



MySpace and its parent company, Fox Interactive Media, are committed to making the Internet a safer and more secure environment for people of all ages. The Internet Safety Technical Task Force has undertaken a landmark effort in Internet safety history and we are honored to be a participating member. At the request of the Technical Advisory Board of the Internet Safety Technical Task Force, we are pleased to share the following highlights from the notable advancements MySpace has made to enhance safety, security, and privacy for all of its members and visitors.

## **INTRODUCTION**

MySpace.com (“MySpace”), a unit of Fox Interactive Media Inc. (“FIM”), is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. By integrating web profiles, blogs, instant messaging, email, music streaming, music videos, photo galleries, classified listings, events, groups, college communities, and member forums, MySpace has created a connected community. As the first-ranked web domain in terms of page views, MySpace is the most widely used and highly regarded site of its kind and is committed to providing the highest quality member experience. MySpace will continue to innovate with new features that allow its members to express their creativity and share their lives, both online and off. MySpace has thirty one localized community sites in the United States, Brazil, Canada, Latin America, Mexico, Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Korea, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey, UK, Australia, India, Japan and New Zealand.

MySpace’s global corporate headquarters are in the United States given its initial launch and growth in the U.S. MySpace has developed a close, cooperative working relationship with government policymakers, law enforcers, and NGOs, and we are committed to expanding our efforts to develop similar relationships in countries where we localize our site. Currently, we have been doing so in Australia, the United Kingdom, France, Italy, Brazil and other countries.

MySpace has exponentially evolved in an ever changing Internet world. When Fox Interactive Media and News Corp., acquired MySpace in 2005, the site had 22 million registered users. Today, this site has nearly 122 million monthly active users around the globe spanning 31 countries in 17 languages. The site currently handles approximately 20 million images and 105,000 videos uploaded per day.

MySpace has made efforts to build a foundation of safety, security, and privacy that encompasses technology development, user education, NGO partnerships, law

enforcement support, public policy initiatives, and industry cooperation. The work that MySpace does in this area strives to attain three goals which we often describe as the “Three C’s”:

- Content – prevent access to inappropriate content
- Contact – prevent unwanted contact
- Collaboration – partner with law enforcement, safety advocates, law makers, and educators to enhance safety, security, and privacy as a community and raise awareness in these areas

While the industry has historically taken a reactive approach, MySpace has endeavored to provide a combined reactive and proactive approach to safety, security, and privacy. As such, MySpace has implemented over 100 safety features and programs designed to increase user safety, security, and privacy in the past two years alone.

A central component of MySpace’s efforts is adopting, as closely as possible, safety features that society follows in the physical world into the online world. More specifically, MySpace takes a comprehensive and holistic approach that involves the following elements working together:

- Site-specific safety features, policies, and practices to address illegal and otherwise harmful content;
- Cooperation with law enforcement and collaboration to the extent permitted by law;
- Engaged and informed parents with access to tools to protect their children;
- Easy to use tools for members to protect themselves and their privacy and to report any abusive contact or content;
- Robust safety educational information available to members, parents, and teachers;
- Strong online safety legislation; and
- Collaboration with organizations that further promote online safety and education.

MySpace’s safety, security, and privacy program starts with a staff with a strong background in law enforcement and Internet safety issues. The worldwide program is headed by Hemanshu Nigam, a former U.S. Department of Justice Internet crimes prosecutor who also has held executive-level security positions at Microsoft and the Motion Picture Association of America. The MySpace global safety initiatives and law enforcement coordination are overseen by Jennifer Mardosz, also a former U.S. Department of Justice prosecutor who specialized in Internet crimes against children. MySpace has dedicated safety personnel based in Australia, the UK, France, Italy and Brazil. MySpace also works closely with John Carr, a renowned child protection advocate. Carr has a wide range of experience in this area, serving as Secretary of the UK’s Children’s Charities’ Coalition on Internet Safety, and as the former Head of the Children & Technology Unit at National Children’s Home as well as other positions in the field.

## **SAFETY FEATURES**

MySpace has proactively sought to improve online safety by adopting and continuing to advance the safety features described below.

- ***Image and Video Review:*** MySpace reviews images and videos that are uploaded to the MySpace servers and photos deep-linked from third party sites for compliance with the Terms of Use and Photo/Video policy (which prohibit nudity, pornography, and sexually explicit images). If an image or video violates our Terms of Use, the content and possibly the entire profile are deleted. Hashing technology is also used to prevent inappropriate images from being uploaded a second time, after they have already been identified as inappropriate.
- ***Enforcing Age Limits:*** MySpace's Terms of Use have minimum age restrictions, currently set at 13 years old. While there is currently no effective age verification mechanism due to technical, legal, and data challenges, MySpace has adopted a number of technical solutions and procedures to enforce the age restriction. For example, the MySpace registration page requires prospective members to select their year of birth from a drop down menu currently ranging from 1908 to 2008, and individuals who enter a date that does not meet the requisite age are not permitted to register. MySpace also places a session cookie on the registration page so that a prospective member cannot change his/her age if the initial age was below that specified in our Terms of Use.

To combat a situation where an underage minor lies about his or her age, MySpace employs a strengthened search algorithm, utilizing terms commonly used by underage users, to find and delete underage profiles. The site is scanned for such terms, and the database of search terms is updated to reflect changes in user behavior and terminology.

Profiles that have been reported by MySpace members or parents as belonging to an underage user also are reviewed by MySpace. Whenever an underage user is identified, the profile is deleted. MySpace similarly will remove members if we believe they are over 18 and they represent themselves as under 18.

- ***Privacy Settings:*** All users have the option to set their profiles to private and profiles of users under 18 are automatically set to private upon account creation. The privacy setting for users under 16 prohibits any unsolicited contact or communication with users not given the status of friend who are over the age of 15. If users under 16 override their privacy settings, they are still only viewable by other users under 18. Users 18 and over can only become "friends" with users under 16 if they know the user's last name or email address.

Additionally, all users have the option to block users in specific age ranges from contacting them. Users under 18 can block users 18 and over from contacting

them or viewing their profiles and, alternatively, users 18 and over can block users under 18 from contacting them or viewing their profiles. All users also can conceal their 'online now' status, and can pre-approve all comments before allowing them to be posted to their profile or blogs.

Finally, upon registration minors are locked into their selected age preventing them from bypassing important age based safety features.

- ***Users Empowered to Report:*** MySpace offers users standardized methods to report inappropriate content to MySpace. Specifically, throughout the site there are links to "Contact MySpace" and a link to "Report Abuse" at the bottom of every MySpace user's profile. Additionally, links to report abuse are provided in other areas containing user-generated content, including emails, videos, photos and forum postings.
- ***Teachable Moments:*** For the safety and security of its users, MySpace blocks adult and malicious third party links and provides an interstitial warning page when following a link that takes a user outside MySpace.com. These instances provide the opportunity for teachable moments in which the user is taught about the reasons a link might be disabled or how to be cautious with their personal information outside of MySpace. Other teachable moments include safety tips that are required to be read in order for a minor to create an account, as well as warnings to exercise caution with personal information when updating your profile as a minor.
- ***Remove Registered Sex Offenders:*** MySpace is committed to adopting safety features from the physical world into the online setting. For example, convicted sex offenders are required to register their physical addresses on publicly available sex offender registries. MySpace partnered with Sentinel Tech Holding Corp. to build a database, called "Sentinel SAFE," which compiles all the registries into one centralized searchable database. We are currently comparing the Sentinel SAFE database against the MySpace database so we can remove registered sex offenders from our site. We are deleting the registered sex offenders' profiles and preserving the information for law enforcement.
- ***Crisis Intervention:*** The National Center for Missing and Exploited Children has developed a system to send emergency notifications to local communities via traditional communications (radio and television) when a child becomes missing. MySpace has partnered with NCMEC to distribute localized online AMBER Alerts on the MySpace site to help bring a missing child home as soon as possible. To date MySpace has served over 463,000,000 AMBER Alert impressions to its users.

MySpace has also partnered with safety and mental health organizations including the National Suicide Prevention Lifeline to help at risk teens connect with the experts who can assist them through a crisis.

- **Email Verification:** MySpace requires that users register with a valid and authenticated email address. This reduces spam, and helps law enforcement track down potential criminals by removing some of the anonymity of individuals by associating them with an actual email address.
- **Resources for Parents:** Parents worldwide can contact MySpace with any concerns they have about their teen’s account by selecting the “Contact MySpace” option at the bottom of every webpage. Messages submitted through the local “Contact MySpace” link are routed to a specialized team that will work with parents to resolve any issues, including deletion of a MySpace profile at a parent’s request. Parents are encouraged to alert us if there are areas of concern so that we can take appropriate action.

MySpace also introduced a ParentCare hotline and email ([parentcare@myspace.com](mailto:parentcare@myspace.com)) for parents who need additional and personalized assistance resolving issues related to their teen’s use of MySpace. Through the ParentCare hotline and email, parents and guardians can contact MySpace via phone or email. Instructions for contacting ParentCare through the telephone hotline or via email can be found in the parents section of the MySpace Safety site, accessible from the Safety Tips link located at the bottom of every MySpace page or at <http://www.MySpace.com/safety>.

- **Dedicated Team for Customer Care:** Sensitive issues such as cyberbullying, impostor profiles, and harassment are handled by a special Customer Care team. This is a primary source of user problems, and our teams engage in labor intensive reviews of these issues to determine if the complaints are factual and then to determine the proper response.
- **Parental Software:** MySpace developed and released ParentCare, free software that, once downloaded onto a computer, identifies users who log into MySpace from that computer. The software reveals user-provided information (age, user name, and hometown) to parents so they will know whether their child has a MySpace profile and what age the child has claimed to be regardless of the computer that the child subsequently uses to log in to the site. The ParentCare software is designed to support MySpace’s special safety protections for community members under 18. By enabling parents to learn whether a teen has a MySpace profile and is using his or her accurate age, it helps to ensure those protections are in place to prevent unwanted adult contact with users under 18; stops underage users from joining MySpace; and prevents access to inappropriate content by users under 18.
- **Preventing Teens from Accessing Age-Inappropriate Content:** MySpace restricts the ability of younger users to access age-inappropriate content. For example, users under 18 are denied access to age-inappropriate areas such as

Romance & Relationship chat, forums, and groups; all groups designated as Mature; and Classified categories such as Personals and Casting Calls.

- **Crisis Communication:** MySpace in partnership with the Department of Homeland Security worked to distribute up to the minute severe weather information during the hurricane season. In the period following Hurricane Gustav, MySpace was the fourth largest referrer of traffic to DHS.gov.

MySpace is also working with universities to incorporate MySpace as one of the communication conduits in their emergency protocols to help keep students who are MySpace users informed during an emergency.

- **Group Review:** Using keyword tools, groups are proactively reviewed for inappropriate content. Inappropriate group content is removed with action taken against the group itself and the group's moderator if warranted.
- **Partnership with NCMEC:** Illegal content discovered by MySpace agents through proactive review is immediately reported to the National Center for Missing and Exploited Children. Additionally, MySpace empowers users to send a report directly to the Center by providing a direct link to the CyberTipline along with easy to follow instructions.
- **Closed School Section:** Users who wish to join a school forum for current students must be "vouched" for by existing student members. Requiring that the member be known to other students in the real world creates a natural barrier between current students and other users.

## **SECURITY FEATURES**

FIM and MySpace recognize that users want a more secure experience online as well as a safer experience. MySpace has implemented many features to combat abuse of its service.

- **Interstitial Pages:** Interstitial pages appear when clicking on third party links. These pages inform users that they are leaving MySpace.com and to be mindful not to reveal their login information. Since the launch of these interstitial pages incidents of malicious fake login pages have dropped by 75%.
- **Comprehensive Spam Settings:** Users are empowered with over twenty communication preference options designed to allow them to restrict communication as strictly or as leniently as they choose. MySpace can guide users' settings if they choose to utilize one of three levels of preset options (low, medium, or high) or the user can customize their settings by enabling any individual options they wish.

- ***CAPTCHAs:*** CAPTCHAs are simple visual gateway puzzles designed to be solved easily by human users but difficult or impossible for computers to solve in an automated environment. By requiring CAPTCHA solutions to perform specific activities on MySpace, and by allowing users to have the option to require CAPTCHA solutions for certain methods of contact, MySpace has drastically reduced spam on its service.
- ***Phishlocking Tool:*** Spammers thrive on the inherent trust of communication users receive from friends to propagate their advertisements. MySpace has developed a tool which can detect user accounts that may have been phished and “lock” them, preventing the account from perpetuating the advertisement until the user can update their password and solve a CAPTCHA.
- ***MSPLINK Implementation:*** All third party links on MySpace are now converted into ‘MSPlinks’ which act as a wall between MySpace and outside websites. When a user posts a third party link on MySpace it is physically converted to a new link and routed through MSPlinks.com. In doing so, MySpace maintains control of third party links on its service and can “turn off” malicious or inappropriate links immediately and retroactively across the entire site. Even malicious links that are purposely malformed to deceive MySpace security tools can be recognized and disabled under this method.
- ***Pattern Tracking:*** MySpace utilizes a series of tools to identify anomalies in how a user might be using MySpace. These tools then allow MySpace to block and filter incoming connections to MySpace thus minimizing the presence of spammers and phishers on the site.
- ***Dedicated Team for Security Enforcement:*** A dedicated security team works to identify potential problems and takes immediate action when security issues occur.
- ***Users Empowered to Report:*** MySpace offers users consistent methods to report inappropriate content including spam and phishing pages. See section “Safety Features: Users Empowered to Report” for more information.
- ***Teachable Moments:*** See section “Safety Features: Teachable Moments” for more information.
- ***Application Security:*** Applications are widgets created by third party developers, often with interactivity that can be installed into users’ profiles and shared with other users. Prior to approval, all applications are reviewed by MySpace staff to ensure compliance with MySpace Developer’s Platform API’s and posted Application Guidelines such as those designed to prevent nudity and pornography.

See section “Privacy Features: Application Privacy” for more information.

- **Privacy Settings:** See section “Safety Features: Privacy Settings” for more information.

## **PRIVACY FEATURES**

FIM and MySpace strive to enable users to determine the precise level of privacy they desire. In that vain, MySpace features customizable privacy features and options.

- **Email Notifications:** Users have the option to subscribe or abstain from seventeen types of email notification in relation to their account. Users can choose as much or as little contact from MySpace via email as they wish.
- **Privacy Settings:** Users have the ability to restrict access to specific posted content such as blogs, images, and videos. For instance a user can make an image visible to everyone, friends only, or only themselves. These settings allow MySpace users to choose from many levels of privacy.

See section “Safety Features: Privacy Settings” for additional information.

- **Friend Updates:** Users can not only control what updates they would like to receive from their selected friends, but also what updates are sent to their friends from their own profile regarding their activity on MySpace. Fourteen individual options allow a user to determine whether their friends are updated when they do anything from adding a new photo to posting a message in a forum. Once again, a user can choose as many or as few options as they wish.
- **Closed School Section:** See section “Safety Features: Closed School Section” for additional information.
- **Application Privacy:** Installation of these applications is entirely at the user’s discretion. MySpace users have the ability to block third party applications installed by others on their friends list from accessing their personal information. Users may also block all messages and comments from third party applications.

The measures outlined above are just a sample of the steps MySpace has taken to enhance user safety, security, and privacy. Please refer to the MySpace Safety and Security Overview at the end of this document for further information on some of the additional significant steps MySpace has taken to provide all of our users with a safer more secure online experience.

## **LAW ENFORCEMENT**

MySpace has developed comprehensive Law Enforcement Guides for both U.S. and international law enforcement to explain how to obtain the information they may need from MySpace for their investigations. The Guides describe what type of information is available and the mechanisms by which law enforcement may lawfully request it. MySpace also maintains a 24/7 dedicated hotline and email address for use solely by law enforcement. To date MySpace has trained over four thousand law enforcement officers in addition to distributing over five thousand copies of the Law Enforcement Guide.

In partnership with sixteen law enforcement agencies across the U.S., MySpace has formed an Anti-Gang Task Force to explore the landscape of online gang activity. MySpace agents will take part in cross-training with detectives and officers from the Los Angeles Police Department's hardcore gang unit as a facet of this partnership.

Internationally, MySpace employs dedicated safety personnel located in three EU countries, UK, France, and Italy, as well as Brazil and Australia to serve as a liaison between local law enforcement and MySpace. Safety personnel help facilitate law enforcement inquiries by liaising with the US-based law enforcement team. They also implement safety programs and partnerships with local government agencies and NGOs.

## **LEGISLATIVE STRATEGY**

MySpace believes that one of the best ways to fight crime on the Internet is to recognize that the web is every bit a neighborhood as our cities and towns and to modernize our laws with this reality. Our criminal laws from the offline world fit well in the online world, following the core principles of education, law enforcement support, and appropriate criminal penalties. In particular, MySpace works with government and legislators to promote legislation that is aimed at fighting sexual predator activity on the web.

- ***Email Registration for Sex Offenders:*** In the United States, most sex offender registries require registration only of physical addresses. MySpace is advocating that those sex offenders also be required to register their email addresses with the registries. That way, MySpace and other websites can then use that information to keep convicted sex offenders from signing up on their site. However, if a registered sex offender uses a false or unregistered email address, they would face criminal penalties. Twenty one states in the U.S. have passed such legislation and it has been introduced into numerous others. (Alaska, Arizona, Connecticut, Florida, Georgia, Hawaii, Illinois, Kansas, Kentucky, Louisiana, Maryland, Mississippi, Missouri, New York, New Hampshire, North Carolina, Oklahoma, Tennessee, Utah and Virginia.) In addition, the recently enacted KIDS Act has enacted a similar requirement for convicted sex offenders in the federal arena. Recently, the American Legislative Exchange Council adopted sex offender email registry legislation as part of a broad Internet safety "model bill," with the

likelihood of U.S. state adoption more broadly in 2009.

- ***Anti-grooming/Misrepresentation of Age to Solicit Minors Online:*** MySpace also supports legislation that makes it a crime for an adult Internet user to lie about his or her age with the intent to solicit a minor online for sexual purposes.
- ***Online Safety Education:*** We support legislation that mandates online safety education in our schools with the necessary funding to make it meaningful.
- ***Resources for Law Enforcement:*** We support legislation that increases funding and resources for law enforcement to investigate and prosecute crime in both the real and online worlds.

## **EDUCATION AND OUTREACH**

MySpace firmly believes in the power of user education and collaborative outreach in the pursuit of improved online safety and has, therefore, worked with law enforcement, schools, community groups, and Internet users to educate its constituents. These are essential steps. As MySpace becomes increasingly popular, it will continue to pursue and foster these relationships with law enforcement agencies, education groups, NGOs and community representatives.

- ***Law Enforcement:*** MySpace provides training to cybercrime units in the U.S. and countries where it has safety personnel on how to investigate and prosecute cybercriminals using MySpace. MySpace also provides both a U.S. and international law enforcement guide to educate law enforcement officers worldwide about MySpace and provide contact information for a dedicated 24/7 hotline.
- ***Parents:*** Parents are an integral part of the effort to keep teens as safe as possible online. Therefore, we provide extensive educational resources for parents and teens on the site, including links to safety tips for parents and users that appear at the bottom of every page of the site. The Safety Tips section provides comprehensive guidelines on how to use MySpace safely. The parent Safety Tips are designed to educate parents about MySpace and how to help their teens make safe decisions in relation to their use of online communities. They also encourage parents to talk with their kids about how they communicate with others and how they represent themselves on MySpace.

Additionally, the Safety Tips provide parents with step-by-step instructions detailing how to remove their teen's profile from MySpace if they so desire, and links to free software that enables parents to monitor or block their teen's use of the Internet, including blocking MySpace. While every market can access the Safety Tips link at the bottom of every page, MySpace is in the process of editing

these Safety Tips for markets where we have localized sites to ensure locally relevant content.

MySpace also provides a link for parents to purchase books which provide safety tips for parents. “MySpace Unraveled,” written by renowned online safety experts Larry Magid and Anne Collier, reviews safety on MySpace specifically for parents. “MySpace, MyKids,” written by Internet safety expert Jason Illian, provides advice to parents on how to communicate with their children about online safety.

- **Teens:** MySpace spends significant resources educating teens on how to navigate the Internet safely and securely and about safety issues such as posting of personal information, cyberbullying, phishing and exposure to inappropriate material and contact. A great deal of progress has been made over the past few years in providing a variety of protections for teens using social networking sites like MySpace and the Internet in general. Research continues to show that teens are taking advantage of the tools and education they have been provided to protect themselves. However, more can be done to identify and provide support to those teens that are already at risk in the physical world, as those teens might also be at risk in the online environment despite the tools and education available to them.

Some relevant studies in this area include the following:

- Amanda Lenhart, *Teens, Stranger Contact & Cyberbullying*, Pew Internet & American Life Project (April 30, 2008), available at [http://pewinternet.org/PPF/r/250/presentation\\_display.asp](http://pewinternet.org/PPF/r/250/presentation_display.asp).
- Janis Wolak, et al., *Online “Predators” and Their Victims: Myths, Realities, and Implications for Prevention and Treatment*, American Psychologist, Vol. 63, No. 2 111-28 (Feb.-Mar. 2008), available at <http://www.apa.org/journals/releases/amp632111.pdf>. The authors state the social networking sites do not appear to have increased the risk of victimization by online molesters. *Id.* at 117.
- Michele L. Ybarra & Kimberly J. Mitchell, *How Risky Are Social Networking Sites? A Comparison of Places Online Where Youth Sexual Solicitation and Harassment Occurs*, Pediatrics (Jan. 28, 2008), available at <http://www.pediatrics.org/cgi/content/full/peds.2007-0693v1> (concluding that broad claims of victimization risk associated with social networking sites do not seem justified).
- Janis Wolak, et al., *1 in 7 Youth: The Statistics about Online Sexual Solicitations*, Crimes Against Children Research Center (Dec. 2007), available at <http://cyber.law.harvard.edu/sites/cyber.law.harvard.edu/files/1in7Youth.pdf>.
- Internet Caucus Advisory Committee, Panel Discussion, *Just the Facts About Online Youth Victimization: Researchers Present the Facts and*

*Debunk Myths* (May 2007), available at <http://www.netcaucus.org/events/2007/youth/20070503transcript.pdf>.

- Larry D. Rosen, *Adolescents in MySpace: Identity Formation, Friendship and Sexual Predators* (June 2006), available at <http://www.csudh.edu/psych/Adolescents%20in%20MySpace%20-%20Executive%20Summary.pdf>
- **Outreach to Educators:** MySpace has produced the “School Administrator’s Guide to Understanding MySpace and Social Networking Sites.” This guide addresses the specific needs and concerns that educators and school administrators may encounter on MySpace. The guide has been distributed to over 55,000 schools.
- **In Europe, MySpace has** been working with thirteen other multi-national technology and telecommunications companies as part of a newly formed industry partnership with a European education organization called European Schoolnet (EUN) to deliver a coordinated set of education and awareness materials aimed at teachers across Europe. See <http://en.teachtoday.eu/>
- **NGO Partnerships:** MySpace is also involved with, and dedicates resources to help, non-governmental organizations on Internet safety issues. Some U.S.-based safety organizations include IKeepSafe.org, NCMEC, Enough is Enough, Connect Safely and the Family Online Safety Institute. MySpace is developing a similar strategy for outreach in other countries.
- **Media Outreach:** MySpace has an extensive media reach and has used these abilities to increase public awareness about online safety, security, and privacy. MySpace has also launched Public Service Announcements (PSAs) on Internet safety, security, and privacy through News Corporation and Fox’s media platforms and other platforms targeted at both children and adults. This has included News Corporation and MySpace engagement in the largest PSA campaigns on Internet safety with NCMEC as well as the development of celebrity-based multimedia PSA campaigns on Internet safety via multiple media outlets, in addition to online PSAs. MySpace recently joined with Internet Keep Safe Coalition ([www.ikeepsafe.org](http://www.ikeepsafe.org)) to release a broadcast PSA geared at encouraging parents to talk with their teens about their Internet use and help them make smart decisions online. The PSA aired across all Fox broadcast and cable networks, including during shows such as American Idol. This PSA reached an audience of over 150 million viewers. Also as part of this effort, FIM partnered with Common Sense Media and the PTA to launch a national television PSA campaign featuring “24” star Kiefer Sutherland. MySpace is exploring similar outreach activities for deployment outside of the U.S.

## **SETTING THE BAR FOR SOCIAL NETWORKING SAFETY**

MySpace believes that social networking sites should engage in at least the following six safety practices as a minimum bar to entry into this area. We refer to these items as the “Big Six:”

- ***Review Images and Videos:*** Sites should find ways to review hosted images and videos, deleting inappropriate ones when found.
- ***Check Discussion Groups:*** Social networking sites should review discussion groups to find harmful subject matter, hate speech, and illegal behavior, deleting that content when it is found.
- ***Remove Registered Sex Offenders:*** Social networking sites should ban registered sex offenders from setting up accounts on their sites using technology that already exists today.
- ***Enforce Minimum Age Requirements:*** Sites should enforce their minimum age requirements and take steps to identify and remove underage users who have misrepresented their age to gain access.
- ***Protect Younger Users from Adults They Don’t Know:*** Social networking sites should implement default privacy settings that prevent adults from contacting teens under 16 who they do not already know in the physical world.
- ***Partner with Law Enforcement and Other Experts:*** All sites should have law enforcement hotlines available at all times to assist law enforcement during emergencies and on routine inquiries. In addition, sites should engage experts in pertinent fields to enhance site safety.

## **CONCLUSION**

MySpace is committed to a continued public private partnership to enhance safety, security and privacy. In connection with this commitment, we are working with law enforcement, governments, and NGOs in the myriad of ways described above, including promoting the adoption of site-specific safety measures, a targeted legislative strategy, and collaborative efforts.

## **APPENDICES**

The above information represents much of the effort that MySpace has made on behalf of its users’ safety, security, and privacy. In addition, please find the following information:

***Appendix A:*** A comprehensive overview of MySpace safety, security, and privacy features.

***Appendix B:*** Joint Statement on Key Principles of Social Networking Sites Safety

## APPENDIX A



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### **MySpace Safety, Security and Privacy Overview**

MySpace is committed to making our community as safe as possible for all of our members. Safety, security, and privacy are built into every new site feature and we have designed and built features specifically to enhance the security of our online community. This is an ongoing process that we are constantly reviewing and updating under the leadership of our Chief Security Officer, Hemanshu Nigam, who spent 18 years as a career prosecutor and child safety advocate. Nigam is a former Department of Justice Internet crimes prosecutor who held executive-level security positions at Microsoft and the MPAA and who leads a team that works full-time on safety and security-related initiatives across the company. In addition, MySpace has a robust team dedicated to policy enforcement and content review that work to identify potential problems and takes immediate action when safety and/or security issues occur.

We work hard to provide users with access to age appropriate content, to shield younger users from older members of the community, and to partner with law enforcement in these efforts. Some of the most significant steps we have taken in this area include:

#### ***Preventing Underage Users***

- Our Terms of Use indicate that users must be 13 yrs of age or older to utilize our site
- We employ a search algorithm, utilizing terms commonly used by underage users, to seek and weed out individuals misrepresenting their age
- Additionally, our team actively searches out underage users by hand
- We delete thousands of profiles per week for misrepresenting their age

#### ***Protecting Younger Users from Inappropriate Contact***

- Users under 18 are automatically assigned a Private Profile upon account creation
- No user can browse for users under 16
- Adults can never add under 16's as a friend unless they know the under 16's last name or email address (adult must know the user in the physical world)
- If users under 16 override their privacy settings, they are still only viewable by other users under 18
- Mature groups cannot be accessed by under 18's

- Users under 18 can block all users over 18 from contacting them or viewing their profile
- 13-15 yr olds are tagged to be un-searchable by age on search engines
- 13-15 yr olds can only receive group invites from the individuals in the friend network
- Users under 18 cannot access age-inappropriate areas such as Romance and Relationship chat, forums and groups, Mature groups and certain Classified categories including dating and casting calls
- Users under 18 cannot browse for age inappropriate categories such as relationship status, smoker, drinker, or income
- Users over 18 are limited in their ability to search in the School section- they can only search for high school students graduating in the current or upcoming year
- The creation and implementation of an adult website database that restricts users from posting mature links on their profile

#### ***Protecting Younger Users from Inappropriate Content***

- Hosted images and videos are reviewed for compliance with Terms of Use (this includes over 10 million new images and videos uploaded everyday)
- Known inappropriate URLs are blocked from being posted on the site
- IP logs of image uploads are captured
- User accounts deleted for uploading pornographic videos
- Alcohol related ads prohibited from reaching under 21's
- Smoking/Drinking preferences blocked for under 18's/under 21's
- Groups and classifieds are reviewed when inappropriate content is suspected
- Users under 18 are defaulted in a way that requires them to pre-approve all comments made on their profiles

#### ***Reporting Inappropriate Content***

- Users can report inappropriate content or behavior to MySpace
- Users can report spam email complaints to MySpace
- Users can directly report sexually explicit conduct to NCMEC's CyberTipLine
- Users can easily "Report Abuse" in email, videos, forum posts and classifieds
- Users are easily able to provide reasons when reporting images for Terms of Use violations

#### ***Providing Tools for all Members***

- All users can set profile to Private
- Users can pre-approve all comments before being posted
- Users can block another user from contacting them
- Users can conceal their 'online now' status
- Users can prevent forwarding of their images to other sites
- Users over 18 can block users under 18 from contacting them or viewing their profile
- All users can allow only those users whom they have proactively added to their Contact List to see when they are on IM and to contact them

- Users can make all their photos, or sections of their photos, Private
- 32,000 school moderators oversee school forums

### ***Providing Education***

- All users under 18 receive security warnings before posting content
- All users under 18 must review and scroll through Safety Tips when they sign-on to the site
- Safety Tips link on every page which includes links to parent monitoring and blocking software
- Contact MySpace link on every page
- MySpace Parent Brochure available on Parent Safety Tips page
- School Administrator's Guide to Understanding MySpace and Social Networking Sites distributed to over 55,000 schools.
- Aggressive education campaign through MySpace, News Corp properties, and third-party partners including National Center for Missing & Exploited Children, National PTA, AdCouncil, Seventeen Magazine, National School Board Association & the National Association of Independent Schools.
- Extensive PSA campaigns across News Corp properties

### ***Partnering with Non-profit Organizations***

- Partnerships with the Illinois Library Association and the American Library Association to distribute millions of bookmarks on Internet safety in public libraries across the U.S.
- AMBER Alerts: MySpace partners with the National Center for Missing & Exploited Children to distribute localized online AMBER alerts via MySpace so MySpace users can help bring a missing child home
- Education Partnerships with organizations such as ConnectSafely.com, NetFamilyNews.com, WiredSafety.org, I Keep Safe Coalition (iKeepSafe.org), Cyberbullying 411, Enough is Enough and MySpace MyKids
- The donation of Sentential SAFE to NCMEC
- Participate in the UK Government Taskforce on Child Safety on the Internet
- Contributed to the UK Home Office Taskforce's first UK Social Networking Guidance
- Participate in the UK Government's Cyberbullying TaskForce
- Participate in the Australian Government's Consultative Working Group on Cyber-Safety
- Participate in the EU Social Networking Task Force

### ***Partnering with Law Enforcement***

- Ongoing support for local, state, and federal law enforcement in investigations and prosecutions
- 24/7 dedicated hotline and email created for use by law enforcement – not just for emergencies
- Ongoing training provided to cyber crime units on how to investigate and prosecute cyber criminals using MySpace

- Law Enforcement Guide and One Sheet created to help law enforcement agencies understand MySpace and investigate cases

### ***Dedicated MySpace Teams***

- Customer Care Team: handles sensitive user issues within 72 hours
- Content Assurance Team: ensures integrity of safety systems and flags potential flaws
- Parent Care Team: dedicated parent hotline, email (parentcare@myspace.com) and guidebook
- School Care Team: dedicated educator hotline, email (schoolcare@myspace.com) and guidebook
- Law Enforcement Team: dedicated hotline, email (lawenforcement@myspace.com) and guidebook
- Security Incident Response Team: dedicated security team that works to identify potential problems and takes immediate action when security issues occur

### ***Application Information and Data Collection***

- Applications are governed by the same privacy controls that are in place for members
- An application can only get information from the user if the user installs the application and thereby grants the application permission
- MySpace offers a universal setting for not sharing any data, including public information, with any applications

### ***Application Security***

- All applications must use our API's, which have security features built in
- All applications go through a robust security review process before going live to our members
- MySpace takes action against applications that violate safety and security requirements

### ***Taking Ongoing Safety/Security Measures to Spot & Solve Safety Challenges***

- Email verification required for all new MySpace members
- ParentCare: MySpace developed software, called ParentCare, to help parents easily determine whether their teen has a MySpace profile, learn about safety and to ensure their teen's age is accurate.
- Email Registration Legislation: MySpace supports and has testified in favor of, federal and state legislation that would require registered sex offenders to register all of their email addresses, so that we can block them from accessing our site in the first place.
- Joint Statement on Key Principles of Social Networking Safety: MySpace and Attorneys General in the Multi-State Working Group on Social Networking representing 49 states and the District of Columbia joined forces to unveil a Joint Statement on Key Principles of Social Networking Safety designed for industry-

wide adoption. This common set of Principles relates to online safety tools, technology, education and law enforcement cooperation.

These measures represent just a sampling of the steps MySpace has taken to protect our community's safety and enforce our rules.

## APPENDIX B



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### JOINT STATEMENT ON KEY PRINCIPLES OF SOCIAL NETWORKING SITES SAFETY

MySpace and the Attorneys General have discussed social networking sites safety measures with great vigor over several months. MySpace and the Attorneys General agree that social networking sites are a powerful communications tool that provides people with great social benefits. However, like all communication tools, social networking sites can be misused as a means to commit crimes against minors and can allow minors to gain access to content that may be inappropriate for them.

MySpace and the Attorneys General recognize that millions of minors across the world access the Internet each day, and that many of these minors create social networking profiles on MySpace and other social networking sites. Based on recommendations MySpace received from the Attorneys General and online safety advocates, and as a result of its internal safety and engineering teams, MySpace has implemented technologies and procedures to help prevent children under 14 from using MySpace and to help protect minors age 14 and above from exposure to inappropriate content and unwanted contact by adults. The Attorneys General commend MySpace for its efforts to address these issues. They also call upon other social networking services to adopt these principles.

MySpace and the Attorneys General agree that additional ways to protect children should be developed. This effort is important as a policy matter and as a business matter.

**PRINCIPLE:** Providing children with a safer social networking experience is a primary objective for operators of social networking sites.

#### I. ONLINE SAFETY TOOLS

**PRINCIPLE:** Technology and other tools that empower parents, educators and children are a necessary element of a safer online experience for children.

**PRINCIPLE:** Online safety tools, including online identity authentication technologies, are important and must be robust and effective in creating a safer online experience, and must meet the particular needs of individual Web sites.

- MySpace will organize, with support of the Attorneys General, an industry-wide Internet Safety Technical Task Force (“Task Force”) devoted to finding and developing such online safety tools with a focus on finding and developing online identity authentication tools. This Task Force will include Internet businesses, identity authentication experts, non-profit organizations, and technology companies.

***FORMED and ONGOING, LED BY HARVARD LAW SCHOOL’S BERKMAN CENTER FOR INTERNET & SOCIETY***

- The Task Force will establish specific and objective criteria that will be utilized to evaluate existing and new technology safety solutions.
- MySpace and other members of the Task Force will provide adequate resources to ensure that all reasonable efforts are made to explore and develop identity authentication technologies.

***DONE***

- News Corporation will designate a senior executive to work with the Task Force.

***DONE***

- The Task Force will provide the Executive Committee of the Attorneys General Social Networking Working Group (“Executive Committee”) with quarterly reports of its efforts and presentation of a formal report by the end of 2008. The Executive Committee will have continuing access to the Task Force and the designated senior executive of News Corporation.

***ONGOING***

**II. DESIGN AND FUNCTIONALITY CHANGES**

**PRINCIPLE:** Development of effective Web site design and functionality improvements to protect children from inappropriate adult contacts and content must be an ongoing effort.

- MySpace and the Attorneys General share the goal of designing and implementing technologies and features that will make MySpace safer for its users, particularly minors. More specifically, their shared goals include designing and implementing technologies and features that will (1) prevent underage users from accessing the site; (2) protect minors from inappropriate contact; (3) protect minors from inappropriate content; and (4) provide safety tools for all MySpace users.

- The Attorneys General acknowledge that MySpace is seeking to address these goals by (1) implementing the design and functionality initiatives described in Appendix A; and (2) working to implement the design and functionality initiatives described in Appendix B.
- MySpace and the Attorneys General will meet on a regular basis to discuss in good faith design and functionality improvements relevant to protecting minors using the Web site.

*ONGOING (2 written reports submitted regarding the status of implementation of new initiatives, and 1 conference call with Executive Committee members regarding the status of implementation of new initiatives)*

### III. EDUCATION AND TOOLS FOR PARENTS, EDUCATORS, AND CHILDREN

**PRINCIPLE:** Educating parents, educators and children about safe and responsible social networking site use is also a necessary part of a safe Internet experience for children.

- MySpace will continue to dedicate meaningful resources to convey information to help parents and educators protect children and help younger users enjoy a safer experience on MySpace. These efforts will include MySpace’s plan to engage in public service announcements, develop free parental monitoring software, and explore the establishment of a children’s email registry.

<i>PSA:</i>	<i>DONE</i>
<i>MySpace and iKeepSafe Tutorials:</i>	<i>DONE</i>
<i>Parent Care Software:</i>	<i>DONE</i>
<i>Parent Care Hotline:</i>	<i>DONE</i>
<i>Parent Care Email:</i>	<i>DONE</i>
<i>Parent Guide:</i>	<i>DONE</i>
<i>New MySpace Safety Tips:</i>	<i>DONE</i>

- MySpace shall use its best efforts to acknowledge consumer reports or complaints received via its abuse reporting mechanisms within 24 hours of receiving such report or complaint. Within 72 hours of receiving a complaint or report from a consumer regarding inappropriate content or activity on the site, MySpace will report to the consumer the steps it has taken to address the complaint.

*Reports or complaints received through Report Abuse acknowledged within 24 hours – DONE.*

*Design modifications to extend ability to acknowledge within 24 hours reports/complaints submitted through other mechanisms, and to report back to the consumer on steps taken within 72 hours, have been developed and approved internally. Awaiting review by Independent Examiner before implementation.*

- For a two (2) year period MySpace shall retain an Independent Examiner, at MySpace's expense, who shall be approved by the Executive Committee. The Independent Examiner shall evaluate and examine MySpace's handling of these consumer complaints and shall prepare bi-annual reports to the Executive Committee concerning MySpace's consumer complaint handling and response procedures, as provided above.

***DONE***

#### **IV. LAW ENFORCEMENT COOPERATION**

**PRINCIPLE:** Social networking site operators and law enforcement officials must work together to deter and prosecute criminals misusing the Internet.

- MySpace and the Attorneys General will work together to support initiatives that will enhance the ability of law enforcement officials to investigate and prosecute Internet crimes.
- MySpace and the Attorneys General will continue to work together to make sure that law enforcement officials can act quickly to investigate and prosecute criminal conduct identified on MySpace.
- MySpace has established a 24-hour hot line to respond to law enforcement inquiries. In addition, News Corporation will assign a liaison to address complaints about MySpace received from the Attorneys General. MySpace will provide a report on the status of its response to any such complaint within 72 hours of receipt by the liaison.

***DONE***

***LAW ENFORCEMENT GUIDES ISSUES TO OVER 5000 LAW ENFORCEMENT OFFICERS.***

***TRAINED OVER 4000 LAW ENFORCEMENT OFFICERS IN PERSON.***

## **APPENDIX A: DESIGN AND FUNCTIONALITY CHANGES**

### **Preventing Underage Users**

1. Browse function - limit to 68 years and below.

***DONE***

2. MySpace will implement “age locking” for existing profiles such that members will be allowed to change their ages only once above or below the 18 year old threshold. Once changed across this threshold, under 18 members will be locked into the age they provided while 18 and older members will be able to make changes to their age as long as they remain above the 18 threshold. MySpace will implement “age locking” for new profiles such that under 18 members will be locked into the age they provide a sign-up while 18 and older members will be able to make changes to their age as long as they remain above the 18 threshold.

***DONE***

### **Protecting Younger Users from Inappropriate Contact**

1. Users able to restrict friend requests to only those who know their email address or last name.

***DONE***

2. “Friend only” group invite mandatory for 14 and 15 year olds.

***DONE***

3. “Friend only” group invite by default for 16 and 17 years olds.

***DONE***

4. Users under 18 can block all users over 18 from contacting them or viewing their profile.

***DONE***

5. Users over 18 will be limited to search in the school section only for high school students graduating in the current or upcoming year.

***DONE***

6. Users over 18 may designate their profiles as private to users under 18, and users under 18 may designate their profiles as private to users over 18.

***DONE***

7. Limit search engine ability to crawl all private profiles.

***DONE***

8. Users under 18 cannot designate themselves as swingers.

***DONE***

9. Users under 16 are automatically assigned a private profile.

***DONE***

10. Users over 18 cannot browse for users under 18.

***DONE***

11. A user cannot browse for users under 16.

***DONE***

12. Users over 18 cannot add users under 16 as friends unless they know the under 16 user's last name or email address.

***DONE***

13. Personally identifiable information removed upon discovery.

***DONE***

14. Users under 18 cannot browse for swingers.

***DONE***

15. MySpace will not allow unregistered visitors to the site to view any search results related to mature areas of the site, profiles that are private to under 18s, or other groups and forums geared toward sexual activity and mature content.

***DONE***

16. MySpace will change the default for under 18 members to require approval for all profile comments.

***DONE***

17. MySpace will remove the ability for under 18 members to browse the following categories: relationship status, “here for”, body type, height, smoke, drink, orientation and income.

***DONE***

18. If users under 16 override their privacy settings, they are still only viewable by other users under 18.

***DONE***

19. When user posts images, they will receive a note including IP address of the computer that uploaded the image.

***DONE***

20. Add sender URL in mail for private messages.

***DONE***

21. Locate underage users (searching specific keywords, reviewing groups and forums, and browsing certain age ranges).

***DONE***

22. Profiles of Registered Sex Offenders identified through Sentinel SAFE technology are reviewed and, once confirmed, are removed from the site. The associated data are preserved for law enforcement.

***DONE***

**Protecting Younger Users from Inappropriate Content**

1. Implementation of image policy for hosted images that employs hashing technology to prevent inappropriate image uploads.

***DONE***

2. Expand flag spam/abuse to allow categorization of flagged message.

***DONE***

3. Expand “Report Image” functionality to include a drop down menu that provides members with greater specificity on why they are reporting image. Categories to include Pornography, Cyberbullying, and Unauthorized Use.

***DONE***

4. Under 18s/under 21s cannot access tobacco/alcohol advertisements.

***DONE***

5. MySpace and Attorneys General commit to discuss with Google the need to cease directing age inappropriate linked advertisements to minors.

***DONE***

6. Events may be designated for all ages, for 18 + or for 21+.

***DONE***

7. MySpace will notify users whose profiles are deleted for Terms of Service Violations.

***DONE***

8. Groups reviewed for incest, hate speech or youth sex subjects with violators removed from site.

***DONE***

9. Members determined to be under 18 to be removed from mature Groups.

***DONE***

10. Posts determined to be made to mature Groups by under 18 members to be removed.

***DONE***

11. Any mature Groups determined to be created by under 18 members will be removed entirely and the user accounts may be deleted for violating the Terms of Service.

***DONE***

12. Users under 18 to be denied access to Romance & Relationships Forum and Groups.

***DONE***

13. Users under 18 will not have access to inappropriate parts of Classifieds (dating, casting calls).

***DONE***

14. Members may request to label Groups they create as mature.

***DONE***

15. Flagged Groups are reviewed and categorized by MySpace staff.

***DONE***

16. Members under 18 and non-registered users may not enter or view a Group page that has been designated as mature.

***DONE***

17. MySpace hired a Safety Product Manager.

***DONE***

18. Smoking/Drinking preferences blocked for under 18s/under 21s.

***DONE***

19. User accounts promptly deleted for uploading child pornographic images and/or videos and referred to NCMEC.

***DONE***

20. MySpace does not tolerate pornography on its site, and users determined to have uploaded pornographic images and/or videos flagrantly and/or repeatedly will have their accounts deleted.

***DONE***

### **Providing Safety Tools Protective Tools For All Members**

1. All users may set profile to private.

***DONE***

2. All users can pre-approve all comments before being posted.

***DONE***

3. Users can block another user from contacting them.

***DONE***

4. Users can conceal their “online now” status.

***DONE***

5. Users can prevent forwarding of their images to other sites.

***DONE***

6. MySpace adds “Report Abuse” button to Email, Video, and Forums.

***DONE***

7. Users over 18 can block under 18 users from contacting them or viewing their profiles.

***DONE***

8. All users can allow only those users whom they have proactively added to their Contact List to see when they are on IM and to contact them.

***DONE***

9. “Safety Tips” Available on every page of MySpace.

***DONE***

10. “Safety Tips” Appear on registration page for anyone under 18.

***DONE***

11. Users under 18 must affirmatively consent that user has reviewed the Safety Tips prior to registration. MySpace will require under 18 members to scroll through the complete Safety Tips upon registration. MySpace will also require under 18 members to review the Safety Tips on an annual basis.

***DONE***

12. Additional warning posted to users under 18 regarding disclosure of personal information upon registration.

***DONE***

13. Safety Tips are posted in the “mail” area of all existing users under 18.

***DONE***

14. Safety Tips contain resources for Internet Safety including FTC Tips.

***DONE***

15. Phishing warning added to Safety Tips.

***DONE***

16. Safety Tips for Parents provides links to free blocking software.

***DONE***

17. Parent able to remove child's profile through the ParentCare Hotline and ParentCare Email.

***DONE***

18. MySpace will have “Tom” become a messenger to deliver Safety Tips to minors on MySpace.

***DONE***

19. All users under 18 receive security warnings before posting content.

***DONE***

## **APPENDIX B: DESIGN AND FUNCTIONALITY INITIATIVES**

MySpace will continue to research and develop online safety tools. Based on recommendations MySpace received from the Attorneys General and online safety advocates, and as a result of the work of its internal safety and engineering teams, MySpace’s current plans include the following initiatives:

### **Limiting MySpace Membership to Users 14 and Over**

1. Engage a third-party to build and host a registry of email addresses for children under 18. Parents would register their children if they did not want them to have

access to MySpace or any other social networking site that uses the registry. A child whose information matches the registry would not be able to register for MySpace membership.

*Ongoing: MySpace heard presentations from Aristotle, GB Group, Privo and Sentinel regarding an email registry. Sentinel presented registry technologies at the June 20<sup>th</sup> Task Force meeting and heard significant criticism, leading them to withdraw their proposal. Policy and privacy challenges may prevent implementation of the registry.*

2. Strengthen the algorithm that identifies underage users.

*New algorithm has been created and is being tested. The solution implemented here is going to be basis for improvements in the Groups area of the site.*

### **Protecting Minors from Unwanted Contacts by Adults**

1. Change the default setting for 16-17 year olds' profiles from "public" to "private."

*DONE for new users; will implement for existing users*

2. Create a closed high school section for users under 18. The "private" profile of a 16/17 year old will be viewable only by his/her "friends" and other students from that high school who have been vouched for by another such student. Students attending the same high school will be able to "Browse" for each other.

*Engineering ongoing*

### **Protecting Minors from Exposure to Inappropriate Content**

1. MySpace will review models for a common abuse reporting icon (including the New Jersey Attorney General's "Report Abuse" icon). If MySpace determines that a common icon is workable and will improve user safety, it may substitute the common icon for the current report abuse icon MySpace places on each member profile.

*In discussions with General Milgram's office and others while reviewing Report Abuse models to see if any are superior to the standardized MySpace Report Abuse link.*

2. Obtain a list of adult (pornographic) Web sites on an ongoing basis and sever all links to those sites from MySpace.

*DONE; updated bi-monthly.*

3. Demand that adult entertainment industry performers set their profiles to block access to all under 18 users.

***DONE***

4. Remove all under 18 users from profiles of identified adult entertainment industry performers.

***DONE; system in place, ongoing process.***

5. Retain image review vendor(s) that can effectively and efficiently identify inappropriate content so it can be removed from the site more expeditiously.

***DONE***

6. Investigate the use of an additional image review vendor to provide automated analysis of images to help prioritize images for human review.

***Ongoing: Reviewed new vendors and retained independent consultant to continue vendor review.***

7. MySpace will (1) develop and/or use existing technology such as textual searching; and (2) provide increased staffing, if appropriate, in order to more efficiently and effectively review and categorize content in “Groups.” MySpace will update the Attorneys General concerning its efforts to develop and/or use textual searching on a quarterly basis. Upon implementation of textual searching, the Attorneys General will review its efficacy with respect to “Groups”.

***Ongoing; See comments under Algorithm section.***

=/END/=