

**Notes: UKCCIS Executive Board**  
**24<sup>th</sup> February 2015, 14:30 – 16:00**  
**Ministerial Conference Room, Home Office**  
**Chair: Ed Vaizey, MP**

**Attendees:**

Ed Vaizey, MP (Chair)	Minister of State for Culture and the Digital Economy
Edward Timpson, MP	Parliamentary Under-Secretary of State for Children and Families
John O'Brien	Director of Safeguarding, Home Office
Claudio Pollack	Ofcom
Fred Langford	IWF (in place of Susie Hargreaves)
Jo Twist	UKIE
Daniel Butler	Virgin Media
Max Beverton	BskyB (in place of Adam Kinsley)
Julian Ashworth,	BT
Vicki Shotbolt	Parentzone
Simon Milner	Facebook
John Carr	CHIS
Dave Miles	FOSI
Iain Wood	TalkTalk
David Austin	BBFC (in place of David Cooke)
Will Gardner	Safer Internet Centre
Dr Zoe Hilton	CEOP (in place of Jonathan Baggaley)
Claire Lilley	NSPCC
Nicola Hodson	Microsoft
Katie O'Donovan	Google (in place of Naomi Gummer)
Paul Cording	Vodafone (in place of Cindy Rose)
Sonia Livingstone	LSE
Andy Wood	Welsh Assembly
Anne Heal	BT OpenReach
Rachel O'Connell	Groovy Futures
Baroness Kidron	iRights
Sureyya Cansoy	Tech UK
Bradley Finn	UKCCIS Secretariat
Anna Payne	UKCCIS Secretariat

**Apologies received from:**

Tink Palmer	Marie Collins Foundation
Aleyne Johnson	Head of Government Relations, Samsung
Helen Steele	Department of Health (observer)

**Observers:**

Carolyn Bunting	Internet Matters
Jaymeen Patel	Apple
Isabel Evans	Department for Education (PS/Edward Timpson)
Alice Miles	Department for Education
Ellie Mond	DCMS (Secretariat)
Samantha Kelly	DCMS (Secretariat)

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

1. The Chair opened the meeting and gave apologies for Mike Penning. John O'Brien attended in his place to represent the Home Office.
2. The Chair welcomed guests and observers. He reminded Board members of their responsibilities and to declare any interests.
3. He asked if the Board were content to approve Claire Lilley as the NSPCC representative and Ian Wood as the TalkTalk representative – no objections were given.
4. Several Board members have been on the board for longer than the recommended tenure of two years. This will be considered at a future meeting.
5. The Health Select Committee Report into Child and Adolescent Mental Health services recommended actions for UKCCIS, with other bodies. The Department of Health were unable to attend to give further information so the Secretariat will circulate further details.

The Secretariat will be in contact with Board Members regarding their tenure.

The Secretariat will circulate information about how UKCCIS members can engage with the actions from the Health Select Committee report.

## **Item 2 - iRights**

6. Baroness Beeban Kidron (BK) spoke to the Board about iRights.
7. The genesis of iRights came from a film she made about teenagers and the internet. After the film was made, teachers from all over the world showed great interest and indicated that the issues were not just relevant to one or two children, but were part of a wider social change. BK decided a structural approach was needed to look at issues of data, identity, online footprint.
8. Many round the table have contributed to the most recent iteration of the five iRights, and experts from all political persuasions have provided input. The document brings the issues together to show, for instance, that data is not separate from safety; digital literacy is not separate from social outcomes.
9. iRights is a principled approach – technology moves fast but principles move slower. It is a civil society movement. BK wants the signatories to interpret the framework for themselves.
10. iRights imagines a world where the internet and digital technology is designed with children in mind.
11. The five rights:
  - The right to remove, i.e. the right to curate your own identity
  - The right to know – e.g. how is data used
  - The right to safety and support
  - The right to informed and conscious use – technology is designed to be compulsive and to engage and extend use, this gives rise to safety issues

- The right to digital literacy – if you understand how the internet and digital technology works, you can be a creative part of it.
12. Interpretation of the rights has been interesting - for example including delete buttons or informing children about the use of their data, making them conscious that their data could be used in less benign ways (Southbank Centre).
  13. It is creating a world of best practice to point out what good looks like.
  14. Next steps for the campaign include Mozilla's ten stages to literacy. Schilling's is doing some work to explore how iRights are supported by existing law - this will be ready in May. Barclays have been encouraging others companies to sign up and have implemented it in their work with schools. Frank Green, the National Schools Commissioner, is now a signatory. Mental health charities and organisations also feel the campaign is important.
  15. Discussion followed and the following points were raised:
    - Children see access to the internet as a fundamental human right. BK agreed that to be online is the most important thing, but then the focus should be about the quality of that access.
    - iRights is about to embark on twelve youth juries which will be an iterative process. Children don't always understand what they are being asked to comment on – the youth juries will educate children as well as collect their opinions.
    - Reward technologies/gamification in education mean it is not always easy to distinguish between educational use and inappropriate use of technology.
    - The Board agreed that there was no problematic overlapping with the work of UKCCIS.
    - Facebook are open minded about any campaign where there is a groundswell of civil society which can refresh the narrative. There are some interesting and challenging ideas, and it may be something they will get behind in due course. No decision has been made yet, but Facebook is engaging with this to explore potential.
    - The right to safety and support – at the last UKCCIS Board, the Oxford Internet Institute and Ofcom gave relevant presentations about children learning to stay safe online and managing risk.
    - There is a danger that some might see this as an opportunity to create new laws. There is a need to have a clear narrative about what people are being asked to engage with. BK is not keen on a legislative approach, however iRights can be positioned within the UN Convention on the Rights of the Child (UNCRC), and there is potential to update this.
    - Europe is showing a significant interest in this work.
    - The organisations that are signatories are gold-plated and represent civil society in a broad way. iRights sits safety inside a broader piece about the internet in general and how we treat kids. Not everything that iRights asks for is invented yet, but 80% is just a question of will.
    - Is this a finished document or will there be future iterations? If people are signing up, it implies that it is final. BK said that the rights are there to be interpreted. Some signatories are doing better on some of the rights, but all have shifted their behaviour.

- BK said that it is similar to the argument about diversity in the film industry – we may not have solved the problem yet, but at least we do now understand what the problem is.

### **Item 3 – Ofcom’s working group on social media guidelines**

16. The Chair invited Claudio Pollack (CP) to speak about Ofcom’s work on social media guidelines.
17. Ofcom is acting as an independent facilitator. There is existing guidance, dating from 2010 and 2012, which needs updating. Ofcom have been engaging with stakeholders to consider what the group should do and how to take this work forward.
18. Good work is happening in Europe, such as the ICT Coalition - an industry led coalition with six principles to help younger internet users make the most of the online world and deal with any potential challenges and risks.
19. CP proposed that the UKCCIS EB should endorse the ICT principles and recommend wider UKCCIS Council members sign up too. This does involve a charge and a commitment to perform an audit.
20. The working group would also provide a practical guide or tool aimed at emerging social media companies.
21. The first meeting is pencilled in for 4<sup>th</sup> March, with delivery planned for the autumn.
22. Discussion followed and the following points were raised:
  - A European wide code of practice is better than just UK wide - the broader scale and number of countries makes sense.
  - It may be difficult to engage with younger social media companies and get them to design in safety - this may involve doing outreach where they are based, e.g. California
  - In the games industry, everything is about community, communication and being social. It is critical that this is taken into account and UKIE would like to be involved in working group.
  - John Carr said he thought it was a good proposal and noted that the existing documents were largely redundant, and that all big companies are already signed up to the ICT principals. However he noted limitations to the processes followed so far - the ICT Coalition originally asked companies to give undertakings about what they were going to do, then checked whether they did it. This was accepted at face value and there was no analysis about whether they went far enough or were successful. .
  - The ICT Coalition is on-going and meets at a six-monthly forum. It is currently looking for an independent person to write a paper looking to the future.
  - The Chair suggested inviting the ICT Coalition secretariat (Andrea Parola) to present us with the latest on this.
  - In terms of communicating to the sector - it would be up to UKCCIS members to encourage membership and sign up.
  - We are in the early stages of the European parliament but there may be a chance to influence the ICT coalition going forwards.
  - Claire Lilley noted that the NSPCC had done a recent evaluation of social media and found that there is a disconnect between what parents found

(in terms of support/ child safety) and what some social media companies claimed they would be able to find. This is a chance for the UK to explore this further.

23. The Board supported Claudio's proposal.

The Secretariat to invite ICT Coalition secretariat to speak at a future Board meeting.

#### **Item 4 - UKCCIS Working Groups**

24. The Chair opened the discussion on existing and proposed working groups. The Secretariat noted that the **Social Media Working Group** had already been discussed and approved.

25. **Evidence Working Group** – a short document was circulated outlining the group's membership, website link, purpose and research highlights. Sonia Livingstone explained that the group was established when UKCCIS was first set up. It meets quarterly and has held several seminars. The working group is available and happy to support other working groups.

26. In the early days of UKCCIS, trends and policy recommendations were presented at the annual UKCCIS summit, however this summit no longer occurs. The group is looking to find appropriate ways to highlight key priorities to policy makers. The Board agreed to continue this group as it currently stands, with Julia Davidson as chair and Sonia Livingstone as Board champion.

27. **Age Verification Working Group** - Rachel O'Connell (RO) spoke about the remit of the group and context relevant to its work (referenced the Cabinet Office eID programme and the potential for mobiles phones to operate as identity providers). When RO last spoke to UKCCIS, she asked members to help her drive this area of work. Since then, she's engaged with the Digital Policy Alliance's Age Group - a cross-sector initiative that is exploring the scope to adopt a collaborative approach to meeting the disparate regulatory requirements for age verification. Representatives from a number of sectors including gambling, adult entertainment, and e-health participate in the Age Verification Group, co-chaired by parliamentary chair Lord Erroll and industry chair Chris Ratcliff (Portland TV). The Group has agreed to look at creating a Publicly Available Specification on Age Verification in collaboration with British Standards Institute, with a view to informing an ISO on Age verification. The Digital Policy Alliance is drafting a 4-page briefing document on the subject of age verification, which will be distributed to ministers, prospective candidates, and MEPs by March 15. A copy will be shared with members of the UKCCIS Executive board.

28. This is not just a child safety issue; it is about children's right to be part of the digital economy.

29. The Chair noted that Government was carrying out the eID project which will involve age assurance. RO argued that eID providers are not allowed to be providers to external companies. Could this be changed?

30. RO feels that there has not been a substantial political push in this area - lots is happening at the Cabinet Office on the architecture, but there is no focus on children.

Rachel O'Connell to share a copy of the Digital Policy Alliance's briefing document with the UKCCIS Executive Board.

The Secretariat to produce a paper about what is happening across Government on Age Verification and which Government Departments regard age verification of under-18s as a policy priority (e.g. DCMS - gambling; MoJ - data protection, informed consent).

31. The Chair noted that after the election, Ministers would look at how UKCCIS operates and the possibility of formally involving BIS.
32. **Postscript** - The group to continue, with Rachel O'Connell as chair, and with further involvement from UKCCIS members and officials.
33. **Education and Awareness Working Group** - Zoe Hilton noted that Jono Baggaley had carried out a review of the group, interviewing 15 members. He found that there was support for the group, but a need to rejuvenate it and consider its strategic purpose.
34. The key issue is that the last visible output was in 2012 (Advice on Child Internet Safety 1.0). Since, there has been useful information sharing, but no tangible outputs. Greater clarity about how it fits with the other working groups, and a clearer set of objectives and proposals, is required.
35. Awareness raising is being taken forward by industry through Internet Matters, and others, but there is a knowledge gap around the provision of resources and guidance for schools. As such, it is proposed that the group focuses on education, conducting an 'audit', and identifying where optional supplementary guidance for schools may be required, when technology or policy changes. Much is delivered at local level or as part of particular initiatives of which members may not be aware. The group could ask all UKCCIS members and other companies what direct work they're doing with schools and act as a repository for this information.
36. Internet safety is now part of the curriculum and is included in statutory guidance about keeping kids safe in education. It would be helpful if UKCCIS were informed about what is happening, whether it is having an impact on teachers' ability to deliver confidently, and whether children are feeling better equipped to meet online challenges/ risks. Ofsted, Estyn and HMIE can provide a holistic picture. The Board indicated their support for the continuation of the group as proposed.
37. **Filters Working Group** - It is appropriate that public wifi is subsumed into this group. There is a functioning ecosystem in this area now and the RDI are driving this work, although they will need support from UKCCIS and Government to ensure it continues to function effectively. Worth considering car wifi - there is the Connect Car & Digital Dashboard Summit on 26th March.
38. techUK were asked to look at parental controls (across the internet-access industry ecosystem) in 2012. There were three working groups - on mobile internet access, fixed internet access, and connected TV which included

mobile and fixed operators, internet service providers, consumer device manufacturers, software suppliers and retailers. These working groups promoted collaboration and stimulated momentum and innovation across industry on the development of a range of parental control tools, with default-on filtering parental control tools now widely available. The challenge is getting parents and carers to understand how to use them and to raise awareness. This would also be part of the filters group.

39. Overblocking - Dave Miles circulated his final report prior to this meeting and gave a verbal report of the work of the group at the previous at the last UKCCIS EB on 4<sup>th</sup> December. He said that overblocking was complex and would remain an issue, but that the two sets of reporting data from ISPs and mobile operators indicates that overblocking is very low. The overblocking working group had been transparent and constructive, and ISPs had gone the extra mile to refine their process.
40. Charities are still concerned about form and function - meaning that forums may be blocked. Significant concerns about whether the third sector is well enough informed about this also exist. While it's good that there is a procedure in place to remedy overblocking, it's only helpful if people know about it.
41. Overblocking, as well as how games are classified on ISP filters, would continue to be monitored as part of the filters working group. Jo Twist expressed her interest in taking part.
42. **Postscript** - Dave Miles expressed his interest in chairing this working group. The IWF and BBFC expressed their interest in joining this working group.
43. **Vulnerable Groups Working Group** – Tink Palmer was unable to attend, Anna Payne spoke on her behalf and said that more work needed to be done to clarify which groups are vulnerable online and to raise awareness with the children's workforce. She asked if the Board was content for a working group to be set up to look at this.
44. There was discussion around what the outcome of such a group would be - if it were about education and awareness, it would more appropriately sit under that group. It was felt that more clarity was needed on what is meant by 'vulnerable'. The children's and adolescents' mental health task force explains that there are various definitions of vulnerability, which includes children in care, special educational needs, adults, people with learning difficulties. We need to be clear what we're talking about before the group goes ahead. It would perhaps be good to focus on those who can't access the guidance that others can.
45. **Postscript** - Tink Palmer to continue her work in this area and to report back to the EB - a separate working group is unnecessary (although this could potentially form a workstream under the evidence working group).
46. **International Working Group** – it was thought that this could take the form of a written update rather than a full working group.
47. **Postscript** - No specific working group needed however the Secretariat will provide written updates in newsletters, and an ad hoc slot at board meetings when relevant. The Secretariat is seeking expressions of interest to lead this. The BBFC expressed their interest in contributing to these updates.

48. **Internet Futures Working Group** – this group was thought to be unnecessary.
49. **Online Child Sexual Exploitation Working Group** – it was proposed that this could be considered again after the election, as governance of the child sexual abuse landscape, online and offline, is currently under-review within Government.
50. **Encryption Working Group:** The Board agreed that a Working Group was not needed, but that relevant information should be brought before the EB as necessary.

#### **Item 5 - Any Other Business**

51. Will Gardner, Childnet, thanked the EB for their support for Safer Internet Day - it was the biggest ever by a large margin in terms of supporters, media coverage, downloads and site visitors. Next year it would be on 9th February. The BBC is reviewing the reach and impact and this will be shared at the next EB meeting.
52. Vicki Shotbolt, Parentzone, told the EB about ParentInfo - a service for schools to provide information on diverse subjects around internet safety. It is in the final beta stage and will be available to all schools in the new term.
53. Claire Lilley, NSPCC, thanked the EB for their support of Share Aware - there have been 3 million views of the videos. There will also be an upcoming Childline campaign in March about pornography.
54. Fred Langford, IWF, mentioned some research that the IWF are doing on user generated images - this will be launched at Microsoft on 10<sup>th</sup> March.