

FINAL - DO NOT EDIT

Cooperative arrangement for complaints handling on social networking sites

YouTube

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

1. About the Social Networking Service

Google is deeply committed to protecting young people on the Internet and providing all of our users with a safe experience online through empowerment, education and protective measures. That's why we empower people with tools to help them choose what content they see online; provide educational materials on how to stay safe online; and protect through partnerships including with law enforcement and industry. We incorporate these three key principles across all Google products and services as broadly as possible. Google's [Family Safety Center](#)¹ and the [YouTube Safety Center](#)² are great resources for any user looking for safety tools and resources. They are one-stop shops for *teens, parents, teachers, and carers* about staying safe online. We've recently updated it to include advice from leading child safety organisations around the world, tips and ideas from parents at Google, as well as information on how to use the safety tools and controls built into Google products.

In relation to this protocol, there are social elements to our video sharing platform YouTube. YouTube is a user generated video sharing platform around which communities form, have discussion and interact. Bearing this in mind, Google provides information below about how it maintains these principles on the YouTube platform, where the relevant principles can be applied.

YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe

¹ <http://www.google.com.au/goodtoknow/familysafety/>

² http://support.google.com/youtube/bin/request.py?&contact_type=abuse

and acts as a distribution platform for original content creators and advertisers large and small.

Members of the YouTube community engage with one another by uploading, watching, favouriting, liking and commenting on videos, subscribing to channels, creating playlists and sharing this activity. The following statistics particularly demonstrate the social nature of YouTube.

- 500 years of YouTube video are watched every day on Facebook, and over 700 YouTube videos are shared on Twitter each minute
- 100 million people take a social action on YouTube (likes, shares, comments, etc) every week
- Millions of subscriptions happen each day. Subscriptions allow you to connect with someone you're interested in — whether it's a friend, or the Sydney Opera House — and keep up on their activity on the site
- More than 50% of videos on YouTube have been rated or include comments from the community
- Millions of videos are favourited every day

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

The following is an outline of how YouTube has considered the Cooperative Arrangement for complaints handling in relation to its Social Networking Service(s). This section will make reference to the recommendations made in the Principles document, where they are applicable and outline how they are applied.

1. Policies for acceptable use

YouTube's Terms of Service require all users to abide by our Community Guidelines before uploading videos. Our Community Guidelines are purposefully written in easy-to-understand language and are designed to provide users with clear advice on what content is acceptable and what is not (e.g., hate speech, pornography, images of drug abuse, and graphic violence). We have zero tolerance for predatory behaviour, harassment, revealing other users' personal information, or any activity that endangers safety or privacy. Users who repeatedly violate our Community Guidelines will have their accounts terminated.

Content deemed "age-restricted" after flagging and subsequent staff review is only viewable by signed-in users who represent that they are 18 years of age and older and who've clicked through a warning message.

Our Community Guidelines are clear about what is allowed on YouTube and what is not. There is, however, a category of content that is not illegal and does not breach our Terms of

Service, but could still be inappropriate for users under the age of 18.³ Should a user who is not signed into the service come across such a video they will be greeted with an interstitial page stating:

“This video or group may contain content that is inappropriate for some users, as flagged by YouTube’s user community. To view this video or group, please verify that you are 18 or older by signing in or signing up⁴.”

A user can then sign in and choose to watch the video or not. Only users with a birth date putting them over the 18 year old threshold will be allowed to watch the video. In order to prevent a teen from signing out of their account and then trying to create a new account with an older birth date, YouTube places a cookie on the user’s browser preventing the user from re-registering with a different age.

Users under the age of 13 are prohibited from using YouTube and are blocked from creating accounts by a permanent cookie.

Within YouTube’s safety tips page and the Terms of Service⁵ it is clearly stated that the YouTube service is for people of 13 years and older. If, upon registration, a user puts a birth date that makes them under 13, they will be refused use of YouTube. In order to prevent a teen from trying to create a new account with an older birth date, YouTube places a cookie on the user’s browser which prevents the user from registering with a different birth date.

Upon notification or if YouTube reasonably suspects that a particular user is less than 13 years old, that account will be closed. YouTube will send a confirming email to that user in those suspect cases.

2 & 3. Complaints Mechanisms and Review Processes

Every minute, 72 hours of video are uploaded to YouTube, totaling hundreds of thousands of videos every day. To handle this much content, we have developed an innovative and reliable community policing system that involves our users in helping us enforce YouTube’s rules.

Millions of users report potential violations of our Community Guidelines by selecting the “Flag” link when they encounter inappropriate content. This reporting mechanism is straightforward and easily navigable for users of any age. Users are able to select from a list of over a dozen reasons for flagging a video and are given the opportunity to provide additional information, such as the specific time when the objectionable material appears in

³ <http://support.google.com/youtube/bin/answer.py?hl=en-GB&answer=92486>

⁴ www.youtube.com/create_account

⁵ <http://www.youtube.com/t/terms>

the video. Flagged videos are promptly reviewed for compliance with our Community Guidelines.

In addition to the aforementioned flagging mechanism to report content policy violations, YouTube has formal contact forms through which users can contact us directly regarding privacy, harassment and legal complaints.

Dedicated YouTube staff review flagged content 24 hours a day, seven days a week, with a lot of content being reviewed in under one hour. If a user seeks more information on how we enforce our policies, there are additional details available in the Help Center⁶.

Users whose content is flagged and removed pursuant to our Community Guidelines receive messaging specific to the policy violated. For instance, a user who violates our policies regarding Harmful & Dangerous Content would receive messaging tailored to that policy area.

If users submit a Harassment complaint via our Help & Safety Tool⁷ they are informed, "We appreciate your bringing this to our attention. We will investigate your claim and take action if necessary. Thanks for helping us keep YouTube safe." If the content violates our policies regarding Harassment we notify the uploader as well.

If someone feels that their privacy has been violated on YouTube, a privacy complaint can be submitted to YouTube through our online tool⁸. We also accept complaints from parents or legal guardians of a minor child.

Throughout the Privacy Complaint Process the support team engages in correspondence with both the complainant and the uploader. We first email both the complainant and the uploader to confirm that a privacy complaint has been filed and to explain how reports are handled. In certain circumstances we ask either or both parties for additional information regarding the claim. After we review the complaint against our Community Guidelines, we take action as necessary and email the complainant regarding our decision. We likewise engage in email correspondence with users who submit impersonation and legal complaints. We confirm that we've received their complaint and notify them of the action taken.

We also offer our users tools to protect their privacy on the site, such as the ability to hide personal information, make videos private, remove videos from public listings, or share videos selectively with family and friends.

We respond immediately to threatening situations and report all instances of child abuse/exploitation to the National Center for Missing and Exploited Children (NCMEC).

⁶ <http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=92486>

⁷ <http://www.youtube.com/reportabuse>

⁸ <http://support.google.com/youtube/bin/answer.py?hl=en-GB&hlrm=en&answer=142443>

4. Child abuse material

YouTube takes reports of illegal content on the site seriously. When we become aware that a video violates the law, we cooperate with law enforcement agencies quickly and in the proper legal framework. For example, we report all instances of child abuse/exploitation to the National Center for Missing and Exploited Children (NCMEC). Content that demonstrates imminent threats to life or limb can be reported to relevant law enforcement agencies. Content that is flagged or reported through the Help & Safety Tool is reviewed and dealt with appropriately.

On the Google-wide level, we actively support law enforcement efforts to keep kids safe online. Google has a specialized legal team dedicated to working with law enforcement officials, available 24 hours a day, 7 days a week.

We're also leveraging Google tools to combat online child abuse material. Throughout 2007, engineers used some of their 20% time to create [innovative software tools](#)⁹. The keys here were organization, scalability, and search. In particular, the tools we provided will aid in organizing and indexing the National Centre for Missing and Exploited Children's (NCMEC) information so that analysts can both deal with new images and videos more efficiently and also reference historical material more effectively. This task has been time-consuming, and NCMEC analysts were simply getting overwhelmed by all of the data they had to sift through to help NCMEC track down child predators through video and image search. With these tools, analysts will be able to more quickly and easily search NCMEC's large information systems to sort and identify files that contain images of child pornography. In addition, a new video tool we built streamlines analysts' review of video snippets.

Google has also donated [Google Search Appliances](#)¹⁰ and hundreds of thousands of dollars of in-kind advertising each year through our [Google Grants](#)¹¹ program to NCMEC.

Google is a member of both NCMEC's Financial Coalition Against Child Pornography and its Technology Coalition. The Financial Coalition includes leading banks, credit card companies, third party payment companies and Internet services companies, and is dedicated to fighting child pornography/abuse over the Internet. The goal of the Financial Coalition Against Child Pornography is to eradicate commercial child pornography. NCMEC's Technology Coalition's mission is to develop and deploy technology solutions that disrupt the ability of predators to use the Internet to exploit children or traffic in child pornography/abuse material.

⁹http://missingkids.com/missingkids/servlet/NewsEventServlet?LanguageCountry=en_US&PageId=3644

¹⁰<http://www.google.com/enterprise/gsa/>

¹¹<http://www.google.com/support/youtube/bin/answer.py?answer=126289>

5. Identified contact person

YouTube's identified contact person is Google's representative on the Consultative Working Group on CyberSafety. This is the person with whom the Australian Government can discuss issues and any appropriate messaging to the community and media in response to issues as they arise.

6 & 7. Education and awareness raising

YouTube as a video platform not only demonstrates its own safety features but also provides information to parents, teachers and young people on how to remain safe online, many of whom we partner with and support. Users are able to access YouTube's Community Guidelines¹², Help Center¹³ and Safety Center¹⁴ from every YouTube page. All of these pages are written in an easy to understand, user-friendly format.

The Help Center provides advice on a vast array of topics from changing personal settings to privacy complaint guidelines. Our dedicated Safety Center, linked to at the bottom of each page on our site, provides safety tips to our users, including advice on keeping personal videos private, teen safety, protecting online identities, appropriately managing interactions with other users, being responsible digital citizens, and using the community flagging system (see www.youtube.com/t/safety). We also provide Educator¹⁵ and Parent Resources¹⁶ pages which are targeted specifically at those audiences. From the Safety Center, it is possible to reach the Google Family Safety Center which offers additional tools and resources on a variety of topics. This information is made available to users, parents and teachers.

Also, we recently launched the YouTube Curriculum -- an interactive resource to help students, parents and educators learn how to be responsible digital citizens and how to navigate YouTube's policies and tools with ease.

We also support child safety organisations' efforts to educate Internet users through new media, including YouTube. YouTube has partnered with many organisations in multiple countries and languages who have their own channels and whose expertise we've incorporated into our help resources and safety tips. Some examples are Kids Helpline¹⁷,

¹² http://www.youtube.com/t/community_guidelines

¹³ <http://support.google.com/youtube/?hl=en>

¹⁴ http://support.google.com/youtube/bin/request.py?contact_type=abuse

¹⁵ <http://support.google.com/youtube/bin/answer.py?hl=en&answer=157105>

¹⁶ <http://support.google.com/youtube/bin/answer.py?hl=en&answer=126289>

¹⁷ <http://www.kidshelp.com.au/>

Bravehearts¹⁸, Beat Bullying¹⁹, Childnet²⁰, eEnfance²¹, Save the Children²², ICMEC²³, Ad Council²⁴ and others.

We also teamed up with online safety organisation iKeepSafe to develop a curriculum²⁵ that educators can use in the classroom to teach what it means to be a responsible online citizen. The curriculum is designed to be interactive, discussion filled and allow students to learn through hands-on and scenario activities. The site also provides a resource booklet for both educators and students that can be downloaded in PDF form, presentations to accompany the lesson and animated videos to help frame the conversation. We've also launched a number of videos from our Safety Center, one²⁶ of which focuses exclusively on how to stay safe on YouTube.

YouTube always encourages users to employ a safe approach to personal information and privacy. YouTube does not have profile pages in the same way as social networking services, instead YouTube users use Channels to share user created content. YouTube does provide the option for users to share their videos privately to a limited number of people, or remove their videos from public listings. Users can also have the option to prevent videos being embedded on 3rd party pages, to prevent other sites from putting the user's video elsewhere on the web.

When setting up an account, users are advised in the Safety Tips, also accessible from every page, on how to protect their identity. Users are able to add some personal information on their channel should they choose to do so. Once the user has set up their channel they have the option to add information through their account settings. Privacy settings are readily available to users regarding recent activity sharing²⁷ which allow a user to choose which information they wish to share. Help articles on 'Editing your Channel for Privacy' and related issues can be found in the Help Center. Users can also have the option to prevent videos being embedded on 3rd party pages, to prevent other sites from putting the user's video elsewhere on the web.

¹⁸ <http://www.bravehearts.org.au/>

¹⁹ <http://www.youtube.com/user/Beatbullying>

²⁰ <http://www.youtube.com/user/childnet>

²¹ <http://www.youtube.com/user/eenfance>

²² <http://www.youtube.com/user/savethechildreuk>

²³ <http://www.youtube.com/user/DontYouForgetAboutMe>

²⁴ <http://www.youtube.com/user/adcouncil>

²⁵ <http://www.google.com/educators/digitalliteracy.html>

²⁶ <http://www.youtube.com/watch?v=DQ5zJvA0NYY>

²⁷ http://www.youtube.com/account_sharing

8. Collaboration with Government on education and awareness raising initiatives

YouTube, through its Google representative, is a member of the Consultative Working Group on Cybersafety and is committed to helping all Australians be smart, safe and responsible online.

Google works to promote the Australian Government's CyberSafety Help Button, including through its blog and Family Safety Center. Google also participates in cybersafety events and awareness activities organised by the Government, including Safer Internet Day, Privacy Awareness Week and National CyberSecurity Awareness Week. For example, for Safer Internet Day Google published advertisements promoting its safety tools in newspapers across Australia and online.

Google also distributes information about its safety tools through the Australian Communications Authority's Cybersmart program, and through events such as the CyberSafety Summit, the National Center Against Bullying Conference and consumer organisations such as ACCAN. We also meet with education institutions to raise awareness of the safety tools we make available, and how to report content on our services.

We support the part-Government funded Cooperative Research Centre for Youth and Wellbeing (YAW-CRC). The YAW-CRC contributes important research to this area, including research which is helping us understand how we as a community can harness the knowledge and skills of young people to help parents and guardians learn about the online world (see for example the YAW-CRC's *Living Lab study on Intergenerational Attitudes to Social Networking and Cybersafety*).

We also support non-government educational efforts to increase awareness about digital citizenship. In Australia we support non-profit organisations including The National Association for Prevention of Child Abuse and Neglect (NAPCAN), Inspire Foundation, The Alannah and Madeline Foundation, Kids Helpline and Bravehearts, to provide online public service announcements that promote access to resources about safety and other educational efforts. We actively support their efforts to raise awareness and educate people about digital citizenship. This includes our support for The Alannah and Madeline Foundation's eSmart Schools Program (<http://www.amf.org.au/eSmart/>).

9. Continued innovation

We are continually developing innovative tools to keep our community safe. For example, we use digital hashing technologies to prevent the re-upload of files that have been removed pursuant to policy violations. We also offer our users tools to protect their privacy on the site, such as the ability to hide personal information, make videos private, remove videos from public listings, or share videos selectively with family and friends. Our Help & Safety Tool lets

users report concerns to the YouTube team (such as harassment, privacy violations and cyberbullying), block comments from specific other users and disable the video comments feature on videos.

YouTube specifically created Safety Mode²⁸, which allows users to choose not to see potentially objectionable content they may find offensive, to give parents additional controls over their teen's account. When users opt in to Safety Mode, videos with potentially objectionable content will not show up in video search. While no filter is 100% accurate, we use community flagging and hide objectionable comments to identify and hide inappropriate content. Like Google SafeSearch, Safety Mode on YouTube does not remove content from the site but rather keeps it off the page for users who opt in.

In order to make it less likely for users to stumble upon this type of content it are excluded from certain listings and areas of the site such as the "Most Viewed" page. YouTube has implemented automated systems to help classify content based on their content and meta-data and where videos are determined to be unsuitable for younger viewers, such content is demoted in browse pages, for example.

3. Other actions taken on implementation of these arrangements

This Self-Declaration is designed to provide information about how YouTube handles complaints and works to raise awareness about how to stay smart, safe and responsible online. YouTube, through its Google representative, is a member of the Consultative Working Group on CyberSafety and is committed to ongoing collaboration to help all Australians have a safe experience online.

²⁸ <http://support.google.com/youtube/bin/answer.py?hl=en-GB&answer=174084>