

## **Notes: UKCCIS Executive Board**

**26<sup>th</sup> November 2013, 14:30-16:30**

**Department for Education**

**Chair: Edward Timpson, MP**

### **Attendees:**

Ed Timpson, MP (Chair)	Minister for Children and Families
Damien Green, MP	Minister for Policing and Criminal Justice
Julian Ashworth	BT
David Cooke	BBFC
Peter Davies	CEOP
Simon Milner	Facebook
Dave Miles	FOSI
Peter Liver	NSPCC
Claudio Pollack	Ofcom
Will Gardner	Safer Internet Centre
Dido Harding	TalkTalk
Andrew Uden	Tesco
Jo Twist	UKIE
Phillip Raines	Scottish Government
Anne Heal	Openreach
Kristof Claesen	IWF (observing for Susie Hargreaves)
Julia Davidson	Kingston University (deputising for Sonia Livingstone)
Tink Palmer	Marie Collins Foundation
Christian Cull	Vodafone
Tony Pilch	Virgin Media
Adam Kinsley	BskyB
Nicola Hodson	Microsoft
Vicki Shotbolt	Parentzone
Martina Chapman	Ofcom (to present an item)
Alison Preston	Ofcom (to present an item)

### **Observers:**

George Kenyon	DCMS
Sarah Taylor	DCMS
Alex Miller	Home Office
Paula Wilding	DfE

## Meeting notes

### **Item 1 – Welcome, introductions and declaring interests**

1. New members were welcomed to the Board. It was noted that all four of the largest ISPs are now represented. New members are:
  - Christian Cull, Vodafone
  - Nicola Hodson, Microsoft
  - Tony Pilch, Virgin
  - Adam Kinsley, BskyB
  
2. Apologies were given from:
  - John Carr, CHIS
  - Elizabeth Kanter, Blackberry
  - Claire Perry, MP
  - Sonia Livingstone (Julia Davidson is deputising)
  - Susie Hargreaves (Kristian... is observing)

### **Item 2 – Overview and current position**

3. Ministers updated on the current position. Points made were:
  - The purpose of the meeting is a general stock-take as so much work has been done since the last Board meeting, including the Prime Minister's speech and Summit
  - This presents a perfect opportunity for UKCCIS to take a view on its future activity and the next meeting will focus somewhat on its future strategy
  - Changes to the Terms of Reference have been made, reflecting the change in Board make-up [copies were made available to members]
  - It was acknowledged that much work has been done since the last Board meeting, by UKCCIS and its members; ISPs, CEOP, search engines have all done great work on both illegal and harmful material
  - Harmful content:
    - TalkTalk have already contacted 1.5m customers re filters
    - Work with smaller ISPs is continuing
    - Work on public Wi-Fi and a logo is on-going
  - Illegal content:
    - The Prime Minister's summit was a great success
    - Search engines have made great strides, with new algorithms to tackle illegal search terms/results
    - Warning/splash pages are now operational
    - The next step will be to take down illegal content
    - In 2014, the UK will set up its detailed database that will link-in with that of the US
    - There will be a UK/US taskforce to tackle the problem of Peer2Peer and the dark net, which will have long-term problems to solve and questions to answer – it will operate to a one year deadline, to come back with some results

### **Item 3 - First theme: effective controls**

#### **ISPs and internet controls - ISPs**

4. The representative from the ISPs gave an update on the work on network-level family-friendly filters. Discussion followed. Points made were:
  - TalkTalk and Sky already have filters operational
  - Virgin is on target to meet its commitment on the unavoidable choice
  - At Sky, both new and existing customers are taking up the filters; and all existing customers will be faced with the choice by the end of 2014
  - c20-30% of new customers are choosing to have filters, which is about the proportion of households which contain under 18s
  - research shows parents are happy to be prompted and probably wouldn't have acted without this prompt
  - users wanted something simple, and what is being offered is the most simple option
  - BT allows customers to configure settings to have different levels of filtering at different times
  - Competition between the ISPs to have the best product is improving their offerings
  - There are concerns about the lack of engagement with certain industries, i.e. gaming, and the inclusion of "games" as a category alongside porn, self-harm, etc.
  - Games is taken in the same category as Social Networks – there is not a view that some things are inherently harmful, though they still could be things that parents would like to restrict access to, at least at some times, for example when children should be doing homework
  - Over-blocking is taken seriously – UKCCIS has a working group to look at this – and the ISPs and the working group have committed to further engagement with all concerned parties

#### **Over-blocking – Dave Miles**

5. Dave Miles gave an update on UKCCIS working group looking at the issue of potential over-blocking by filters. Discussion followed. Points made were:
  - Dave Miles gave the background of the work - the Prime Minister committed in his July speech that such a group would be set up
  - Mr Miles thanked the DCMS team for their assistance and support with the work
  - The group has support from across the board – ISPs, MNOs, charities etc.
  - Jo Twist of UKIE said she would like to be involved in this work going forward, and Mr Miles agreed to facilitate this
  - The group has a statement of intent that Mr Miles can distribute to members
  - Many ISPs have some processes in place for dealing with over-blocking
  - Discussions have been had with the RDI (Registered Digital Institute) on the work they are doing with the public Wi-Fi scheme, to see if collaboration/knowledge sharing would be useful
  - Mr Miles had a word of caution - statistically, it is now more likely that we will see more false positives, with the new search engine algorithms in place

- Mr Miles will be able to provide EU stats on over-blocking
- Very few of those the group has spoken to have examples of over-blocking affecting them
- Mr Miles is confident of formulating a coherent strategy with the ISPs on this topic
- Damien Green said that the next step is to ensure all the right people are involved in the work and the group
- Dido Harding asked whether under-blocking was in scope; Mr Miles said this was not in the current mandate but could form part of future work/groups if the Board felt this was appropriate
- Damien Green agreed that the group should keep its focus on over-blocking for now

### **Public Wi-Fi filtering – Anne Heal**

6. Anne Heal gave an update of the work that has been done and the current situation. Discussion followed. Points made were:

- The big 6 providers (and now EE) have agreed to filter to a set baseline which is illegal material/IWF blacklist, plus pornography
- An initial logo has been developed by the RDI to support their proposed mechanism of policing the scheme, but the providers, via their campaign, have also been looking to develop a logo, and it would make sense to make the most of this opportunity and co-ordinate the two. Therefore, there needs to be collaboration and co-ordination in this regard
- The detailed specification is in the process of being completed by the RDI
- The RDI are capable of creating this specification, articulating it, making it work, and policing the proposed scheme
- All stakeholders and parties are engaged in various discussions and are moving the work forward
- The BBFC have come on board to assist the RDI, and this is welcomed
- Tesco have been taking a strong lead here and are a perfect partner for a possible pilot scheme
- Effective communications at the launch will be key, and Ms Heal will work closely with Andrew Uden from Tesco on this
- The next steps are:
  - The RDI will finish the specification
  - A logo will be finalised, and should be co-ordinated with the awareness campaign
  - A pilot will be developed and operated with Tesco before a wider roll-out of the scheme takes place
- Mr Uden gave Tesco's view:
  - Tesco are keen to sign up
  - They need backing and assurance for the scheme from both Government and the ISPs
  - Assurance is needed that the scheme is solid first, as many people will try to break it
  - Clear communications are needed when it comes to a pilot and wider launch
- Ed Timpson asked where this work could be by February (at the next Board meeting):
  - Mr Uden is working with the Tesco estate to have filtering across all of their locations and will have feedback by the end of the week on the current situation
  - Mr Uden wants a working statement, from Government and the providers, of support for the scheme
  - Ms Heal said she would like to be into a pilot scheme with Tesco by February

## **Search engine and deterrence work – Peter Davies**

7. Peter Davies gave an update on work done by the search engines. Discussion followed. Points made were:
- There has been great work from Microsoft and Google with impressive results
  - CEOP have tested search results and they are cleaner
  - A new wider hash tag database is now being developed
  - There is on-going contact with the United States in this area and current focus is on the ability to share the US database
  - Mr Green asked if other countries are developing these databases; Mr Davies said that they are, but they are not all doing so in the same way. Further international engagement will form part of the future work
  - Peter Liver said he is impressed with the work done. He asked whether Google could be brought back to the Executive Board, and he suggested Naomi Glover as a candidate; this received support from the members present

### **Action point:**

The UKCCIS Secretariat will look into this, discuss with Ministerial Chairs and others and will report back on progress at the next Board Meeting or before

## **Item 4 – Second theme: education and awareness**

### **Parental awareness campaign – Dido Harding**

8. Ms Harding gave an update on the parental awareness campaign that is being developed by the four major ISPs. Discussion followed. Points made were:
- The ISPs have set up a joint venture company to run this campaign and the terms and principles have been agreed
  - The alcohol awareness campaign is the inspiration for the approach it will take
  - The tagline could potentially be “internet matters”, with an internetmatters.org website
  - The campaign will promote other resource and knowledge sources - it will not necessarily be a new source of information, but a gateway to the plethora of current sources of this information. This will make it easier for parents to access all the information they need
  - The entity has now been set-up, and will start to form the necessary partnerships
  - Funding provided by the ISPs is for a minimum of 3 years and they will all second employees to run the JV organisation. The current budget is £25m for the first year alone
  - There will be a marque to connect the campaign and link in with the ISPs’ own marketing
    - NB - Possibility to link this with Public Wi-Fi work
  - The aim is to launch a beta site in the first 2-3 months of 2014, and then an initial launch of the campaign will be sometime in spring 2014

- Julian Ashworth commented that it has to be made to be durable and last beyond the initial 3 year period; and it will not just be about filters, but child online safety more generally
- Mr Uden asked if device manufacturers would be engaged and Miss Harding said that they would be
- Will Gardiner mentioned February's Safer Internet Day and would like to see some tie-in if possible, and thinks some of the money would be useful to fill any gaps in current knowledge and support, rather than just be focused on marketing

#### **UKCCIS Education and Awareness work – Peter Davies**

9. Mr Davies updated the Board on the work of the UKCCIS group that is focussed on education and awareness. Points made were:

- There is currently a discussion whether education and awareness should actually be split, as they are very different things
- It needs to be defined what the working group does to add value and focus on that work
- Its role should now not be to add new advice, but consolidate that which exists
- Now is a good time to reassess what the group does before moving forward

**Action point:**

Mr Davies will submit a proposal around this to the next Board meeting

#### **Item 4 – evidence and international**

##### **Ofcom's media usage and attitudes report – Claudio Pollack and colleagues**

10. Claudio Pollack gave a short summary of the role Ofcom will play in reporting on the success the ISPs have had in introducing filters. Points made were:

- Ofcom will report on how ISPs are delivering on their commitments, probably at the end of 2014
- This will need engagement of the ISPs, and an agreed upfront methodology; but the focus will be simply an assessment of whether, and if so how far, the commitments have been delivered

**Action point:**

Mr Pollack will present a piece on common media standards at the next Board meeting in February

11. Martina Chapman and Alison Preston from Ofcom, gave a short presentation on Ofcom's media literacy report 2013

- This report has been produced every year since 2005
- Participation of members in the next survey (initial questionnaires are due to be circulated in January) would be very welcome

**Action point:**

The Secretariat will circulate a link to the report and Martina's contact details, to enable them to participate in the next survey

**Item 5 – next steps and AOB**

12. Mr Timpson gave a summary of the next steps and asked if there was any other business that members would like to discuss. Points made were:

- Action points will be circulated within the next few weeks

**Action point:**

The UKCCIS Secretariat will circulate draft meeting notes and action points within the next few weeks, which members can comment on, before they are published thereafter

- Strategy for UKCCIS will be revisited before the next meeting, and an update will be given. Input from members is welcomed on this.

**Action point:**

The UKCCIS Secretariat will circulate information on this and members can add points to the agenda as they see fit.

- Date of the next meeting: **13 March, at the Home office**

**AOB:**

- Mr Timspon asked whether demonstrations of the filters might be useful at the next meeting

**Action point:**

The ISPs will discuss this with each other and the Secretariat. The Secretariat will then arrange it for the next Board meeting, if they decide it is possible.

- Simon Milner will work with the Secretariat to take stock of the working group he runs (with Sonia) on social media etc.

**Action point:**

Simon Milner and the Secretariat to discuss this and whether this should be brought to the next Board meeting.

- Mr Ashworth brought attention to BT's partnership with UNICEF, which is working on giving face to face education on internet safety – this is due to start on 27 Nov.