

**Final notes: UKCCIS Executive Board  
7 May 2013 – 10.00-12.00  
Department for Education, London SW1**

**Attendees:**

Ed Vaizey MP Chair	Minister for Culture and the Creative Industries
Edward Timpson MP Claire Perry MP	Minister for Children and Families
Julian Ashworth	BT
David Cooke	BBFC
Peter Davies	CEOP
John Carr	CHIS
Simon Milner	Facebook
Dave Miles	FOSI
Susie Hargreaves	IWF
Sonia Livingstone	LSE
Peter Liver	Childline
Claudio Pollack	Ofcom
Vicki Shotbolt	Parentzone
Elizabeth Kanter	Blackberry
Will Gardner	Safer Internet Centre
David Happy	Samsung
Dido Harding	TalkTalk
Andrew Uden	Tesco
Jo Twist	UKIE
Eilis McDaniel	Northern Ireland
Judith Grant	DfE
Anne Heal	Openreach
Raj Sivalingam	Intellect
Rachel O'Connell	UKCCIS age verification project
David Austin	BBFC
Steve Hopkins	BBFC

**Apologies received from:**

Jeremy Browne MP	Minister for Crime Prevention
Scott Dodds	Microsoft

**Observers:**

David Tate	DfE
Steve Creed	DfE
Louise Woodward	DfE
Gillian Machin	DfE
Michael Mensah	DfE
Claudia Rodrigues	DfE

Jo Trapp  
Jack Withrington  
Justin Millar

DCMS  
Claire Perry's APS  
Home Office

### **Item 1 - Welcome, introductions and declaring interests**

1. Apologies were received from Jeremy Browne, Minister for Crime Prevention and Scott Dodds, Microsoft.
2. New appointments to the Board were congratulated and welcomed: David Cooke, BBFC and Dave Miles, FOSI.
3. Colleagues presenting were welcomed: Raj Sivalingam, Intellect, Anne Heal, Openreach, David Austin and Steve Hopkins, BBFC and Rachel O'Connell, UKCCIS age verification project.
4. Members were reminded that Sue Warrington (education and children's services representative) recently resigned from the Board and the deadline for submitting nominations to the Secretariat is Friday 10 May.
5. Ed Vaizey asked for Board members' views on Portland TV's membership application. There was some concern that an adult industry broadcaster may have a negative impact on UKCCIS' reputation.

#### **Action point:**

- Members were asked to send comments about membership applications to the Secretariat.

### **Item 2 – Claire Perry's headline update**

6. Claire Perry updated on her recent engagements and activities. The update included:
  - Ms Perry has met the five main ISPs to discuss their parental controls solutions, and all ISPs are on track to put in place solutions by the end of the year.
  - It was technically possible for all ISPs to put in place filtering if the parent does nothing.
  - Ms Perry recently hosted a Parentzone event on child internet safety. It is clear that parents:
    - think feedback loops as a method of managing parental controls is an acceptable approach;
    - have a huge appetite for education on child internet safety;
    - have huge support for the work on family-friendly public WiFi.

- She would like to see browser interrupts for existing customers - parents thought this was reasonable.
- Ms Perry would like to see stronger links with BBFC content classification.
- She would like to see a collective marketing plan targeting parents during the back-to-school period.

7. Ed Vaizey extended his thanks to Ms Perry for her work in this area.

### **Item 3 – Progress update on ISP parental controls work and parents' awareness**

8. Julian Ashworth and Dido Harding updated on progress, with the main points:

- The five main ISPs are on track to have whole-home parental controls solutions in place by the end of the 2013.
- TalkTalk will be trialling a form of browser interruption for existing customers, and will share the results of their trials with the other ISPs.
- A group has been set up to look at a Green Cross Code for the internet, and they are planning to launch a campaign in the autumn.
- The Green Cross Code will need to learn from previous similar campaigns.
- Age verification will largely be conducted through feedback loops with the customer who took out the broadband contract.

9. Discussion points included:

- The campaign needs to complement, and add value to, existing work being done in this area.
- The campaign should be broader than just publicising parental controls, and will point parents to existing materials, such as for grooming and sexting.
- There was some concern about the efficacy of the feedback loop for age verification, as many people do not read their bills.
- It would be good for the board to see the solutions being developed by ISPs.
- Clarity should be sought from OFT to ensure that ISPs collaborating will not be deemed anti-competitive.

**Action Points:**

- Peter Davies offered to help co-ordinate a wider UKCCIS input to the campaign.
- Officials to set up a separate meeting for ISPs to demonstrate their parental controls solutions to board members.
- Ed Vaizey to write to OFT to seek clarity on whether collaborative work could be deemed as anti-competitive.
- Ed Vaizey to chair a meeting of ISPs to discuss the focus of the campaign; UKCCIS Executive Board members to express an interest to Secretariat if they wish to attend.

**Item 4: Intellect update on UKCCIS internet-enabled TVs and mobiles roundtables**

10. Raj Sivalingam provided an update on progress from recent industry roundtables:

On mobile phones the main points were:

- Almost all mobile phone operators have default filtering of adult content in place for contract and pay-as-you go customers.
- Most handset manufacturers have parental controls in-built, but some manufacturers have work to do in this area.
- A range of software developers have parental controls software available for most handsets.
- There is a range of approaches in place to raise awareness of child internet safety and available tools.

On internet-enabled TVs the main points were:

- Most broadcast content is covered by existing legislation and corresponding tools such as content categorisation and PIN protection.
- Currently 11% of TV sales are connected TVs with open browsers.
- The industry is working to put in place parental control mechanisms for open internet access, such as extending the PIN system, and looking at other software options.

11. Discussion points included:

- Video On Demand remains a potential gap in filtering adult content.
- There was acknowledgement that parental controls in the home and work on family-friendly public WiFi reduce the chances of children accessing adult content when not on the mobile network.
- Child protection in the mobile phone sector is in a reasonably good place.

- It was pointed out that internet-enabled TVs do not have the processing power to perform content filtering on the device, and can be protected by whole-home parental controls being developed by ISPs.
- Device manufacturers such as Apple and BlackBerry have introduced parental controls for blocking in-app purchases.

## **Item 5 – Report on public WiFi**

12. Anne Heal updated on progress with the main points:

- There is now a positive landscape and lots of progress made. All providers now either filter by default or offer business customers the choice to filter.
- All providers made their business customers aware of filtering services.
- Most providers filtered a range of 18+ content. One filters porn as standard but offers the option to do more. All filter IWF content.
- Some providers charged but this was usually within the context of a large commercial negotiation for corporate contracts. There was no evidence of charging acting as a deterrent.
- It was felt that most of the large providers have done enough to enable their customers to make the right choices for their particular business context.
- There may be outstanding issues among smaller businesses who are not aware and may be offering their own ‘DIY’ unfiltered WiFi.
- There is now a need to communicate the success and reassure parents – as well as encouraging them to ask the right questions of their local cafes and shops. This might be considered as part of the ‘Green Cross Code’ work.

Other discussion points included:

- The Board considered the desirability and usefulness of a Code of Practice and if a logo on a retailer’s window would reassure parents as well as acting as an incentive to businesses.
- It was agreed that further discussion was needed about a Code of Practice, whether charging is a deterrent and if and how a logo or sticker could work.
- The issue of filtering search results as well as access to the actual sites was raised. Further investigation is needed to confirm that this is technically possible.

**Action points:**

- Claire Perry will convene a meeting with Anne Heal, John Carr and WiFi providers to consider and resolve these issues;
- The Home Office Minister will write to the provider/s concerned about their filtering being potentially in breach of RIPA by the end of June.
- UKCCIS Secretariat will circulate to the Board an anonymised summary of the responses from the WiFi providers to the questions asked by Ministers.

**Item 6 – Content classification demonstration**

13. David Austin and Steve Hopkins gave a presentation on their prototype ratings tool. The key points were:

- Rating user-generated content presents a challenge as there is far too much content for standard age-rating mechanisms to have any relevance.
- BBFC and NICAM (the Dutch media regulator) have therefore created a tool based on a simple questionnaire designed for community ratings.
- It can be customised to meet the requirements of individual platforms/services and the questionnaire can be completed by the uploader or by ‘the crowd’.
- It is not designed to rate professionally produced content such as music videos.
- Ratings and content advice can be displayed – or kept in background metadata and linked to filters – or both.
- It was agreed that the UKCCIS Executive Board would support this work and that BBFC would provide regular updates on progress.
- Next steps are to engage the digital platforms who may be interested in piloting the tool.

**Action point:**

- Claire Perry to meet with Google, Facebook, Twitter and BBFC to see if they would be interested in piloting the ratings tool.

**Item 7 – User-reporting**

14. Sonia Livingstone began by suggesting that the policy area should be called ‘information for parents’. She then pointed out that the last meeting concluded that parents do want more information but do not always know where to get it and that a recent ParentZone survey

providing a snapshot of the quality and availability of information for parents showed that many provided a 'poor service'.

15. She suggested that this work should be taken forward by a letter being sent to UKCCIS members asking for details of their reporting information and the information provided to parents. She suggested that as well as providing information of performance it could encourage companies to make positive changes.

Comments from board members included:

- There is a need to have a clear idea of the ideal outcome to this work e.g. all companies have good sites.
- It was hoped that all companies would take the letter seriously and that some companies may need help and this could be provided by workshops.

16. Ed Vaizey summed up by pointing out that this was a major piece of work and should not be looked upon as a name and shame exercise but an opportunity to offer advice.

**Action point:**

- Sonia Livingstone to agree and finalise the letter to UKCCIS members and then to be signed by Ministers and sent to UKCCIS members and more widely.

**Item 8 – Age verification update**

17. Rachel O'Connell provided the board with an update on age verification. Rachel explained that work on an Identity Assurance Programme, by extension age verification, has been moving forward and that the next milestone would be an age verification alpha project in December. She explained that there were many challenges in taking this work forward including formulating a commercial trust framework, national interoperability and questions over liability

18. Comments mainly centred on various areas of recognition of a person and whether these could be used to verify age. It was suggested that facial recognition had been successfully piloted in Singapore and that fingerprint recognition was already possible. It was decided that there should be annual board updates on this work.

**Action point:**

- Rachel to report back on progress in a year's time.

## Item 9 - AOB

19. Ed Vaizey summed up the key areas of the meeting around parental internet controls, public WiFi, IETV and an educational campaign. He added that whilst it is important to pursue these important issues we should also not forget what we are trying to achieve.
20. He added that he wanted to see a narrative around key areas of work: home and mobile filtering where progress has been good; public WiFi where more work is needed; internet-enabled TVs which have increasing prominence; quality information, including for parents as part of “ground-up” support such as better and easier-to-understand classification and the work led by Sonia Livingstone and Simon Milner as information for parents; improving communications – how we reach out to parents and help them understand; and setting UKCCIS’ contribution in an international context, as a world leader. He thought the narrative could lead to greater clarity around priorities.
21. On the final point he asked Dave Miles to report to the next Board meeting about where the UK is on an international level on child internet safety.
22. Sonia Livingstone added that we need to also convey messages out to practitioners and specialists who work with vulnerable groups. Tink Palmer will provide an update on the vulnerable groups work at the next Board meeting.
23. Elizabeth Kanter offered to provide an update from the next CEO coalition meeting.

### **Action points:**

At the next Board meeting:

- Dave Miles to report on the international child internet safety agenda
- Tink Palmer to provide an update on vulnerable groups project
- Elizabeth Kanter to provide an update from the CEO coalition meeting

### **Next meeting**

24. The next meeting will be held on 8 July 2013 from 14.30-16.30.