Online Family Safety Guide

Google™

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Introduction

At Google, we often speak of the ways the Internet has changed the world, specifically with regards to the breadth of information it contains and the unprecedented level of access that it offers. It's hard for us to imagine the pre-Internet world, simply because the web has become such an integral part of our daily lives. Such large changes, however, affect each generation differently, with both benefits and consequences. For children, this truth is especially acute - the Internet can aid with their school work, help them connect with friends, and offer a creative outlet. At the same time, there are tools that families should be aware of so that they can explore the Internet safely.

We're deeply committed to protecting children on the Internet and providing all of our users with a safe experience. When it comes to family safety, we aim to:

1. **Empower** parents with tools to help them choose what content their children see online;
2. **Educate** families about how to stay safe online; and
3. **Protect** children online through partnerships with law enforcement and industry.

We hope this booklet gives you a window into our thinking on this important issue.

Empower

Google is a technology company, and thus it should come as no surprise that we're focused on developing technological tools that promote Internet safety. This is true across our services, from the Google SafeSearch feature to letting users "flag" inappropriate content on YouTube.

SafeSearch

Many users prefer not to have adult-content sites included in their search results (especially if their kids use the same computer). Google's SafeSearch screens for sites that contain this type of information and helps remove them from search results. While no filter is 100% accurate, Google's filter uses advanced technology to check keywords, phrases, and URLs.

By default, all Google users have the Moderate SafeSearch filter turned on, which keeps explicit images out of Web and Image Search results. Users and parents can customize their SafeSearch settings by clicking on the "Preferences" link to the right of the Google search box.
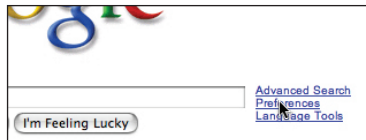
They can either turn off SafeSearch altogether, or turn on more strict filtering, which also filters webpages for adult content.

To view a quick tutorial on SafeSearch created by one of our partner organizations, GetNetWise, visit http://kids.getnetwise.org/tools/searchsafe/google-search

Sharing Controls

Google offers many services that allow users to share information, from Gmail to YouTube to Blogger. We've developed robust sharing controls in these products that put users in control of the content they share online, including photos, personal blogs, and profile information, by allowing them to share this content with as many or as few people as they choose.

YouTube

You can share your videos with only your friends or only your family.

1. Next to your video, click on 'Edit Your Video.'
2. Under 'Broadcast Options,' click 'choose options.'
3. Select 'Private' and choose the names of your friends or family members who you would like to share the video with.
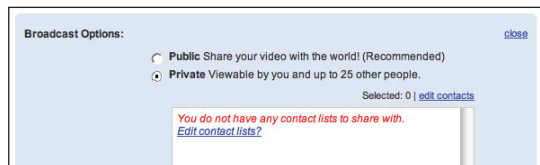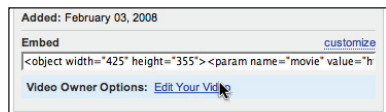
Blogger

You can limit the viewers of your blog.

1. Login to Blogger and click on the 'Settings' link.
2. Click on the 'Permissions' tab.
3. Under 'Blog Readers,' select 'Only people I choose.' Enter their email addresses to invite them to read your blog.

orkut

You can control who can see each of the elements in your orkut profile.

1. Log into your orkut account and click on the 'settings' link.
2. View the 'Privacy' tab.
3. Here, you can choose who can see each part of your profile.
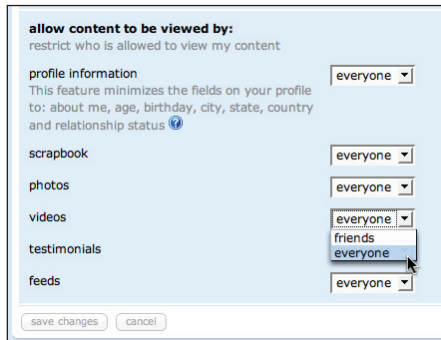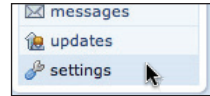
Picasa Web Albums

When you upload photos to Google's Picasa Web Albums service, you can choose to unlist photo albums, so that only people who know of the specific album's web address can access it.

1. Browse to the album you want to make unlisted.
2. Click on the 'Edit Album Properties' link.
3. Select 'unlisted,' and now the album can only be seen through a link that you send to your friends.
4. You can also select 'Unlisted' when you upload the photos.
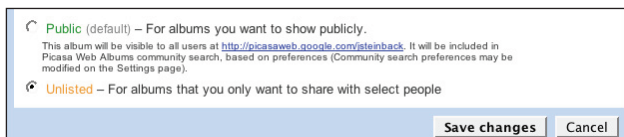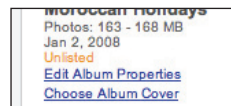
You can find these and more privacy tips on the Google Privacy channel on YouTube, at http://www.youtube.com/googleprivacy

Flagging Content

Several of our services provide platforms for user-generated content. For these services, we have developed "Terms of Use" that tell users what type of content is appropriate to upload. We've also created tools that let users immediately notify us when they find content they feel shouldn't be on the site. Here's a quick guide to reporting inappropriate content.

YouTube

1. If you find a video you feel is inappropriate, click on the 'Flag' link directly below the video.
2. You can specify the reason why you think the content is inappropriate, and then click on 'Flag This Video'.
3. The video will then be reviewed by our dedicated team, who will remove the video if it violates our Terms of Use, or will age restrict it if it's not suitable for minors.
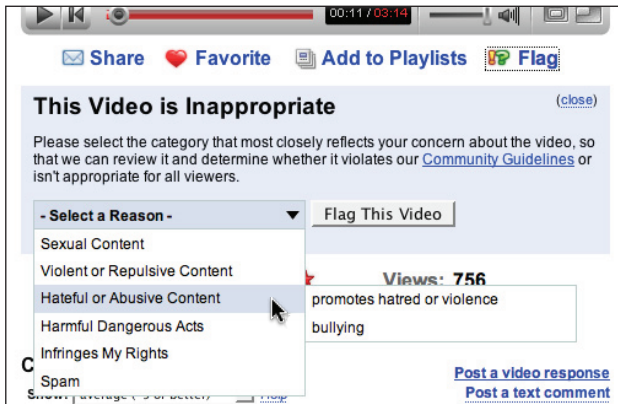
Blogger

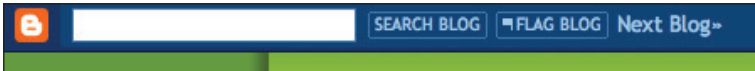1. When reading blogs hosted by Blogger, users can flag any material they feel violates Blogger's policies.
2. If you find a blog hosted on blogspot.com that you feel is inappropriate, simply click the 'flag blog' button on the top of the window.

3. If the blog violates Blogger Terms of Use, infringes other people's copyright, or promotes dangerous and illegal activities, we will remove the blog; if it contains adult content, we will insert an interstitial warning page.

Picasa Web Albums

1. If you see a photo or album that we should investigate, please let us know. Next to every image hosted on Picasa Web Albums, there is a 'Report inappropriate content' link.

2. Clicking this link will open a dialogue box asking you to specify the reason for reporting.

3. Our team will then review the photos. If they are found to be inappropriate, we may remove them or disable the account of the person who posted them.

Educate

In addition to our technological tools, we participate in educational initiatives around the world to help teach children and parents how to stay safe online.

- Google India initiated "Be NetSmart," an Internet safety campaign created in cooperation with local law enforcement authorities that aims to educate students, parents, and teachers across the country about the great value the Internet can bring to their lives while also teaching them best practices for safe surfing. Google employee volunteers have reached over 30 schools in Mumbai, met with more than 300 teachers, and educated more than 15,000 students across the city. We expect to expand to other major cities in the near future.

- Google Germany has worked with the national government, industry representatives, and a number of local organizations on "a web for kids." As part of this initiative, we launched a search engine for children, http://www.fragfinn.de, at the end of 2007. We also participated in a campaign, in association with several media companies, to encourage child friendliness, "Du bist Deutschland" (You are Germany - http://de.youtube.com/dubistdeutschland2).

- Google Italy is supporting child safety organizations through the Google Grants program, which gives visibility to Stop-it (www.stop-it. org) and Hot 114 (www.hot114.it) - two online campaigns with the aim to inform children and family on how to have a safe experience online. Google Italy is also working with the Ministry of Education on a forthcoming communication campaign about safety tips for schools and families when they are online.

- Google France launched two child education initiatives - Tour de France des Collèges and Cherche Net. Tour de France des Collèges (www.tousconnectes.com), created in partnership with Calysto, is an educational road show, gathering teens, teachers and parents together to educate them about safer Internet usage; in 2008, it will reach over a half million children and 100,000 parents. Cherche Net (www.

cherchenet.fr) is an online educational quest for children, and, after a successful pilot in Brittany in 2007, will be extended to schools across France this year.

- Google UK has engaged with child safety organizations to support children's online activities, such as Beatbullying. Together, we have launched a branded YouTube channel to raise awareness about cyberbullying and share prevention messages (youtube.com/user/Beatbullying). We're working with Childnet International to develop an outreach programme on Internet safety in UK schools to teach young people about cyberbullying. And, we're an active member of the Internet Watch Foundation, which works with the Internet industry, police and government to combat child sexual abuse content online. Google UK has collaborated with law enforcement authorities such as the Child Exploitation and Online Protection (CEOP) Center to support efforts to protect children online, where we have contributed technology solutions to assist law enforcement investigations and also launched a branded channel on YouTube to raise awareness about child safety issues and share prevention messages (youtube.com/ceop). We have also participated in the UK Government Department for Children, Schools & Families (DCSF) Working Group on Cyberbullying, and the Home Office Task Force on Social Networking, to produce good practice guidance.

- In the U.S., we're working with several non-profit organizations including NCMEC, Common Sense Media, ConnectSafely.org, and the Family Online Safety Institute, to promote awareness about online safety. Google also supports the Internet Education Foundation's GetNetWise.org project to provide parents with information about child safety tools, and has worked with WiredSafety to provide community officers with training materials for use in schools.

Tips for Parents

Here are some quick tips for parents to help keep your family safe online:

1. *Keep computers in a central place.* It makes it easier for you to keep an eye on your children's activities.

2. *Know where your kids go online.* If you have young children, you may want to navigate the Internet with them. For older kids, agree on where they can and can't go before they log on. You can also check where your kids have been by looking at the browser history in your computer's web browser menu. Another option is to use filtering products, like Google's SafeSearch.

3. *Teach Internet Safety.* It's impossible to monitor all online activity, all the time. As kids get older, they need to know how to use the Internet safely and responsibly when they're on their own.

   - *Use sharing controls.* Many sites that feature user-generated content, including Google's Blogger site, our photo-sharing site Picasa, and our social networking site orkut, have sharing controls that put users in charge of who sees their personal blog, photos, videos, and profiles. Using sharing controls is particularly important when you or your kids share personal information, like names, addresses, or phone numbers, on public sites. In addition to teaching your kids how to use these controls, teach them to respect the privacy of friends and family by not identifying people by name in public profiles and pictures.
   - *Protect passwords.* It sounds obvious, but remind your kids not to give out their online passwords and not to click on "remember me" settings on public computers, like at school and at the library.
   - *Beware of stranger danger.* Teach kids to avoid in-person meetings with people they "meet" online, and not to share personal information with online strangers because people may not be who they claim to be.

4. *Teach kids to communicate responsibly.* A good rule of thumb is: if you wouldn't say it to someone's face, don't say it by text, email, instant message, or post it as a comment on someone's page. Many of today's most popular websites have easy-to-use tools that let users flag inappropriate content that others post online. It's important for kids to know how to flag inappropriate content when they encounter it.

5. *View all content critically.* Just because you see it online, doesn't mean it's true. Teach kids how to distinguish reliable sources from unreliable ones and how to verify information they find online. And make sure kids understand that cutting and pasting content directly from a website may be plagiarism, and plagiarism is cheating.

For further information, our product Help Centers provides tips and articles on staying safe online.

Protect

We have a zero tolerance policy when it comes to child exploitation, and we work closely with law enforcement and child protection groups to ensure that child pornography does not appear in our search results or products. When we discover this type of content or are made aware of it, we respond quickly to remove it and report the content to the appropriate authorities (such as the National Center for Missing and Exploited Children (NCMEC) in the United States).

Cooperation with law enforcement to combat child exploitation
Google responds to law enforcement requests for assistance and has a legal team devoted to this effort 24 hours a day. We also provide training and technical assistance to law enforcement officials investigating online crimes against children through forums such as the Internet Crimes Against Children (ICAC) National Conference in the U.S. and the international Virtual Global Taskforce (VGT).

Employing technology to fight child exploitation
Google is working with coalitions formed by financial and technology companies and NCMEC to develop new solutions aimed at eradicating child pornography on the Internet. We've also initiated a technology partnership with NCMEC through which we've donated Google hardware and software to improve the Center's ability to manage incoming reports of child exploitation.

Keeping the YouTube Community Safe

The YouTube platform enables teens and adults all over the word to easily watch and share original videos online. Literally hundreds of millions of videos are watched on YouTube every day. Ensuring that this community of users is equipped with the necessary tools and information to stay safe on the site is of critical importance to YouTube.

Our work to maintain the safety and integrity of YouTube has four primary elements:

1. clear policies about what is and is not acceptable on the site;
2. robust mechanisms to enforce these policies;
3. innovative product features that enable safe behavior; and
4. educational efforts to increase user awareness of how to stay safe.

Clear Policies

Our terms of use require all users to agree to abide by our Community Guidelines (see www.youtube.com/t/community_guidelines) before uploading videos. Our Community Guidelines are purposefully written in easy-to-understand language to provide users with clear advice on what is an acceptable upload and what is not acceptable (e.g. hate speech, pornography, images of drug abuse, and graphic violence). We have zero tolerance for predatory behavior, harassment, revealing other users' personal information, or anything that endangers the safety or privacy of a child. Content deemed "restricted" after staff review is only viewable by users who have signed in and represent that they are 18 years of age and older, and who must click through an interstitial page warning. It's important to remember that YouTube is not intended for people under the age of 13.

Robust Enforcement

Every minute, ten hours of video are uploaded to YouTube, totalling hundreds of thousands of videos every day. That's why we have developed an innovative and effective community policing system that involves all our users in helping us enforce the rules of the site. While watching videos on YouTube, millions of users are able to report potential violations of our Community Guidelines by selecting the "Flag" link. Users are then able to select from a list of over a dozen reasons for flagging the video and are

given an opportunity to provide additional information, such as when in the video the objectionable material appears. Flagged videos are reviewed for compliance with our Community Guidelines by dedicated YouTube staff, 24 hours a day, seven days a week. Users can also contact us directly with privacy complaints and other policy violations through our Help Center (click on the help link in the top left of the YouTube home screen). We work closely with law enforcement and report all instances of child exploitation to the appropriate law enforcement authorities (such as the National Center for Missing and Exploited Children (NCMEC) in the States).

Innovative Safety Features
We are constantly developing innovative new tools to keep our community safe. For example, we use digital hashing technology to prevent the re-upload of files that have been removed from the site. Users who repeatedly violate our policies have their accounts terminated and their videos removed.

User Education
We provide safety tips to our users, including advice on keeping personal videos private, protecting your identity, appropriately managing interactions with other users, and using the community flagging system (see www. youtube.com/t/safety). We also support child safety organizations' efforts to educate Internet users through new media, including adding content to YouTube. For more information on Broadcast Your Cause, the YouTube Nonprofit Program, visit: www.youtube.com/nonprofits.

Looking for more?

Google Family Safety Tips – **www.google.com/familysafety**

YouTube Safety - **www.youtube.com/t/safety**

Google Help Center – **www.google.com/support**

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