

**UKCCIS Executive Board**  
**13<sup>th</sup> March, 14:30-16:30**  
**Home Office**  
**Chair: Damian Green, MP**

**Attendees:**

**Chair, Damian Green MP**

**Minister for Policing and Criminal Justice**

Ed Vaizey MP	Minister for Culture, Communications and the Creative Industries
Edward Timpson MP	Minister for Children and Families
Julian Ashworth	BT
David Cooke	BBFC
Johnny Gwynne	CEOP
John Carr	CHIS
Simon Milner	Facebook
Dave Miles	FOSI
Susie Hargreaves	IWF
Sonia Livingstone	LSE
Peter Liver	NSPCC
Tink Palmer	Marie Collins Foundation
Nicola Hodson	Microsoft
Claudio Pollack	Ofcom
Vicki Shotbolt	Parentzone
Will Gardner	Safer Internet Centre
Aleyne Johnson	Samsung
Adam Kinsley	Sky
Carolyn Bunting	Sky (for part of the meeting)
Alex Birtles	TalkTalk
Jo Twist	UKIE
Eilis McDaniel	Northern Ireland Executive
Anne Heal	Openreach
Dan Butler	Virgin Media
Jo Trapp	DCMS

**Observers:**

Bradley Finn	Damian Green PS
Claire Thwaites	Apple
Lynne Kilpatrick	DCMS

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

1. The Chair opened, welcomed new Executive Board members and thanked previous members for their involvement. New members are:

- Alex Birtles – TalkTalk
- Cindy Rose – Vodafone
- Aleyne Johnson – Samsung
- Naomi Gummer – Google

2. The Chair passed on apologies on behalf of: Claire Perry MP, Naomi Gummer, Cindy Rose and Tony Pilch. He also reminded members to declare interests, where appropriate, in advance of discussion on agenda items, updated on new UKCCIS Council members and reminded Executive Board members of their responsibilities to represent their wider sectors.

## Item 2 – First theme - effective controls

### Over-blocking - Dave Miles

3. Dave Miles, Chair of the over-blocking working group gave an update on the work of the group which is looking at the issue of potential over-blocking by filters. The group has met twice and has a large representation including internet industries, charities and sectors such as online gaming and online dating. Noted that the number of reported incidences of over-blocking appears to be low and the number of valid over-blocks lower still; however, working with the ISPs on a process for handling these and working with Ofcom to include over-blocking in Ofcom's consumer research.
4. Discussion followed and the following points were made:
  - It is important to have confidence in the processes in place.
  - ISPs should be alive to the fact that troubled young people may not feel comfortable approaching them about blocked sites
  - Combatting the myth that filters are regularly circumvented by children is important; Ofcom research shows that while 18% of children say they can get around filters only 6% report that they do so.
  - The charities represented on the working group are pulling together a list of charitable organisations and these are being tested against the filters of the four largest ISPs.
  - NSPCC and Parentzone have commissioned research into the scale of under-blocking.
  - Individual ISP's processes currently in place for assessing over-blocking reports discusses.
  - Need for further work to define and agree a single process covering all of the ISPs.
  - Next working group meeting due in June

#### Action Point 1:

**Dave Miles, ISP representatives and officials to meet to agree centralised process. This should feed into working group meeting in June and report to next UKCCIS Board on 17 June.**

### *ISPs and parental internet controls - Julian Ashworth, Dan Butler, Adam Kinsley, Alex Birtles*

5. Representatives from each of the four largest ISPs gave an update on the progress made on implementing family-friendly network-level filters for new customers. Each of the four have now implemented and are looking at how these have landed with customers.
6. Discussion followed and the following points were made:

- The ISPs are now working with Ofcom, who will be reporting in May on how far the ISPs have met the commitment to roll out family-friendly network level filters which include an unavoidable choice.
- Each of the ISPs will be looking at the data it holds on take-up and retention of filtering, once set. These should identify how well these are being received by customers.
- Awareness is key and this should be driven by the rolling out of the internet awareness campaign currently being developed (covered under agenda item 3)
- On existing customers, each of the providers are looking at a range of measures to ensure the full customer base, including those hardest to reach, are faced with an unavoidable choice.
- It was noted that updated content on how to set the new filters is included on Childnet's site.
- The ISPs offered demonstrations to Executive Board members on filters.

**Action Point 2:**

**Executive Board members to notify the Secretariat if they would like to attend a demonstration of filters. Secretariat to work with ISPs to organise demonstrations.**

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

7. Anne Heal (BT Openreach) provided an update on the work being done by public Wi-Fi providers, working with the Registered Digital Institute and Tesco, to implement a friendly public Wi-Fi logo scheme. A logo has been agreed, a business model and process for administering the scheme developed and conversations with a number of retail and hospitality providers are underway.
8. Discussion followed and the following points were made:
  - The different public Wi-Fi providers filter to different levels; this will be recognised on the website the RDI is developing to support the administration of the scheme.
  - Developing data on the reach of this scheme, as it is rolled out, will be important. For example, if it is possible to quantify the footfall of customers this scheme will reach this would be helpful.
  - Consideration has been given to the ways in which this scheme can or should be linked in to the ISPs' awareness campaign. It has been agreed that the web portal for the ISPs' campaign will reference the filtered public Wi-Fi logo.

**Item 3 - Second theme: education and awareness**

**Safer Internet Day (SID) overview - Will Gardner**

9. Will Gardner updated the Board on Safer Internet Day, which took place on 11 February. The theme of this year's event was 'Let's create a better internet together' and, compared to last year's event there were twice as many supporters and website visitors and four times as many media mentions, quiz plays and Twitter users reached.

10. In addition, there were around 650 supporters across the UK and activities were delivered by large numbers of schools, companies, charities, local authorities, police forces and regulatory bodies. SID TV was used for the first time and reached 100,000 viewers across 49 countries, and the Youth Panel visited No 10 and met the PM's special adviser, Laura Trott. As with last year's SID, analysis into the reach of the event will be conducted. Next year's event will take place on 10 February and its theme will be agreed in the summer.
11. The Chair congratulated all involved at the Safer Internet Centre, and those involved in the day more widely, for making SID such as successful event.

### **ISPs' awareness campaign for parents - Carolyn Bunting**

12. Carolyn Bunting attended for this item on the agenda and updated the Board on the 'Internet Matters' awareness campaign for parents. The campaign aims to; promote information and awareness for parents to improve knowledge, promote the availability of whole home parental controls and enable effective communications between parents and children on safety issues. The campaign has been developed by the four largest ISPs and an editorial board has been established to help identify the most effective content and approach. At this stage, the focus is on targeting parents of those aged 6-14.
13. The campaign is based around a website 'internetmatters.org' which will act as a portal to other, established sources of help and advice under the brand terms 'Learn about it. Talk about it. Deal with it'. The four largest ISPs are working together on support for the campaign including funding and in-kind activities, secondment of staff, paid-for media to support the launch, placement on existing customer communications and bespoke communications to customers.
14. The launch for this campaign is expected in coming weeks and KPIs are being developed to help measure its impact. While this is being led by the four ISPs, this is viewed as a campaign which should be supported across the internet ecosystem and others are invited to get involved, including joining the editorial board.
15. Discussion followed and the following points were made:
  - The current focus is on raising parents' awareness but there is scope for this to be reviewed in the future, including extending to schools and children.
  - Targeting at parents of 6-14 year olds reflects the point at which children make a key transition but in the longer term Internet Matters will also address parents of teenagers
  - Consideration of whether Internet Matters should attempt, in itself, to become the main port of call for parents, or whether its focus should be as complementary to other websites.
  - Parents already have clear views on the sources of help and advice they trust; care should be taken not to undermine that and the strong reputations of extant sites such as those of the Safer Internet Centre and CEOP.
  - Noted that Internet Matters should look to work with search engines and consider the viability of developing an app; Apple's engagement here would be helpful.
  - There may be potential in future years - when new partners are on board perhaps – for Internet Matters to look beyond its current remit and support new proposals; for

example, there could be opportunities to address specific education gaps identified during roll out

- Questions about the research used to support the campaign were raised; this would be circulated.

**Action Point 3:**

**Carolyn Bunting to provide copy of research used to support Internet Matters on the basis that it is kept confidential until after launch**

**Item 4 - Overview and current position - Ministers**

**UKCCIS Strategy – setting the future strategic direction**

16. The Chair noted that with the progress to date on technical tools to support parents keep their children safe, and the transfer of the UKCCIS Secretariat from DfE to DCMS, the timing may be right to look at the broader strategic direction and approach taken by UKCCIS.

17. Discussion followed and the following points were made:

- It was noted that, internationally, UKCCIS is seen as world leading.
- Confirmation that Board members see UKCCIS as an effective multi-stakeholder forum through which to discuss and agree approaches to internet safety issues.
- It was noted that the past year was a difficult one for UKCCIS which, at times, appeared side-lined by work being driven elsewhere.
- Agreement that the Board should look to be more transparent in its impact, what it is delivering and how it is shaping the agenda.
- There was a need to consider how the Board engages with the wider UKCCIS membership
- Agreement that the workstreams and projects running under UKCCIS should be more effectively and regularly reported, with clear outcomes.

**Action Point 4:**

**UKCCIS Secretariat to invite volunteers to take part in a UKCCIS Strategic Review Working Group**

**Item 5 - AOB and next steps**

**Social media roundtable**

18. Ed Vaizey provided an update on the work with social media companies following the roundtable he hosted on 13 February. This meeting included representation from Facebook, Twitter, Ask.fm, Tumblr, Yahoo, Google, Disney Club Penguin and Moshi Monsters and charities including Childnet and the NSPCC.

19. At the meeting, seven priority areas for social media companies to consider in relation to internet safety were identified. These were; age verification, identity verification,

abuse reporting, auditing, arbitration, funding and filtering. Vulnerable/hard to reach kids was suggested as a priority area too.

### **Common media standards**

20. The Chair noted that at the last meeting it was agreed that Ofcom present an agenda item on common media standards. It was agreed that that it would be timelier for this item to be taken at the next UKCCIS Executive Board meeting.

### **Connected TV**

21. Suzie Hargreaves raised a question about whether connected TVs filter out IWF list of banned URLs. It was agreed that Suzie and Aleyne Johnson would discuss this issue offline.

**Action Point 5:  
Suzie Hargreaves and Aleyne Johnson to discuss the treatment of the IWF list on connected TVs**

### **Research**

22. Tink Palmer noted the recent research piece carried out by the Marie Collins Foundation and agreed to circulate this to Executive Board members. She also raised the question of whether it would be appropriate for Department of Health officials to attend future UKCCIS Executive Board meetings in an observer capacity. It was agreed that this was appropriate.

**Action Point 6:  
Tink Palmer to send recent research to UKCCIS Secretariat for circulation to Executive Board members**

**Action Point 7:  
UKCCIS Secretariat to invite officials from the Department of Health to observe future meetings**

23. The next Executive Board meeting will take place on **Tuesday 17 June**, Chaired by Ed Vaizey, at Portcullis House.