

AFRICAN REGIONAL CONFERENCE ON CHILD ONLINE PROTECTION

EMPOWERING THE FUTURE DIGITAL CITIZENS

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TECHNOLOGICAL ADVANCEMENTS

- Internet presence: the world is now a global village.
- Ease of communication with family and friends
- Making new friends is an internet throw away.
- Beneficial to young children in areas like education & health
- Learning tool: online research
- Interconnected different schools where they are able to share learning material with their counterparts online.

OPPORTUNITIES

- Promotion of internet access in schools
- Partnership with Vodafone foundation & UNHCR launched a transformative mobile-based education programme to pupils at 13 schools in Dadaab refugee camp, one of the world's largest refugee camps.
- The **Instant Network Schools** offer learning programmes to 18,000 young refugees between the ages of seven and 20 years.
- This project allows children in Dadaab refugee camp to have access to quality education just like children in other parts of the country by accessing digital educational content as well as the internet.

RISKS

- But this online convenience has brought with it risks:
 - Children remain vulnerable in the online space making them an easy target for cyber criminals.
 - Cyber bullying
- There is also the risk of children accessing sexual discussions and being exposed to illegal, harmful or adult content and violence among other risks
- There are children who have been scarred for life due to content they have accessed online while others have turned violent.

GAPS

- Unfortunately, majority parents/guardians/teachers do not pay attention to the **potential risk** that exposure to internet on the mobile phones, computers or other smart devices has on the children.
- The **generation gap** between parents/guardians/teachers and their children has led to many youngsters accessing restricted internet content without their parents' knowledge.

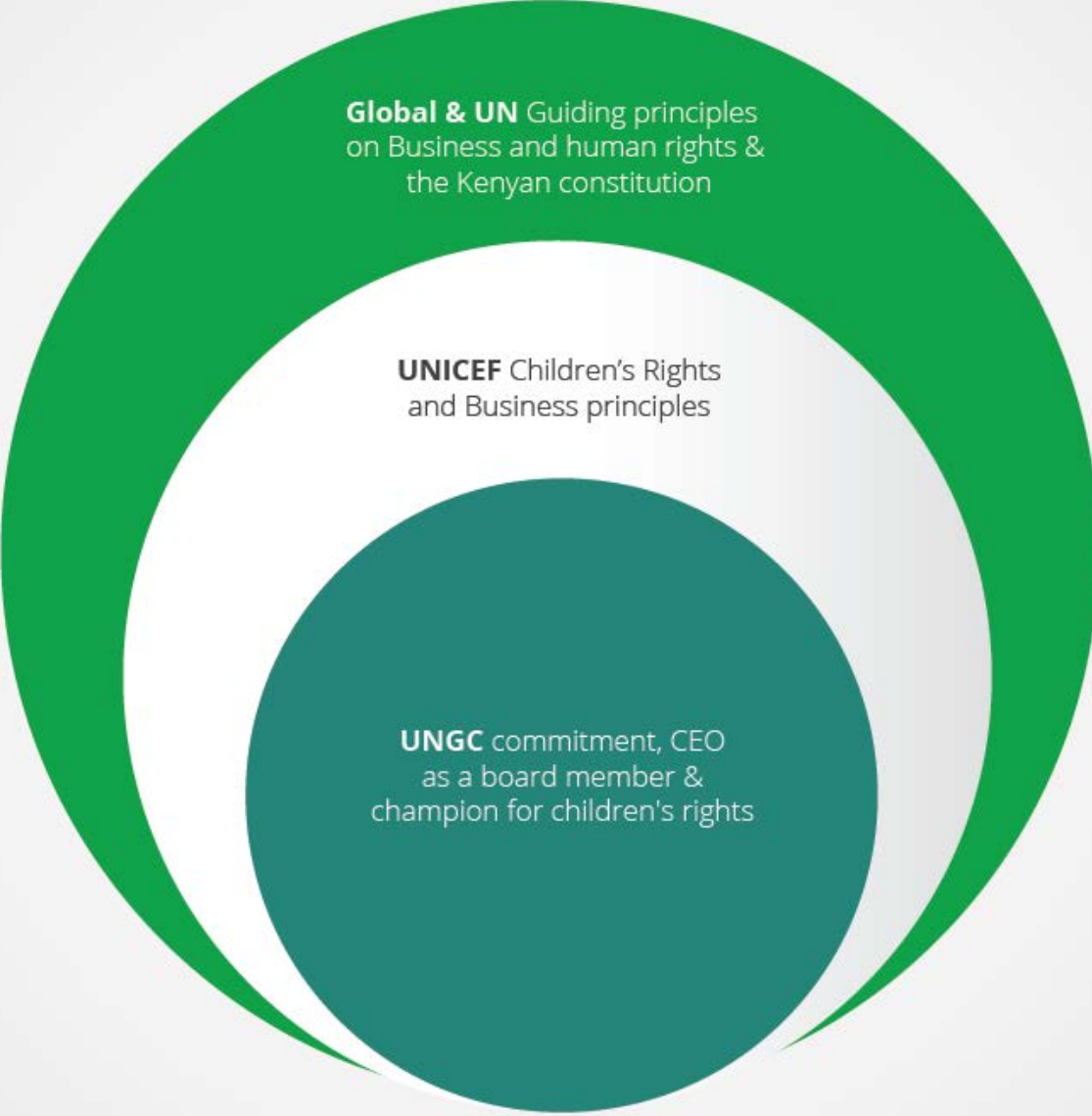
At Safaricom, we are keen to use technology to address some of these challenges.....

CHILDREN'S RIGHTS & BUSINESS PRINCIPLES AT SAFARICOM



A close-up photograph of a young child with a joyful expression, wearing a blue and white striped knit hat and a red and blue striped shirt. The child is smiling, showing their teeth. The background is a soft, out-of-focus grey.

**CHILDREN'S
RIGHTS &
BUSINESS
PRINCIPLES**



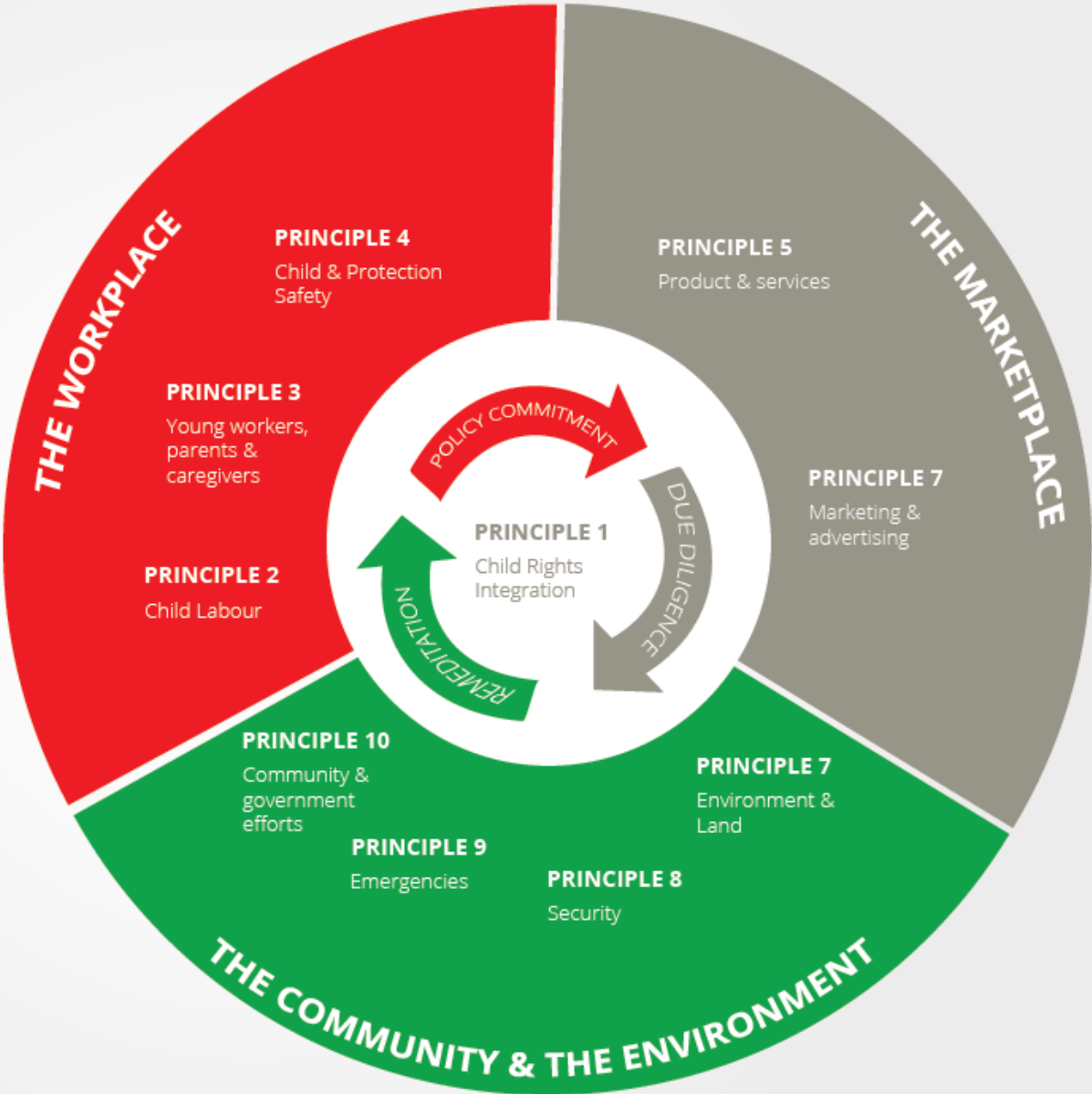
Global & UN Guiding principles
on Business and human rights &
the Kenyan constitution

UNICEF Children's Rights
and Business principles

UNGC commitment, CEO
as a board member &
champion for children's rights

The UNICEF Child Rights and Business Principles encourage businesses to implement these core actions by considering the impact on children of all their activities and their relationships related to the workplace, marketplace, community and the environment.

The principles can be mapped for actions in:



THE PRINCIPLES

1

Meet their responsibility to **respect children's rights** and commit to supporting the human rights of children

2

Contribute to the **elimination of child labour**, including in all business activities and business relationships

3

Provide decent work for **young workers, parents and caregivers**

4

Ensure the **protection and safety of children** in all business activities and facilities

5

Ensure that **products and services are safe**, and seek to support children's rights through them

6

Use **marketing and advertising** that respect and support children's rights

7

Respect and support children's rights in relation to the **environment and to land** acquisition and use

8

Respect and support children's rights in **security arrangements**

9

Help protect children affected by **emergencies**

10

Reinforce **community and government** efforts to protect and fulfil children's rights



MARKETPLACE

Online privacy
protection

Ethical marketing
and advertising

Products and
services that respect
and promote the
rights of children

ONLINE PARENTAL CONTROLS

- Enabling parents to set controls to restrict internet access on Safaricom devices
- Blocks for child abuse materials (where legal) using the IWF list
- Key parental control blocks
 - Digital parenting
 - Guardian APP
 - Network based parental controls

DIGITAL PARENTING

- Education on the main sites by children & the dangers of exposure
- Check lists on the basics to enforce parental control & the limits to avoid 'over policing'
- How-to guide on enforcing parental controls on the main sites YouTube & Google
- New technologies used to monitor like Guardian APP, and Norton

THE GUARDIAN APP

- In partnership with Vodafone, last year we launched a smartphone app that allows parents to restrict the content that can be accessed by children.
- The application known as “Guardian” is one of the leading Digital Parenting Apps globally.
- The ‘Guardian” enables parents to bar calls not in the contact list and decide the times of day that the browser, Wi-Fi or specific apps, such as games and videos, can be used.
- The app also has an “always allowed list” which is a set of numbers that will always be allowed no matter what restrictions have been set. These are emergency service numbers like police helpline.
- Parents can also set the number of times in a day a child can use their phone for calling, receiving texts and accessing the internet.

THE GUARDIAN APP...

- This app enables parents to extend their parental control security to their children's smartphones and tablets.
- I would like to urge parents/guardians/teachers to educate children on responsible use of these devices especially on accessing content that might be harmful to them.
- It is also the responsibility of business to come up with smart solutions to safeguard our children from the dangers of the online environment.

NETWORK BASED PARENTAL CONTROLS

- Device independent
- Available on both mobile & fix networks
- Allows network wide filtering of internet traffic
 - URL, keywords, APPS, time based...

“Safety and Security don’t just happen,
they are the result of collective
consensus and public investment.”

Nelson Mandela