



MySpace: Safer Internet Forum 25 September 2008

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- **Safety of our users is a primary concern**
 - **Build safety into MySpace features and safety features into MySpace**
 - **Deploy measures that effective in providing a safer online experience**

- # Age verification and Social Networking

- Conducted extensive research and review of numerous identity verification solutions currently on the market
- Not effective today for social networking where adults and minors can congregate and interact
- May be appropriate in other applications – adult only sites that offer a product or service

- Age Verification Challenges (UK Home Office Guidance)
 - Data
 - Legal
 - Technical

- Internet Safety Technical Task Force

- Joint Statement of Principles with 49 US State AGs
- Cross-stakeholder membership
- Report expected in December 2008

- Measures we deploy to prevent access by and to identify underage users

- Cookie
- Algorithm
- Manual searches of profiles
- Parent care software