

ITU COP Working Group

ELLA SERRY

MANAGER – INTERNATIONAL
ENGAGEMENT AND CAPACITY BUILDING



First government agency

to regulate for the online safety of its citizens

Prevention

Evidence-based
resources and programs

Protection

Regulatory and
reporting schemes

Proactive change

Minimise the harms
through Safety by Design



Regulator

Established 2015

Educator

Protection



Illegal and
harmful online
content

=



Child sexual
exploitation
material



Pro-terrorist
content



Abhorrent
violent
material



Image-based
abuse



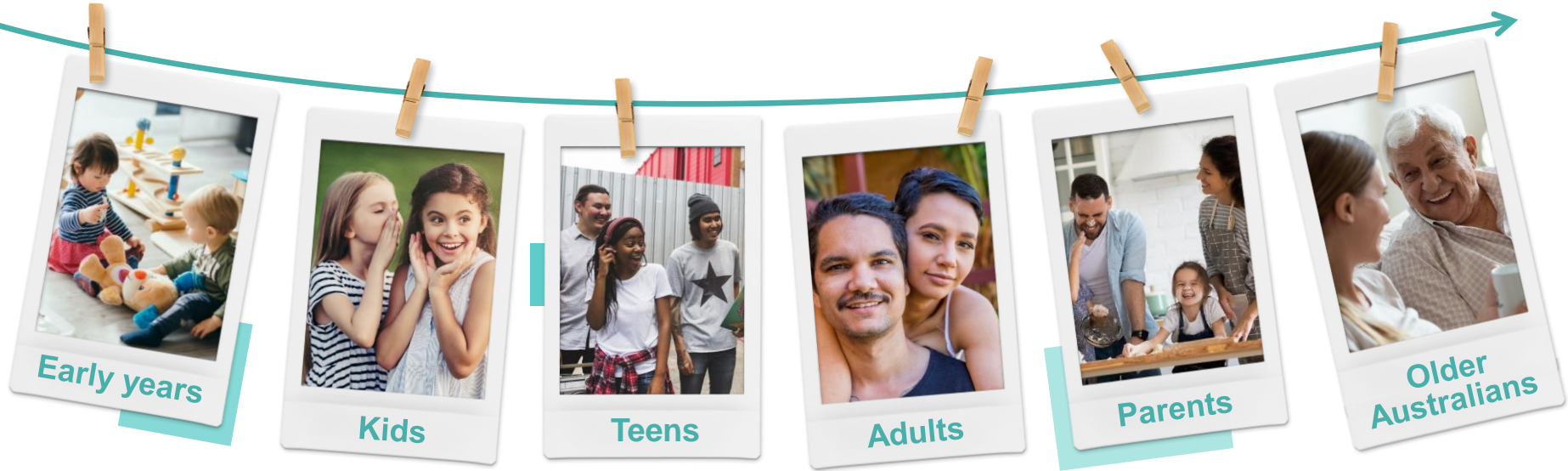
Serious
cyberbullying
of a child



Adult cyber
abuse

Prevention

Preventing the harms from happening in the first place



Research, education and training programs

Proactive and systemic change

Getting ahead of technology trends and challenges



End-to-end encryption (E2EE)

This statement provides an overview and eSafety's position on end-to-end encryption (E2EE) — a method of secure communication that allows only the people communicating with each other to read the messages, images or files being exchanged.

(25 February 2020)

[READ NOW](#) →



Deepfakes

This statement provides an overview and eSafety's position on deepfakes — digital photos, videos or sound files of a real person that have been edited to create an extremely realistic but false depiction of them.

(11 May 2020)

[READ NOW](#) →



Anonymity and identity shielding

This statement provides an overview and eSafety's position on anonymity and identity shielding, which can make it difficult to hold people responsible for what they say and do online.

(22 January 2021)

[READ MORE](#) →

eSafety's approach



Safety
by Design

**...places
the safety and
rights of users**

at the centre of the design,
development and deployment
of online products and services



Principles

Organisations need to assess risk and build safety

into the design, development and deployment of
online products and services upfront

Service provider
responsibilities

User empowerment
and autonomy

Transparency and
accountability





Safety
by Design

Assessment tools



ENTERPRISE ASSESSMENT TOOL

This online safety assessment tool is designed for mid-tier companies (50 to 249 employees worldwide) and top-tier companies (250+ employees worldwide).



START-UP ASSESSMENT TOOL

This online safety assessment tool is designed for early stage or start-up companies (employing up to 49 people worldwide).

Where do I get started?



Initial

Restart



Online harms

Overview

Start



Structure and
Leadership

Overview

Start



Internal policies
and procedures

Overview

Start



Moderation, escalation
and enforcement

Overview

Start



User
empowerment

Overview

Start



Transparency and
accountability

Overview

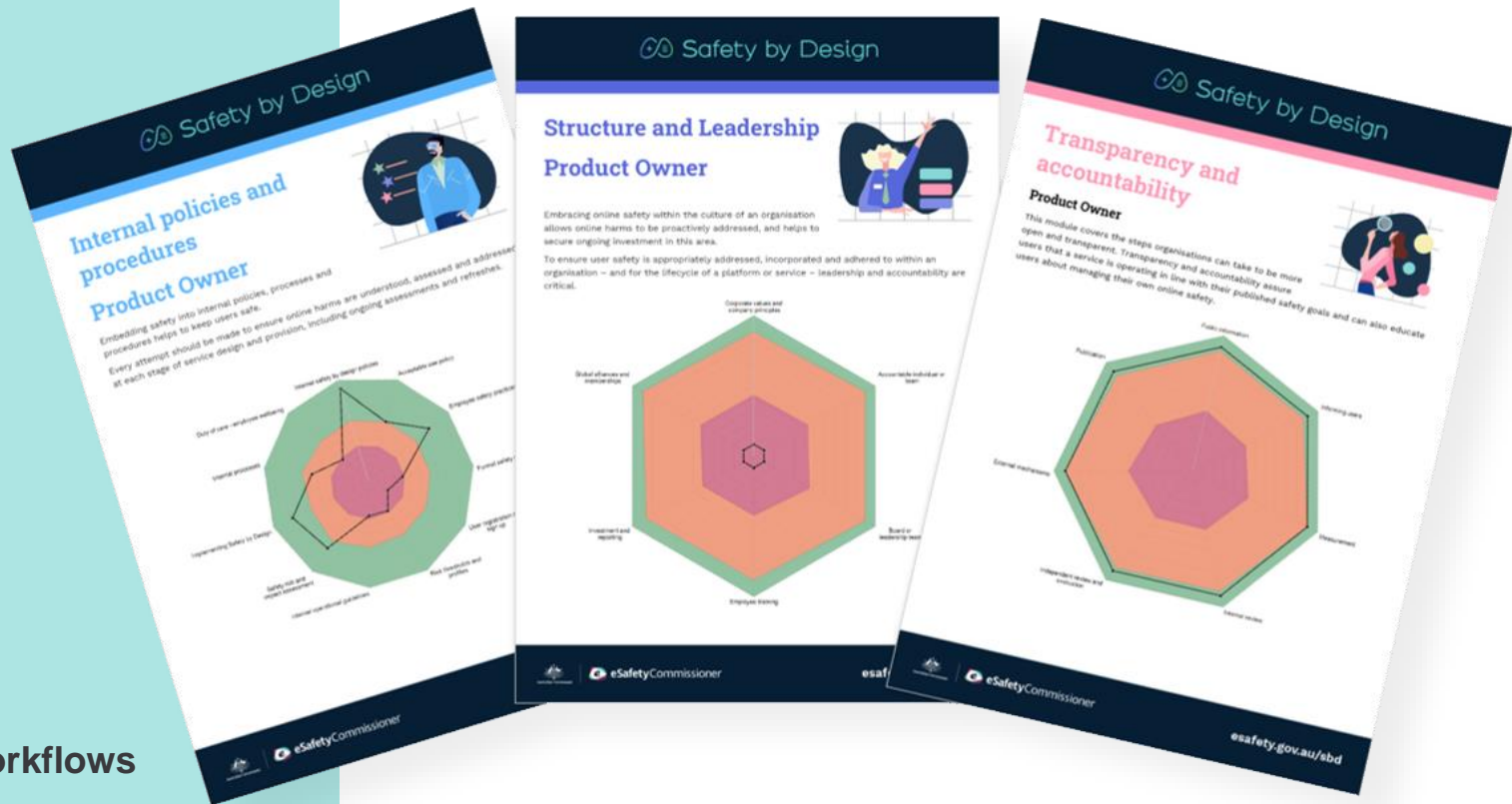
Start

esafety.gov.au/about-us/safety-by-design/assessment-tools



End report

- ✓ Examples
- ✓ Templates
- ✓ Proposed workflows



Support from industry

Since July 2021,
the SbD assessment tools

have been accessed
over 500 times
by organisations

in more than
32 countries

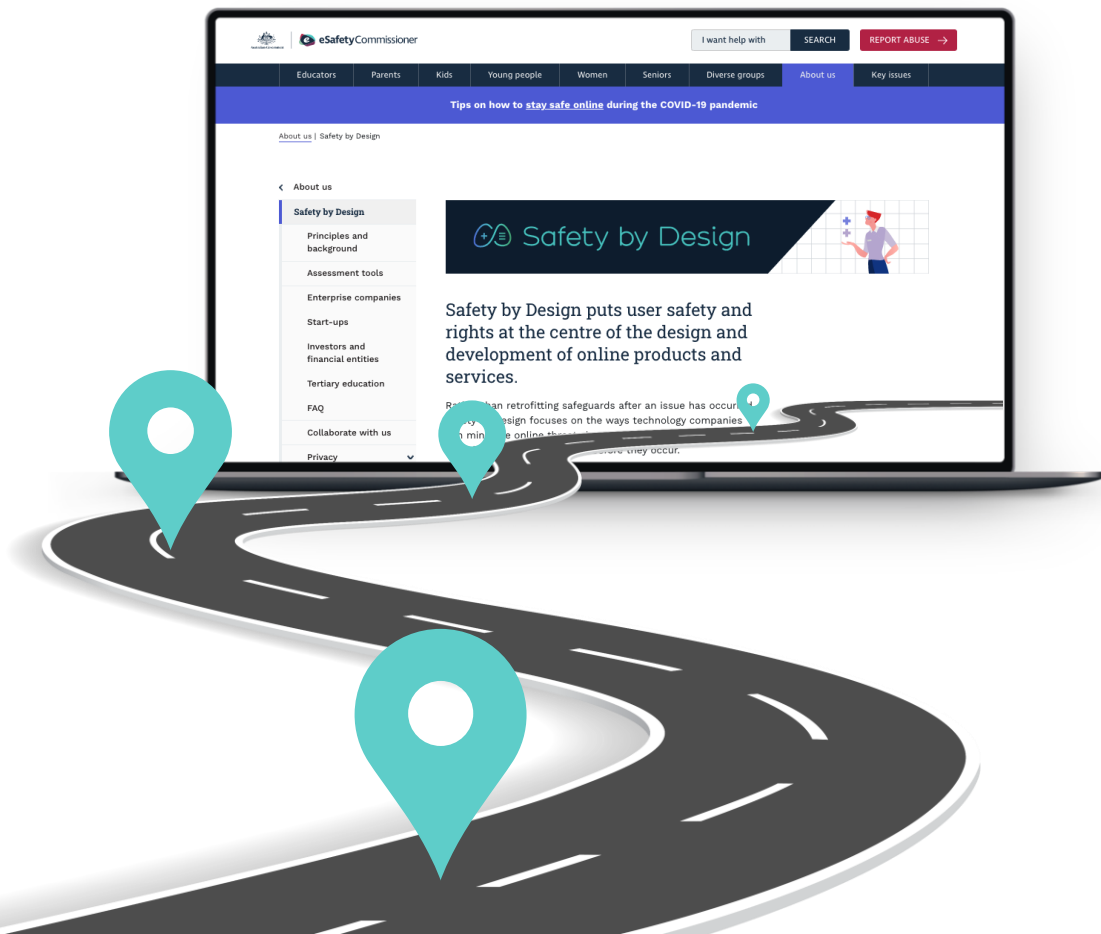


Future activities

+ Continuing the 5 phase roadmap for industry

+ Tools for financial entities

+ Embedded in curriculum
– secondary to tertiary



Southeast Asia

- ✓ Promote, encourage and share our global SbD initiative as a model approach to online safety across the Southeast Asian digital ecosystem
- ✓ Intend to work with governments, industry and civil society organisations

Initial priority countries are Indonesia, Malaysia, Thailand and Vietnam



Working together globally

“Mindfully create
a much better
internet for the
future”



 eSafety Commissioner



Thank you

international@esafety.gov.au



eSafety
Commissioner

esafety.gov.au/SbD