

Cooperative Arrangements for Complaints Handling on Social Networking Sites

In the interests of transparency, providers supporting the Cooperative Arrangements for Complaints Handling on Social Networking Sites agree to provide information on how they give effect to the Principles in relation to the services they offer, using this form:

1. About the Service

Yahoo!7

Formed as a joint venture between the Seven West Media Group and Yahoo! Inc. ('Yahoo!'), Yahoo!7 (yahoo7.com.au) brings together the successful Australian internet business, Yahoo! Australia & NZ and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. With the strength of Yahoo! search and communications capabilities and its global internet network combined with the Seven Network's rich media and entertainment content and marketing capabilities, Yahoo!7 is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers.

As an Internet pioneer with over 18 years in this domain, Yahoo! has dealt with safety related issues in different parts of the world and has acquired experiential wisdom and valuable expertise on how to remain smart, safe and responsible online.

Safety, transparency and responsiveness remain top line priorities and Yahoo! innovates with these goals in mind and sees advanced yet accessible privacy and safety features as not only a competitive advantage but an absolute necessity in the provision of its products and services.

In Australia, Yahoo!7 offers a range of services through the products FANGO (social television), Flickr (photo sharing), Yahoo!7 Answers (knowledge sharing), and Yahoo!7 Mail and Instant Messenger (communication).

Yahoo!7 has a significant local presence employing over 370 people based across our businesses in Australia and New Zealand.

2. How will the provider give effect to the complaints handling aspect of the Cooperative Arrangement?

Policies for Acceptable Use: Anyone can access the Yahoo!7 platform or create a Yahoo!7 account in Australia. By creating an account all users are subject to the Yahoo!7 Terms of Service ("TOS") (<http://info.yahoo.com/legal/au/yahoo/utos/en-au/>). The TOS includes a detailed section on member conduct which clearly explains what behaviour is acceptable on the platform. The TOS can be found one page away the Yahoo!7 homepage by using a clearly displayed link at the foot of the page.

Complaints Mechanisms and Review Process: Yahoo!7 provides tools to assist in reporting inappropriate or harmful behavior such as our “Report Abuse” buttons and the Abuse Help Forms. For Yahoo!7 the review process consists of three layers of moderation: human, in-built technology tools and community flags. The “Report Abuse” buttons are conspicuously located alongside each item of user generated content and appear at the footer of every Flickr page. A user simply needs to click this button to instantly report the specific piece of content for review and, as appropriate in the circumstances, further action.

Yahoo!7 builds accessible safety and privacy features into all our products, including privacy preferences, blocking capabilities, flagging and content filters and FAQ safety guides (specific to each product: <http://au.safely.yahoo.com/yahoo-products/>; and general online safety tips: <http://au.safely.yahoo.com/faq/>). For example the Flickr “SafeSearch” tool allows users to remove content from a search result that isn’t suitable for all ages. This feature is activated by default on all new accounts.

[See the below section on Education and Awareness Raising for further information.]

Child Abuse Material: Yahoo!7 is concerned about the safety and privacy of all its users, particularly children. If a breach to the TOS is identified, especially that pertaining to child abuse material, Yahoo!7 alerts and provides assistance to Australian law enforcement agencies. A 24 x 7 compliance function is available and can immediately respond to law enforcement if we are contacted about a situation that indicates that a child may be in danger or relates to the circulation of child abuse material.

Yahoo!7 has created an Australian Law Enforcement Process Guide designed to ensure that law enforcement personnel are familiar with Yahoo!7’s policies, procedures and systems, and clearly understand how, in appropriate circumstances, to obtain the required investigatory information in child exploitation cases.

Yahoo!7 does not tolerate images of child sexual exploitation on its network, and upon becoming aware of such images, Yahoo!7 removes them from its network and reports such images to the appropriate authorities. Any time Yahoo!7 becomes aware of images of apparent child pornography, those images are removed from our network and referred to Yahoo!. Yahoo! in turn reports those images to the U.S. National Center for Missing and Exploited Children (NCMEC) as required by US law. NCMEC then refers such reports with an Australian nexus back to Australian law enforcement.

Identified Contact Person: Yahoo!7 has an Australia-based contact person who deals with law enforcement and user safety issues and an identified representative on the Government’s Consultative Working Group on Cybersafety with whom the Government can have direct dialogue regarding developing issues that may require prompt attention and response.

Education and Awareness Raising: Globally, Yahoo! is a longtime industry leader on child safety and has made it a company priority to promote safer and more responsible use of online technology and mobile phones among children and young people. As a thought leader in this important space Yahoo! works collaboratively with its industry peers, child safety groups, and law enforcement to find new and meaningful ways to protect children online.

In Australia, Yahoo!7 hosts a dedicated 'Safely' site (<http://au.safely.yahoo.com/>) with specific sections targeted to teens and adults providing practical advice and guidance on improving safety online, including: location services, choosing a secure online ID and strong secure passwords, managing children's search queries, mobile safety tips, parental controls, protection of privacy, tips for to help prevent cyberbullying and links to external resources.

Yahoo!7's Privacy Centre (<http://info.yahoo.com/privacy/au/yahoo/>) provides a one stop, easy to understand information resource where account holders can review and adjust their privacy preferences. The Privacy Centre also provides a highly visible one click opt-out button where users can elect not to receive interest-matched advertising while using the Yahoo!7 platform.

Links to both the 'Safely' site and Privacy Centre are conspicuously located at the foot of the Yahoo!7 homepage.

Outside of Australia, Yahoo! hosts an annual Digital Citizenship Summit in the US bringing together teachers, administrators and support staff with Internet safety experts to facilitate dialogue, collaboration and share best-practices around online safety issues. Themes have covered bullying prevention, digital reputation and building a culture of safety and respect.

Collaboration with Government on Education and Awareness Raising Initiatives: In Australia, Yahoo!7 has been an active participant in 'Safer Internet Day' over the past three years, promoting the ACMA 'Cybersmart' website and the 'CyberSafety Help Button' on the Yahoo!7 homepage and within the Mail and Messenger products. We are also participants in 'Privacy Awareness Week', contributors to the Easy Guide to Socialising Online and a supporter of the annual 'National CyberSecurity Awareness Week'.

Continued Innovation: Around the world Yahoo! supports and partners with non-profit organisations who, amongst other things, undertake research on safety issues including:

- ikeepSAFE.org
- Family Online Safety Institute (FOSI)
- National Centre for Missing & Exploited Children (NCMEC)
- StopCyberbullying.org
- ChildNet
- ConnectSafely

Yahoo! has implemented technology and policies throughout its global network to help identify apparent child pornography violations. These preventative safety developments include using a combination of filters, algorithms, and human review, as well as user reports of abuse.

Yahoo! has partnered with the US based National Centre for Missing and Exploited Children and U.K. based Internet Watch Foundation in an effort to reduce the proliferation of child pornography by removing known apparent child pornography URLs from Yahoo! search index results and responding to any apparent child pornography violations on our network.

Yahoo! has also enabled a 'SafeSearch' feature within Yahoo!7 Search to prevent display of adult content in search queries made by that user's account (turned on by default). Parents have the ability to lock 'SafeSearch' on to prevent children from turning it off.

In Australia, Yahoo!7 offers account holders the ability to create a unique sign-in seal to protect from phishing sites. A sign-in seal is a secret message or photo that Yahoo! will display on a genuine Yahoo!7 website when you log in. If the seal isn't displayed then a user will know they may have landed on a phishing page.

3. Other action taken on implementation of these arrangements

Yahoo! makes safety a company priority by supporting efforts to educate children, parents, adults, and communities about safe online experiences. In Australia, Yahoo!7 will continue to take a multi-faceted approach in promoting a safer online experience including encouraging parents to regularly use the Safely site to access relevant, up-to-date strategies and tools to help foster safer online experiences.