

Sept 08 Safer Internet Forum

Subject: **Age Verification**

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Development of Vodafone Mobile Internet 2002 - 2005

Vodafone's Objective – The Responsible Delivery of Content & Data Services

2002

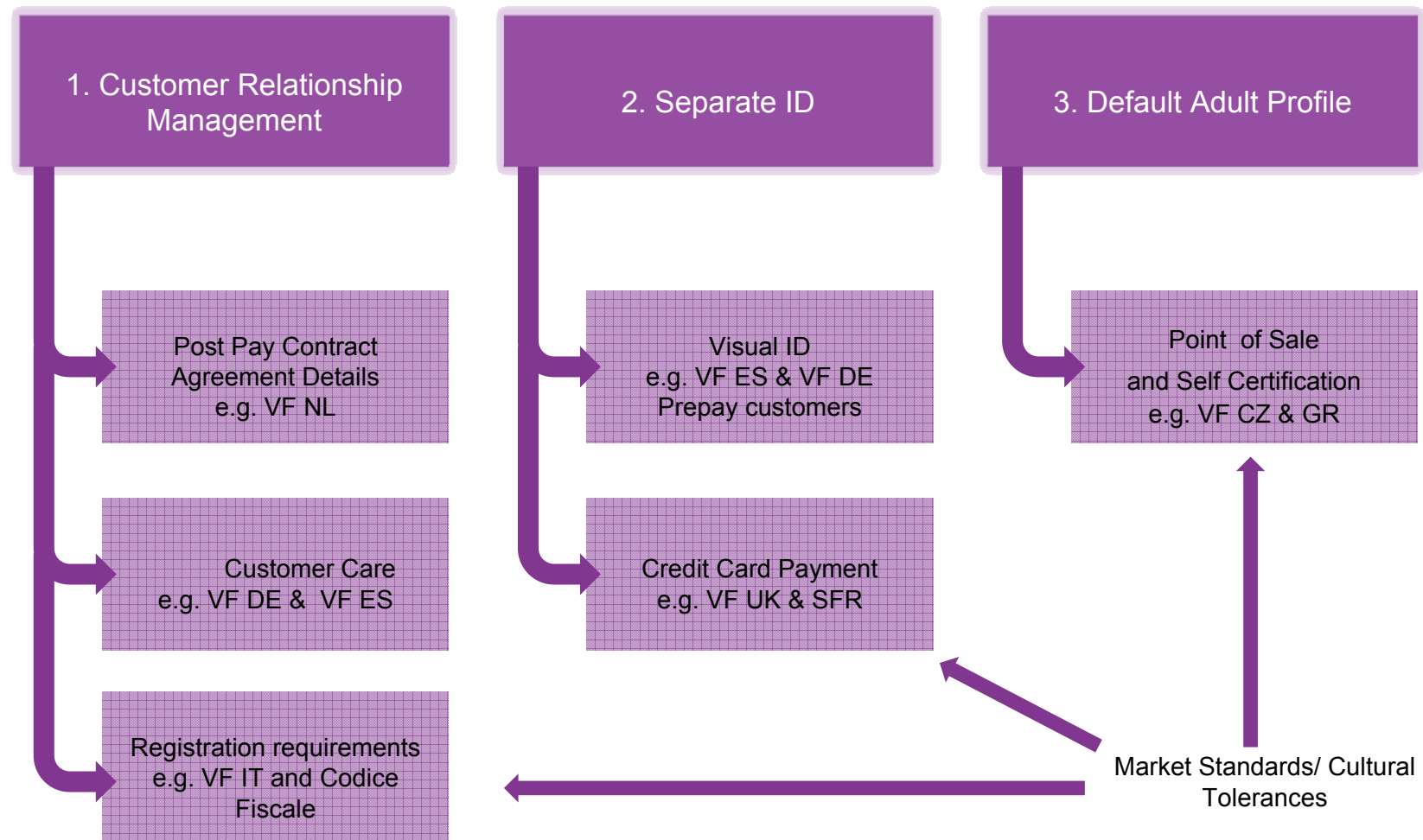
- On Vodafone portal content is controlled by editorial policy
- Off portal content availability very limited and uncontrolled



2005

- Vodafone portal content classified for 18 rated parental controls
- Policy covers off portal as mobile content market expands

Solutions for the Age verification of adult users



Lessons learnt

- Market tolerances vary on age verification methods, one size doesn't fit all!
- Poor customer experience & expensive to replicate Visual ID for all customers
- Although Content Classification have similar age bands across Europe, the rating of the content can vary greatly
- Where the upper content rating is 16, most markets have age verified on 18 due to lack of online method for 16 and over
- Online “in session” verification is preferred by Customers
- Age verification must be delivered in tandem with an education and awareness programme

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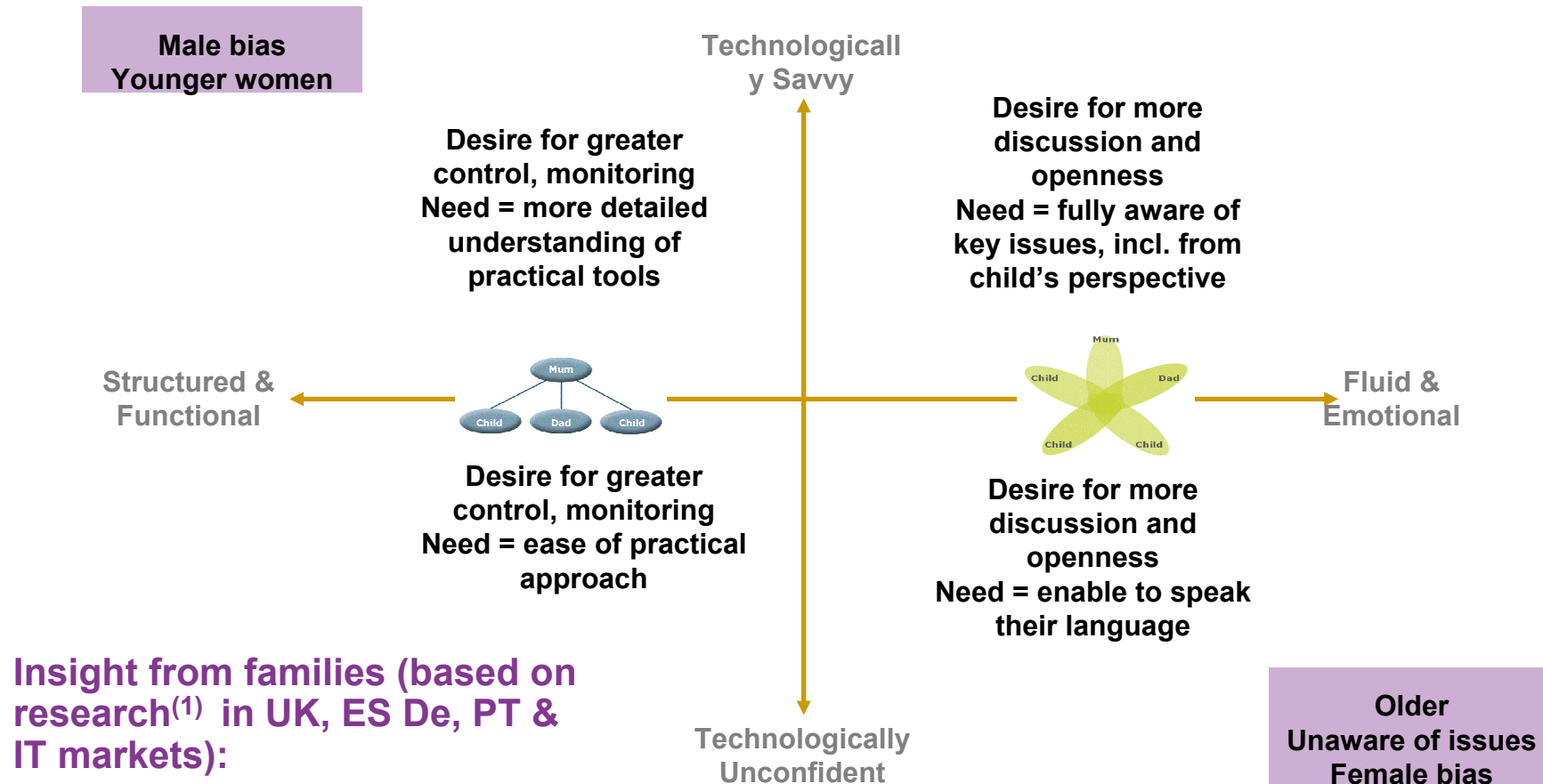
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2008

- Limited Social Networking Services functionality available on Mobile, Services extremely popular with children and younger teenagers

What our customers want us to do

Differing information and support is required depending on a parents approach to control and their level of comfort with technology



Note: (1) VF Group Commissioned Research: Engaging the Family with Technology – Qualitative Research Debrief, February 2008 (Added Value)

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Summary of Customer Insight

Parents want

- to be informed of the issues
- adequate information to make their decisions
- easy to use tools to manage their children's mobile use

Parental Controls Evolution

Vodafone 2005

Vodafone 2009

Opt in Adult Profile



Illegal Content
URL List



BLOCKED

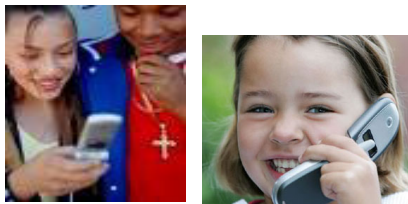
18 yrs & Over Rated Content



Opt in Adult Profile



Default General Profile



17yrs & Under Rated Content



Default General Profile



12 yrs & Under Rated Content



Opt out Child Profile



Thank You