UKCCIS Executive Board Meeting Minutes
14:00 – 16:00, 8 September 2015
Boothroyd Room, Portcullis House
Chair: Karen Bradley, MP

Attendees:

Karen Bradley, MP	Minister for Preventing Abuse and Exploitation
Baroness Joanna Shields	Minister for Internet Safety and Security
Anne Jackson	Department for Education (in place of Edward Timpson)
Emilie Boman	Virgin Media (in place of Daniel Butler)
John Carr	CHIS
David Austin	BBFC (in place of David Cooke)
Will Gardner	Safer Internet Centre
Jonathan Baggaley	CEOP (in place of Jonny Gwynn)
Susie Hargreaves	IWF
Nicola Hodson	Microsoft
Aleyne Johnson	Samsung
Max Beverton	Sky (in place of Adam Kinsley)
Claire Lilley	NSPCC
Eilis McDaniel	Northern Ireland Assembly
Dave Miles	FOSI
Katie O'Donovan	Google
Tink Palmer	Marie Collins Foundation
Claudio Pollack	Ofcom
Paul Cording	Vodafone (in place of Cindy Rose)
Rishi Saha	Facebook
Vicki Shotbolt	ParentZone
Jo Twist	UKIE
Iain Wood	TalkTalk
Rachel O'Connell	Trust Elevate (Age Verification Working Group Chair)
Piers Harrison	Home Office (only present for agenda item 2)
Laura Higgins	Safer Internet Centre (attended full meeting, presented agenda item)
Carolyn Bunting	Internet Matters (attended full meeting, presented agenda item)
Anna Payne	UKCCIS Secretariat

Apologies received from:

Dr Sonia Livingstone	LSE
Julian Ashworth	BT

Observers:

Nick Pickles	Twitter	Ellie Mond	DCMS
Michael Bell	DfE	Samantha Kelly	DCMS
Anna Strudwick	Home Office	Rebecca Cavilla	Department of Health
Silvia Fukuoka	Ofcom	Emily Mulder	FOSI
Sean McGarry	Home Office	Henry Anderton	DCMS
Bradley Finn	DCMS		

Item 1 - Welcome, introductions, apologies and declaring interests

1. The Chair opened the meeting and welcomed attendees.
2. She asked if the Board were content to approve David Austin as the permanent BBFC representative in place of David Cooke – no objections were given.

3. She reminded Board members of their responsibilities and to declare any interests.

4. The Chair updated the action points from the previous meeting by confirming that Rachel O'Connell had provided a paper about the Digital Policy Alliance and the Age Verification Symposium, and that the NSPCC would be updating the Board today about the issue of child abuse on social media.

Item 2 – Update on WePROTECT (Piers Harrison, Home Office)

5. The Chair welcomed Piers Harrison to present an item on WePROTECT.
6. Piers started by describing the background of WePROTECT. The first event, with Baroness Shields, was in May 2014 to tackle the problem of online child exploitation.
7. The WePROTECT summit in December 2014 brought together representatives from 50 Governments and international organisations, 20 leading technology companies and 10 civil society organisations at Lancaster House.
8. The UK committed £50 million over five years to support global capacity building to tackle violence against children; and will work with Unicef to establish a new Global Fund to Prevent Violence Against Children.
9. Following the Summit there has been a range of activity:
    9.1. An International Advisory Board was set up bringing together representatives from industry, civil society, law enforcement and Government to advise the Home Secretary ahead of the UAE summit in November on what further commitments stakeholders might take to deliver the WePROTECT vision.
    9.2. There was a WePROTECT industry event on Thursday and Friday last week, which Baroness Shields hosted. Attendees included new companies from different geographic regions and sectors, and had strong representation from UK SMEs.
    9.3. £10 million has been made available to Unicef in 2015/16. This will deliver a range of capacity and capability building projects in 17 countries and 4 regions, plus considerable work at a global level.
10. The International Advisory Board has been working towards the December summit, which the United Arab Emirates are kindly hosting. This will focus on adopting a common approach and agreeing a model national response which in turn will provide a framework for capacity building.
11. Looking ahead, the International Advisory Board is something we would like to put on a sustained footing in order to better represent stakeholders and address future challenges.
12. For example, work is ongoing with partners to consider, in advance of the Abu Dhabi Summit, how to put in place a global clearing house for hashes, which

are the unique image identifiers used to detect and remove images of child sexual abuse online.

13. Currently also exploring how WePROTECT and the Global Alliance Against Child Sexual Abuse Online can work closely together, and support UNICEF on how best to use the Global Fund to build capacity over the next 4-5 years.

14. The Chair thanked Piers and emphasised that there is lots of activity going on - not just the big set pieces such as the UAE summit. She asked the Board for suggestions on how to keep momentum going.

15. Discussion followed and the following points were made:
   - That there is the potential for more engagement with the UN - not just with Unicef but also with the International Telecommunication Union (ITU) and the Internet Governance Forum (IGF). There is a wider international ecosystem that WePROTECT could be a part of.
   - More clarity is required about future funding – there were concerns that more information was needed, especially from UNICEF, to understand how the global fund was due to work. There also needed to be greater transparency about whom to contact on this, and in relation to how funding decisions were made.
   - Piers recognised that the first year had involved working from a standing start and processes and the right structures had now been put in place. In future the International Advisory Board (IAB) would act as the advisory body to the Global Fund on online CSE to ensure the right technical expertise was brought to bear, with UNICEF accountable for the final decision.
   - Baroness Shields took stock of the journey - two years ago the PM launched the UK/US taskforce at the NSPCC. We knew we couldn't solve problems alone and there was a need for an international capacity building organisation. We engaged the technology community to come up with solutions. Last week, more countries became involved (China, Russia) and more talent is being brought in to solve the problem on a global basis. We will ensure those involved are continuing to meet commitments. This might be a model for approaching other things, such as trafficking. Mechanics may not be working perfectly yet, but we will get this right.
   - The IWF was proud to be involved but expressed some concerns about funding as the money is part of a global fund against violence, not just focused on online CSE.
   - Facebook also felt that it was a really important event and a lot had been learnt through formal and informal networks. Must ensure that at Abu Dhabi, Communication Service Providers, e.g. Telcos in other countries, are committed too.
   - John Carr clarified that the Global Fund has three pillars – one of those is definitely concerned with the online CSE. There will be scope for some funds to be earmarked as others parties get on-board.
   - Piers confirmed that donors who want to donate specifically around online CSE can do so.

Item 3 - Update from UKCCIS Working Groups

16. The Chair said that the update papers had been circulated already, and asked the Board for comments.
17. Rachel O'Connell noted that the Age Verification Symposium is happening on 22nd September. Baroness Shields is opening and there will be other world-renowned speakers. A panel will look at where the data is, and what the business use cases are. Other panels will look at e-safety implications, technical issues, payments (including the integration of age attributes in payment processes). See trustevelate.com for details.
18. Jo Twist (UKIE) raised a concern about the section on 'toys to life' in Rachel's paper – she was not sure there is a need for additional age verification, and asked for further information and consultation with UKIE members. Also to clarify that Google didn't fund the development of IARC.
19. Paul Cording asked for a timeline on the legislation to protect filters following EU Net Neutrality legislation. Will there be a law change and what will happen about public Wi-Fi?
20. Baroness Shields said the Net Neutrality Regulation is likely to require legislation to support the existing filtering regime.
21. On filtering, David Austin asked whether ISPs had noticed any trends in filtering about different pro or anti-Israel sites. In the last week the BBFC had received more appeals on this single subject than in the last year on all other subjects. Is this a campaign to test the robustness of mobile filters?
22. Virgin, TalkTalk and Sky all confirmed they had not seen anything on this but that they would flag this internally with colleagues.
23. Jonathan Baggaley stated that the Education working group had undertaken to provide quarterly updates to the Board on education-related activities and invited Board members to include items of relevance in the next update.
24. The Chair thanked the working groups – their work always opens up a good discussion.

Item 4 - Update from the UK Safer Internet Centre and Professionals Online Safety Helpline (Will Gardner and Laura Higgins)

25. Will Gardner gave an update about the Safer Internet Centre (SIC) Awareness Centre. The EU and Government Equalities Office (GEO) had supported them to update guidance for schools on preventing and responding to cyberbullying. The original document has been widely used and the update would capture the experience of schools and share good practice. It will be a practical document with recommendations and examples and will also look at cyberbullying in terms of difference, e.g. LGBT pupils. Many organisations around the room are part of the advisory board and everyone's input will make it as strong as possible. The first draft will be ready by the end of the month and it will be launched next year. Conferences will be held in March in London and Manchester.
26. They are also developing a PSHE toolkit, 'Crossing the Line', that will give confidence to teachers and equip them to discuss and talk about online behaviour.
27. Laura Higgins gave an update about the SIC's online safety briefings which are supported by Facebook and the GEO. These are free, two-hour CPD sessions for professionals. 80 will be run across the country in 2015 and

2016, and nearly 5,500 delegates will attend sessions. If anyone would like to host, let the SIC know.

28. Laura also provided an update from the Professionals Online Safety Helpline (POSH), which has been running since 2011 and is part of the SIC. They support statutory services such as the police, charities, youth clubs, and anyone who works with children. In the last academic year, they took 1,500 calls. Over the summer, they have run pop-up helplines and cyber cafes. Resources are well used – for instance the checklists for social media are accessed 4,000 times a week.

29. Laura gave examples of recent enquiries:
    - A picture of a 12 year old with learning disabilities was circulated on Facebook, accusing her of stealing. This had 3,000 shares without reference to her age or vulnerability - Facebook took this down within 4 hours.
    - A head teacher contacted the police and the helpline as pupils had faked an article that claimed the teacher had died and that the school was closed. A similar case was reported the next day in a different school in a different city.
    - Instagram 'baited' accounts – these are private groups asking members to submit sexting photos in order to name and shame girls. POSH liaises with the IWF, CEOP and Instagram to notify them of these accounts. There are many copycat accounts, and this trend is replicated on other social media.

30. In general, the issues haven't changed but the victims are becoming younger so we need to think about how we get difficult messages out to a younger age group.

31. Will reminded Board members that the date of the next Safer Internet Day is 9th February 2016 and is titled 'Play your part for a better internet'. Safer Internet Day 2015 reached a quarter of children in the country, a third of them changed their behaviour as a result, and a third spoke to their families so it's a great opportunity. On 9th October there will be a meeting for stakeholders to think about how they will support the day.

32. Tink Palmer said that she had also seen that younger children are now involved – she had a case recently of grooming which started at the age of 8. This has big implications for how we work in schools, and how we involve teachers, parents and carers.

33. Rachel O'Connell is going to be looking at age verification in schools and is interested in the possibility of using schools' databases and pupils' access tokens. She has published a paper with the BBFC about content rating and has one about age rating and sexual grooming online in development.

Item 5 - Non-sexual child abuse content on social media

34. The Chair informed the Board that this agenda item was a follow-up of discussion at the previous meeting. She invited Claire Lilley from the NSPCC to speak, after which we would hear from Facebook, Twitter and Google.

35. Claire thanked Katie (Google), Rishi (Facebook) and Nick (Twitter) for their commitment to address the issue of non-sexual child abuse content on their platforms, and for giving information about behind the scenes processes.

36. Over the last two months, the NSPCC had received 57 reports about child abuse content. More than half of these were about physical assaults and abuse. In the majority of cases, content is removed very quickly. However the NSPCC has some concerns about instances where content remained live with no warning for as much as six months, apparently undetected by current moderation procedures.

37. There are examples of good practice – companies have put a great deal of thought into designing policies. One company removes all content of child abuse, except when featured on a current affairs/news platform. This is the NSPCC's preferred option. Another company left content up in order to support the rescue/ identification of the child – and then removed content. The NSPCC questions the proportionality of leaving this content live in the UK (UK police say they do not need it to be live) for this purpose, given the potential impact on the large numbers of children who may see it and be upset by it.

38. With reporting processes there is also good practice. The NSPCC preference is that once a report button has been clicked, the top reporting options include 'child abuse'. One of the companies operated this system already. Reports can therefore be escalated and responded to quickly. If a system of trusted partners were implemented, the NSPCC would like to take part.

39. With moderation – there is lots of good practice but a lot of variation and little public transparency; some content is slipping through the net.

40. Claire proposed three areas for further discussion:
    • The need for a consistent approach to non sexual child abuse on social media as there is for child sexual abuse content.
    • The Home Office Good Practice Guidance and ICT Coalition use the term 'child abuse' when they mean 'child sexual abuse'. The Home Office guidance dates from 2010 and is badly out of date in other areas. Could we revisit the guidance and update it?
    • The need for an independent arbitrator if people don't feel complaints to social media companies are adequately dealt with.

41. Katie (Google) said that this is an area where Google has clear guidelines that are robust and manageable. There are always new things that aren't easy to summarise and so whenever there is an opportunity (like this) to discuss in-depth, it's helpful. On Google, child abuse can be flagged and there are good turnaround times. They also have a trusted flagger programme where they talk through with organisations how their guidelines work – enabling quicker and more direct routes to flag content.

42. Rishi (Facebook) said that he had really appreciated the engagement with Claire and it speaks of the value of the UKCCIS network that we can explore such issues at a deeper level between meetings. Claire visited Facebook in Dublin and Rishi listened to her feedback about guidance for moderators globally. Facebook is always trying to learn and improve. In lots of countries where there isn't a UKCCIS, NSPCC, or CEOP, the platform can support child protection and safeguarding objectives by enabling the identification and locating of perpetrators. Some content or acts are not illegal in every country which makes it more difficult. Facebook are keen to continue the conversation so there is a good understanding of their policies and to make sure that Facebook are in step with progress.

43. Nick (Twitter) also appreciated the opportunity to learn and make sure the application of policies is consistent, and that internal changes are communicated well externally. There are always challenging questions, for instance content on the front page of newspapers about Syria – should social media platforms mark such content as sensitive?

44. The Chair noted that the discussion has moved on a long way since June. Discussion followed and the following points were raised:
   • A common definition needs to work in all jurisdictions. There is a convergence between linear and non-linear content on internet enabled TVs – it is increasingly difficult to justify one set of rules for TV which is regulated by Ofcom, when within a click, you can be taken to another place where radically different rules apply.
   • Decisions are not always clear-cut – there is always a debate about when something is legal, in which jurisdiction, and when education is needed.
   • There is a rise in children being upset after seeing hateful content online.
   • There are 2 groups of children who are potentially impacted by this sort of content: children who are in the images/videos and who are revictimised every time the content is viewed, and those who consume the content and are upset by it.
   • It is important that these conversations were able to happen thanks to the fact that Board members know each other and can raise these issues in person. What happens in the UK informs policies around the world. We should remain diligent and continue to have these tough conversations.
   • There is complexity around definitions - the IWF assesses sexual abuse content according to UK law, not according to any definition.
   • The question of child abuse that needs careful thought – including looking at bringing safeguarding legislation up to date.
   • We should look at systems and device fingerprinting to identify those at risk. Could companies set up good practice around when reports are made to help them better detect and support those at risk of revictimisation?

Item 6 - Raising awareness amongst parents - what is being done already, and what more can be done

45. The Chair invited Vicki Shotbolt to begin this discussion.
46. ParentInfo has two distinctive elements – the content itself (which is regularly updated), and how it's distributed. It has been in development for 18 months.
47. Parents access ParentInfo through their schools which helps to build trust and distribute information effectively. It offers info for parents, such as on how to use parental controls and manage privacy settings. There are rarely questions which are purely about the internet, for instance a recent question was about self-harm – this included elements of internet safety, but was also a wider issue. This echoes CEOP's direction of travel - if you educate children about Child Sexual Exploitation, you also need to educate them about healthy relationships and address their understanding of sex and consent.
48. Schools are able to decide how to display the information, for instance by adding Parent Info to a navigation bar or by integrating it into the site using

the school's own branding. Just over 800 schools have already registered, and hopefully a significant section of schools will have signed up by the end of term.

49. Paul Cording described Vodafone's annual Digital Parenting magazine which launched in 2009 after the decision that mobile filters alone were not enough. Parents still took responsibility for their children's safety online, but felt they needed support.

50. Vodafone decided to also produce a booklet to promote the website – which ended up being a 134 page magazine. In total, over 2 million copies have been printed and with the pass-on rate, Vodafone estimates that it reaches nearly 4 million readers. The fifth edition will be published at the end of the month.

51. It is a major achievement to keep something going for 6 years. Reasons for its success are that it is inclusive; Vodafone branding is low; it is free to schools; and is not selling anything. Readers can flick in and out and it is positive about the use of the internet. It is useful for professionals, but parents also understand it.

52. Carolyn Bunting introduced Internet Matters which is a not-for-profit organisation, established by the four major 4 ISPs. Its first step was to undertake a comprehensive piece of research with parents which found that three-quarters said they wanted more information about online safety.

53. A key part of the proposition is that there is original content, but the site also points to recommended resources (such as ParentInfo).

54. The site launched in May 2014 with an advertising campaign. This generated good PR interest and brand awareness. In its first year, Internet Matters finessed content and created apps, made a number of videos to support Safer Internet Day, and created a personalised interactive guide to parental controls across 22 different platforms.

55. In its second year, they published tech guides, information on what to look out for when buying smartphones, and a campaign entitled 'Protect their Curiosity' which showcased kids and what might happen to them online. These videos were watched 1.5 million times. There is also light-touch content about radicalisation and self harm which directs parents to experts.

56. They are currently in the middle of a back to school campaign and in October will be launching a parent-child collaborative app with CEOP to help parents have conversations with their children. In November, Internet Matters will publish research looking at the disparity between parents' and children's confidence online.

57. Among ISP customers, prompted brand awareness is 36% - which means 7.5 million households are aware of Internet Matters and there have been 1.5 million visits to the site.

58. The Chair thanked Vicki, Paul and Carolyn for their presentations and emphasised the importance of collaboration to avoid reinventing the wheel.

59. The NSPCC mentioned their recent initiatives for parents Share Aware and Net Aware which launched earlier in the year. NSPCC has also begun a long-term partnership with O2, part of which will involve a helpline for parents who want to talk about preventative things they can do. Hopefully this will add to (rather than duplicate) the plethora of support services available, as some parents prefer to speak to someone.

60. The Chair mentioned that the challenge is awareness and keeping up momentum. Need to think about how we can all raise awareness, including parliamentarians within in their constituencies. Discussion followed and the following points were raised:
    - Need to remember that awareness-raising is not just for parents, but also for grandparents, carers, foster carers, and others
    - We need to connect with younger children (8/9 year olds). For instance the Dutch Ministry of Education approve information going into schools. We need to find a way of understanding what info is given to parents and be aware of what best practice is.
    - Some of the information in ParentInfo is around resilience, as even with the most engaged parents, kids will bump into inappropriate content. We know technical solutions are really important, but some of these issues will proliferate even if parents are very engaged. This should be part of a wider conversation, and not a digital-only remit.
    - The average age of getting a smartphone is now 10. Yet 65% of parents still don't know Google Safe Search exists – we need to drive awareness of the simple steps that parents can take.
    - Many of these practices that children engage in outside educational settings are banned in schools, which is counterintuitive.
    - DfE will be updating guidance about keeping children safe and will consult shortly, subject to Ministerial approval.
    - We should look forward to the 'death' of 'internet safety' in schools in the sense that it covers such a broad range of issues and is silo-ed as an 'internet thing' when it's really about much wider issues.
    - It was noted that when platforms are blocked in schools, as a consequence schools have to go to the Professionals Online Safety Helpline because they not able to deal with issues directly.
    - Rachel O'Connell is developing a proof of concept around age verification, which is looking at working with schools and the identity access management foundation.

> Action – Vicki Shotbolt to provide an update about how many schools are using Parent Info and if there is anything else the board can do to support it.

Item 7 - The Government's Manifesto Commitment to require age verification for porn sites (Baroness Shields)

61. Baroness Shields said that the discussions showed what a busy and productive summer it has been – Ministers have been doing their best to support members. She gave some examples of work that has been taking place:
    - The EU net neutrality regulation may require that we implement legislation to ensure the UK's robust filtering regime is protected – we are currently looking at what vehicles we might use and will keep the Board up to date.
    - We have also been looking at how we combat extremism online. This is something that does affect young people and is a serious threat.

- Another development is that we have also made permanent the online music ratings system that YouTube and Vevo had piloted.
- Baroness Kidron has been driving forward iRights. She is looking for ways to get the world up to a certain standard and ensure children are getting the protection they need.

62. On the manifesto commitment – the Prime Minister announced that we'd be starting a consultation in autumn and we would like UKCCIS to participate. We have had discussions with Brook and Youthnet, and will approach the Safer Internet Centre, about taking young people's views into consideration. The mechanics of the consultation are still being determined and we welcome the Board's input.

63. The Chair noted that she is aware that engagement with hardcore pornography at a young age might be linked to people becoming perpetrators of abuse - if we are going to change the cycle of abuse, restricting access among children to pornography is very important.

64. Baroness Shields noted that what is illegal in the physical world should also be illegal in the online world – the challenge is that much pornography is international. We are looking at all options to find a solution. Discussion followed and the following points were raised:
- The recent example in India of blocking of pornographic sites was interesting and demonstrated the complexity of this challenge. Filtering and blocking is straightforward for the IWF list, which has 600 URLs, but the number of sites with adult content is huge and VPNs could be used to get around measures put in place.
- It was suggested that one option is to go after the money – BACS, payments, credit cards - similar to the Gambling Commission.
- Mindgeek are developing plans in this area, and has been building an identity hub.
- There were questions raised about the intention of the porn industry to comply with future Government requirements in this area.
- Also worth considering the ICM registry which owns top-level domains.
- Policy should take account of the difference between commercial and amateur providers.

Item 8 – Any Other Business / Next Steps

65. David Austin told the board that the BBFC would be publishing research in the next couple of weeks about content ratings on music videos. This shows that 70% of adults with children under 12 are worried about children accessing inappropriate content in music videos, and that there is public support for age ratings. There are two main gaps – ratings should be available on more platforms and the scheme does not currently cover US content. However, this is the beginning of a journey and the BBFC will be discussing the project with stakeholders.

Action - Secretariat to circulate BBFC research into the music video ratings pilot, once published.

66. Dave Miles informed the board of an online extremism workshop to be held on 16th October, which FOSI would be running with specialists for the Met Police.
67. The Chair asked if the Board were content to approve UKCCIS Associate Membership applications from Gooseberry Planet and Warwickshire ICT Development Services. The Board approved.
68. The next Board meetings are on:
    • Tuesday 8 December 2015 (Baroness Shields to Chair)
    • Tuesday 8th March 2016 (Edward Timpson to Chair).