A Proposal for Introducing a National Initiative for Child Online Protection
Online Opportunities and Risks

The Internet can be described as nothing short of the landmark invention of our lifetime.

It has changed forever the way we work, communicate, learn, play, and grow.

It has quickened productivity, expanded global commerce, enabled new opportunities for social interaction, and even sparked the creation of online communities.

Yet, like all public places, the online world is not without its risks and bad actors.

As in the real world, online risks can stem from illegal, inappropriate, unwanted or illegitimate Content, Contact, Conduct, and Commerce ("The Four Cs"), and those risks can be magnified for the most vulnerable members of our global society: children.

Also, much as in the real world, the responsibility for helping to protect children and young people online is shared among parents and caregivers, government, law enforcement, technology companies, educators, civil society and others.
More than 135 million individuals are using the Internet in the 22 Arab countries and 71 million are using social networks actively. (Source: Mohammed Bin Rashid School Government)

Egypt has 40,311,562 Internet users, with 48% Internet penetration that represents 10% growth than 2013. (Source: Internet Live Stats)

In Egypt, Average monthly searches for keywords related to missing kids on search engines are 200 monthly searches.
To help these stakeholders understand how best to engage in helping to protect children and young people online, the government might consider introducing a national initiative and multi-pronged strategy for child online protection.

Microsoft recommends that any such strategy have at least five key components:

- Employ and/or conduct research
- Raise public awareness
- Mandate in-school education
- Develop and enforce a comprehensive legal framework
- Build public-private partnerships

This proposal will briefly discuss each of these elements in turn, and provide examples of and links to Microsoft resources and best practices from other geographies where applicable.
It is important that any such National Initiative for Child Online Protection be evidence-based, grounded in robust academic research that accurately portrays the online risks to children, teenagers, and youth, and dispels myths that can lead to misplaced efforts to address them.

Accordingly, Microsoft recommends a survey and compilation of existing research on child online safety within Arab countries. Depending on the results of that survey, additional formal research may be in order.

Separately, Microsoft has conducted a number of studies about the online habits and practices of children and young people around the world, including online bullying and other negative behaviors young people may encounter online (2012); how teens manage their digital reputations (2010), and our signature, 20-country Microsoft Online Safety Index research report (2011–2013). Two Gulf countries, Qatar and UAE, were included in the 25-country online bullying study, as were other countries in the Arab World.

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B. Raise Public Awareness

Participation of the general population is critical to the success of any broad-scale social initiative. At its core, being safer online is about changing personal behaviors—a move toward more prudent, proactive, and engaged online safety habits and away from practices that are perhaps uninformed or lackadaisical. Microsoft believes that the process of changing behaviors progresses along a continuum. The process starts with awareness-raising; it then moves to a change in attitudes, followed by altered beliefs, and eventually behaviors.

Raising awareness typically involves a media and advertising campaign, complete with at least one call-to-action for the public. The signature online safety campaign in the United States, STOP.THINK.CONNECT. (STC) delivers a simple message: to pause and reflect before conducting online activities. It was launched in 2010 by the U.S. Department of Homeland Security, the National Cyber Security Alliance and APWG (formerly known as the Anti-Phishing Working Group). Less than five years later, STC’s international footprint and recognition are growing. More than 150 countries, companies and organizations now employ STC to better inform their citizenry and employee bases about the need to stay safer and more secure online.
B. Raise Public Awareness (Resources)

- Microsoft PhotoDNA technology to help combat child sexual abuse material online
- Microsoft PhotoDNA Cloud Service for qualified customers
- U.S. National Center for Missing and Exploited Children website
- Portal for missing child's using Microsoft Oxford Project for face recognition

التنوعة المجتمعية (مصادر)

- تقنية مايكرسوفت للبصمة الوراثية للصور وهي تقنية مساهمة في مكافحة محتويات الاعتداء الجنسي للأطفال على الإنترنت
- تقنية مايكرسوفت للبصمة الوراثية للصور متاحة الآن على الحوسبة السحابية للجهات المؤهلة
- موقع مركز الولايات المتحدة الوطني للأطفال المفقودين والمستغلين
- مشروع بوابه للعثور على الأطفال المفقودين باستخدام تقنية مايكرسوفت أكسفورد باستخدام مطابقة الوجه
A child’s online safety education should come from a number of sources, including his or her parents, siblings, peers, and friends. None may be as important, however, as what is formally taught in classrooms.

Microsoft advocates for mandatory in-school education about online safety issues because today’s generation of parents the world over expect young people to learn about life online in a formal classroom setting.

And, online safety curricula should become an integral part of schools’ efforts to achieve technological literacy for their students. Programs should include modules that weave the concepts of “digital citizenship” into standard curricula. Digital citizenship is grounded in two primary elements:

- Digital Literacy, including how to avoid online dangers and protect devices, and
- Digital Civility, including how to behave ethically and within online social norms.
Fostering Digital Citizenship, Microsoft white paper

Legislative example: A U.S. law that mandates the inclusion of Internet safety in the curricula of any school that receives E-Rate funding from the U.S. Federal Communications Commission, which gives those schools and libraries discounts for Internet access.
D. Develop and Enforce a Comprehensive Legal Framework

A robust legal framework is another critical component of any proposed National Initiative for Child Online Protection. Such a framework will help to detail what is expected of a variety of actors that play a role in helping to protect children online. For instance, the most harmful and heinous dark web risks to children include the creation and distribution of child sexual abuse material, the trafficking of children for sexual purposes, and the grooming of children for sexual exploitation. (The dark web is part of the web that is not indexed by search engines, and has raised concerns that it is a haven for criminal activity)
E. Build Public-Private Partnerships

No one entity or organization can solve these novel and nuanced online safety and child online protection issues alone. Therefore, a variety of public- and private-sector entities should work together to help foster an appropriate online environment for children and young people. Initiatives in this regard often take the form of public-private partnerships. Examples include:

- **Creation and maintenance of hotlines and helplines**, similar to those of the INHOPE network. Combatting CSAM unites INHOPE’s 52 international hotlines under one umbrella. Yet, on an individual level, many of these hotlines help to address other child online safety issues as well, including impersonation, hate speech, online bullying, and extremist content, to name a few.

- Microsoft would note that the establishment of a national or regional hotline or helpline with trained analysts in place to respond to online safety-related concerns of youth is a key element of any National Initiative for Child Online Protection.

- إنشاء خطوط هاتفية ساخنة، مماثلة لتلك الموجودة في شبكة ان هوب، لتكافح المحتوى الغير قانوني لمواد الاعتداء الجنسي على الأطفال يمكن توحيد الخطوط الدولية لرضا أن هوب تحت مظلة واحدة، حتى الآن على مستوى فردي، تعمل هذه الخطوط الساخنة لمعالجة قضايا سلامة الأطفال على الإنترنت والقضايا الأخرى أيضا، بما في ذلك انتهاك الشخصية، البلطجة والمحتوى المتطرف، وذلك على سبيل المثال لا الحصر.

- ترى مايكروسوفت إلى أن إنشاء خط هاتف ساخن وطني أو إقليمي أو خط للمساعدة من المختصين المدربين للإجابة على الاتصالات المتعلقة بالسلامة على الإنترنت للشباب عنصر أساسي في أي "مبادرة وطنية" لحماية الأطفال على الإنترنت.
E. Build Public-Private Partnerships

- **Collaboration with the technology industry.** For example, to help stem the spread of child sexual abuse material online.

  Microsoft collaborated with Dartmouth College to develop in 2009 a technology that helps find and remove from the Internet some of the worst known images of child sexual abuse and exploitation. Microsoft donated PhotoDNA to the U.S. National Center for Missing & Exploited Children, and the technology is used by law enforcement and more than 60 organizations worldwide to identify and remove CSAM from the online environment.

- **Awareness-raising campaigns** and days and months dedicated to online safety, including international Safer Internet Day and Cyber Security Awareness Month in the U.S., Europe, Canada, and elsewhere.

اعضاء شراكة بين القطاعين العام والخاص

 التعاون مع صناع التكنولوجيا على سبيل المثال، للمساعدة في وقف انتشار مواد الاعتداء الجنسي في الإنترنت

تعاون مايكروسوفت مع كلية دارتموث لتطوير تكنولوجيا تساعد على العثور على وإزالة بعض من أما أصور الاعتداء الجنسي على الأطفال واستغلالهم من الإنترنت. تبرعت مايكروسوفت بمجموعة من المشروعات التوعوية الرائدة للصور إلى مركز الولايات المتحدة الوطني للأطفال المفقودين وتحت الاستغلال، وتستخدم هذه التكنولوجيا الآن من قبل أجهزة إنفاذ القانون، وأكثر من 60 منظمة في جميع أنحاء العالم لتحديد وإزالة المحتوى الغير قانوني لمواد الاعتداء الجنسي من بينة الإنترنت.

إذكاء الوعي بالحملات بخصوص أيام أو شهر المكرسة للسلامة على الإنترنت، بما في ذلك اليوم الدولي للسلامة على الإنترنت وشهر التوعية بالأمن في الفضاء الإلكتروني في الولايات المتحدة وأوروبا، وكند، وفي أماكن أخرى.
Microsoft applauds ITU and MCIT COP Committee and considering a National Initiative for Child Online Protection.

Microsoft stands ready to assist with a wealth of informative and educational resources; ideas for awareness campaigns and initiatives; technology tools for parents, schools, and childcare givers, and a multitude of contacts within the global online safety and child online protection communities.

تشيد مايكروسوفت بجهود الاتحاد الدولي للاتصالات و وزارة الاتصالات والمعلومات ممثلة في لجنة حماية الأطفال على الإنترنت للشروع في "مبادرة وطنية" لحماية الأطفال على الإنترنت.

تقف مايكروسوفت على أهبة الاستعداد للمساعدة بثرتها من الموارد الإعلامية والتعليمية والأفكار لحملات التوعية والمبادرات وأدوات التكنولوجيا للأباء والأمهات، والمدارس، ومقدمي رعاية الأطفال، والعديد من الشركاء في المنظمات العالمية لحماية الإنترنت وسلامة الأطفال على شبكة الإنترنت العالمية.
Microsoft Online Safety Sites

- Microsoft YouthSpark Hub Online Safety
- Microsoft Safer Online interactive website
- Personal Online Safety in the Cloud
- Digital Citizenship
- Microsoft Digital Crimes Unit NEWS ROOM