings are easy to understand, prominently placed, user friendly and accessible.**

We are committed to providing robust protections and educations for teens, and will take extra steps to educate teens in the event that they wish to share publicly. When they choose "Public" in the audience selector, they'll see a reminder that the posts can be seen by anyone, not just people they know, with an option to change the post's privacy.

Upon their first Public post, teens will see an educational reminder:

Did you know that public posts can be seen by anyone, not just people you know? You and any friends you tag could end up getting friend requests and messages from people you don't know personally.

Should they choose to continue posting publicly, they will get an additional reminder.

Tip: Sharing with Public means anyone (not just people you know) may see your post.

While only a small fraction of teens using Facebook might choose to post publicly, this update now gives them the choice to share more broadly, just like on other social services.

These changes are designed to improve the experience for teens on Facebook. As part of this, we are also looking at ways to improve the way teens use messages and connect with people they may know.

Additional resources:

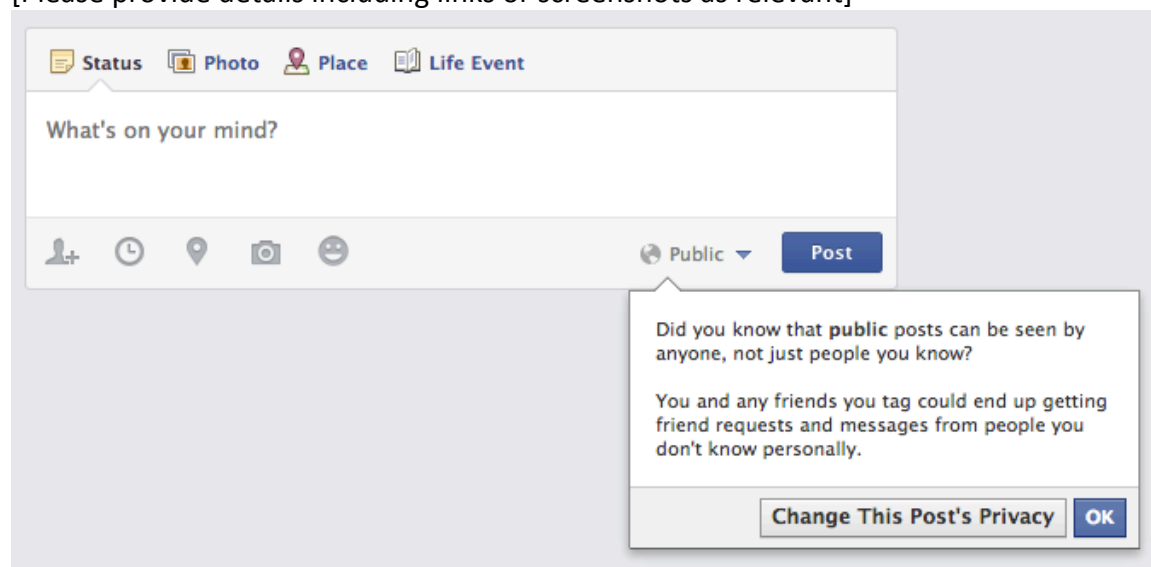
To learn more about teens and privacy, visit the Facebook Help Center at [www.facebook.com/help](http://www.facebook.com/help)

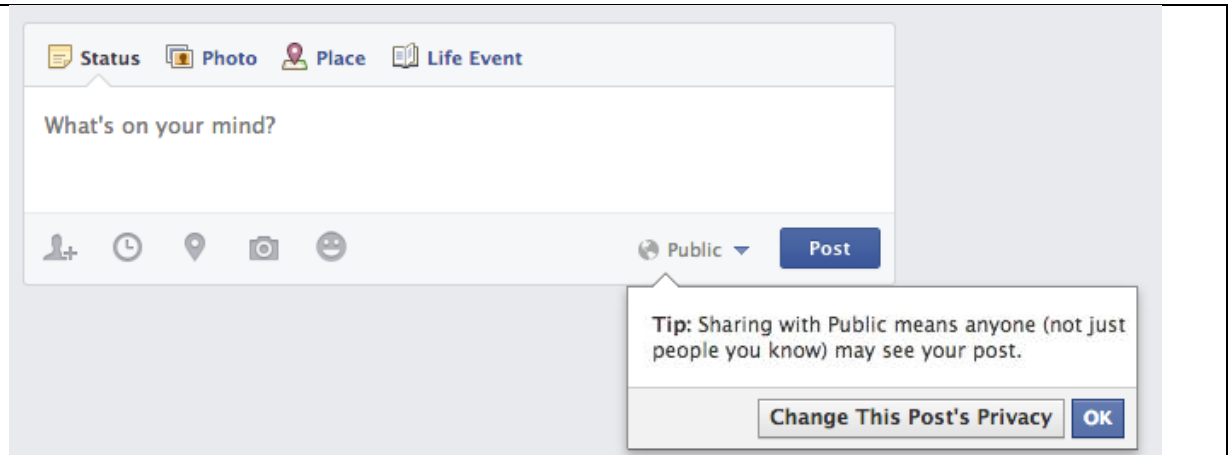
To learn more about Safety on Facebook, visit the Family Safety Center at [www.facebook.com/safety](http://www.facebook.com/safety).

**3. Where are users able to view and change or update their privacy status?  
tick any that apply)**

- On each page of the website/service
- At each point where content may be posted
- In separate location such as a settings/safety/privacy page
- In a browser extension
- In a separate app for a connected device
- Other (please specify): .....

[Please provide details including links or screenshots as relevant]



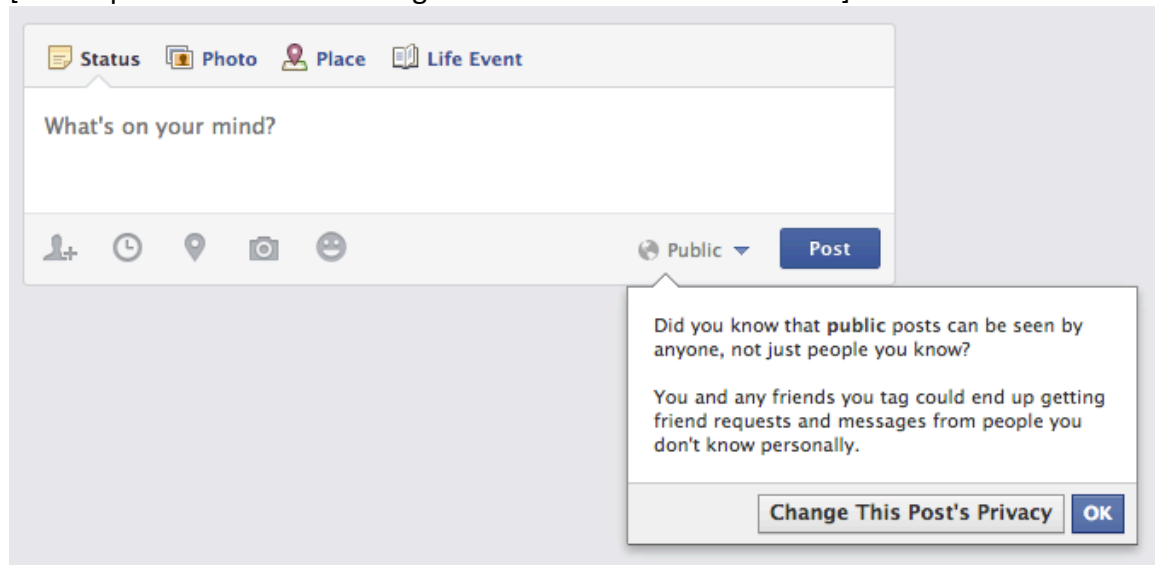


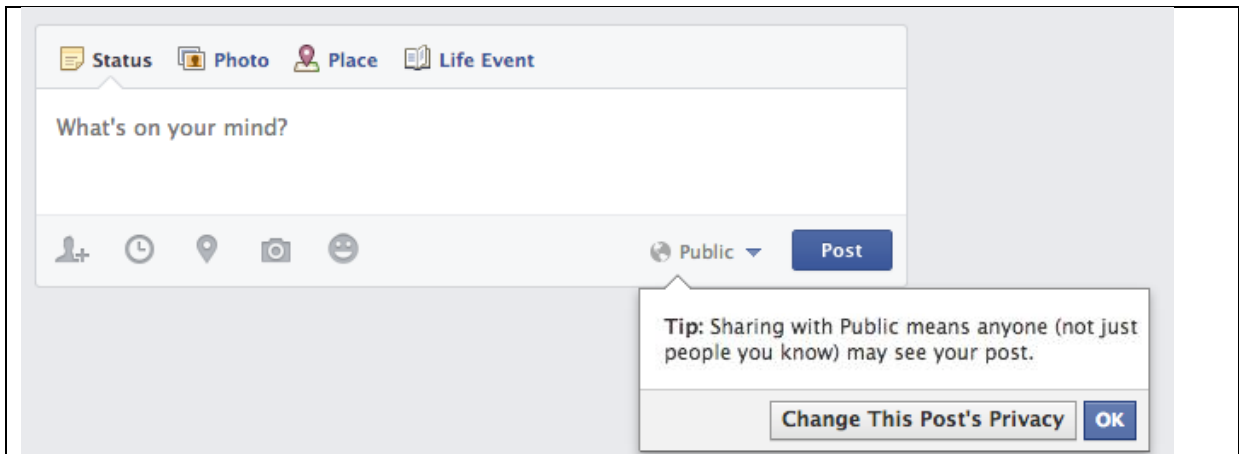
Here is also a video on how to use the activity log:  
<https://www.facebook.com/help/www/364839563545997>

**4. Which of the following *information, resources or help features* (if any) are provided to encourage users to make informed decisions about their privacy or the information they share?**

- Tips/advice to users at the point of setting privacy options
- FAQs
- Help or educational resources in a separate location of service
- Links to any external NGO agencies offering education or awareness-raising related to privacy
- Links to governmental or EC agencies (Office of Data Protection Commissioner, ENISA etc.) in relation to privacy and data protection
- Other (please specify): .....

[Please provide details including links or screenshots as relevant]





Here is also a video on how to use the activity log:

<https://www.facebook.com/help/www/364839563545997>

**5. Please outline briefly any additional policies or activities (existing or proposed), *not detailed above*, to ensure that personal information is protected, using reasonable safeguards appropriate to the sensitivity of the information.**

We're committed to protecting the information of people who use Facebook. We have industry standard and proprietary network monitoring tools constantly running in our system in order to prevent security breaches and protect the security of your data.

We also post to a secure page when you're logging in and employ industry standard encryption. This may not always be apparent from the URL (web address), but rest assured our logins are secure.

## Principle 6 – Education and Awareness

### Requirements

Signatories should:

- Educate children and young people and give them up to date information to manage their access and settings in relation to content, services and applications, adding support where possible to existing initiatives and partnerships.
- Provide advice about features of the service or functionality that are available to allow parents to improve the protection of children, such as tools to prevent access to certain types of content or service.
- Provide links to other sources of relevant, independent and authoritative advice for parents and carers, teachers, and for children.
- Provide access to information that will help educate parents, carers, teachers and children about media literacy and ethical digital citizenship, and help them think critically about the content consumed and created on the internet.
- Encourage parents and teachers to use this information and talk to their children/pupils about the issues arising from the use of online services, including such topics as bullying, grooming and, where relevant, cost management

**Please indicate, when relevant, the approach taken at Group/Corporate level and if you have different solutions in EU Market.**

**1. Does your company provide its own *educational resources* aimed at any of the following groups?**

- Younger children, i.e. under 13s
- Teenagers <18s
- Parents and carers
- Teachers and other adults
- Others (please specify): .....

**2. Which of the following topics are included within your own company educational materials?**

**(tick any that apply)**

- Online safe behaviour
- Privacy issues
- Cyberbullying
- Download and copyright issues
- Safe use of mobile phones
- Contact with strangers
- Other topics (please specify) .....

**3. With reference to any educational material you provide, which of the following methods do you use?**

**(tick any as apply)**

- Documentation provided with product/contract on purchase/first registration
- A required presentation by salesperson completing sale
- Displays/leaflets positioned prominently in stores
- Notification by email / on-screen statement / other means when product or contract is purchased or first registered
- Prominent notifications, resources or pop ups on website
- Helpdesk (telephone or online)
- Other (please specify): .....

**4. Please provide details of any links to other external organisations, or relevant, independent and authoritative advice for parents/carers, teachers, and for children?**

- Beatbullying
- Cyberbullying Research Center
- Insafe
- Media Awareness Network
- NetSmartz
- OnGuardOnline
- Stopbullying.gov
- UK Council for Child Internet Safety
- WebWiseKids
- ACMA Cybersmart
- CEOP
- The Diana Award for Anti-Bullying
- Child Line



**5. Please provide details of any campaigns, or active involvement in *industry partnerships* on specific topics to raise public awareness of digital safety for children and young people?**

CEO Coalition  
ICT Coalition  
EU Safer Social Networking Principles  
UK Council for Child Internet Safety

**6. Please provide details of any partnerships with *NGO, civil society or other educational agencies* or campaigns to raise public awareness of digital safety for children and young people.**

SID – Safer Internet Day  
The Diana Award for Anti-Bullying  
Child Line – Step Up, Stop Bullying  
Insafe  
UK Safer Internet Centre

**7. Please outline briefly any of your own company initiatives in *media literacy and ethical digital citizenship*, designed to help children and young people to think critically about the content consumed and created on the internet.**

We've worked with schools in the UK and education partner, The Education Foundation, to develop a guide for teachers on how they can use Facebook in the classroom as a learning tool, as well as outlining all the safety features we have on the site.

<http://www.ednfoundation.org/wp-content/uploads/Facebookguideforeducators.pdf>

[http://www.youtube.com/watch?v=IE\\_ZDhUkRwg](http://www.youtube.com/watch?v=IE_ZDhUkRwg)

**8. Please provide details of any advice and supports *to encourage parents or teachers to talk to their children/* pupils about the opportunities and risks arising from their use of the internet.**

Tips for parents: <https://www.facebook.com/safety/groups/parents/>  
Tips for teens: <https://www.facebook.com/safety/groups/teens/>  
Tips for teachers: <https://www.facebook.com/safety/groups/teachers/>

**9. Please outline any additional activities or initiatives *not detailed above* that relate to education and awareness-raising offered by your service or product.**

We work closely with stakeholders, schools and NGOs to promote digital literacy.

**ANNEX**

<b>COUNTRY</b>	<b>PRODUCT/SERVICE</b>	<b>STATUS</b>	<b>COMMENTS</b>
Austria			
Belgium			
Bulgaria			
Croatia			
Cyprus			
Czech Republic			
Denmark			
Estonia			
Finland			
France			
Germany			
Greece			
Hungary			
Ireland			
Italy			
Latvia			
Lithuania			
Luxembourg			
Malta			
Netherlands			
Poland			
Portugal			
Romania			
Slovakia			
Slovenia			
Spain			
Sweden			
United Kingdom			