

Childnet's policy for working in partnership with commercial and other parties:

1) INTRODUCTION

- Childnet International is a UK-based charity¹ working within the UK and internationally to help make the Internet a great and safe place for children and young people, alongside enabling them to use interactive technologies safely and responsibly.
- Childnet focuses on education, awareness and policy. Alongside promoting the opportunities that the Internet and new technologies offer, Childnet is active in carrying out research and engaging in key policy fora alongside the internet industry and government. Childnet is an original member of the UK Council for Internet Safety (UKCIS) and chairs the UKCIS Early Warning Working Group.

2) WORKING IN PARTNERSHIP

- Childnet believes that the best way to make the most effective contribution is to work in partnership with other organisations. This may take different forms, for example as part of the UK Safer Internet Centre and with Government departments, UKCIS, local authorities, regulators, industry bodies, corporates, other NGOs, schools and further education.
- Childnet recognises the crucial role that commercial companies play in developing and delivering products and services within this fast moving environment, whilst acknowledging the considerable challenges they face in seeking to ensure the safety of children and young people using their products and services.
- Childnet is committed to working constructively and positively with industry players and others in responding to these new challenges.
- Childnet International has a proven and successful track record in working at a senior level with companies on awareness, product and policy-related issues. Examples include BT, Disney, Facebook, Microsoft, Roblox, Sky, Snap, Twitter, Yubo and Verizon Media.

3) PRINCIPLE OF INDEPENDENCE

- Childnet's strong brand is recognised for its robust track record of independence and objectivity.
- It is Childnet's principle as a non-profit organisation to remain independent and objective, in order to give quality advice without commercial or sectoral bias or influence.
- As a charity, Childnet is also aware of the need to raise income in order to fund its work in ensuring positive and safe use of technology by children and young people.
- Any partnership entered into with Childnet is not exclusive and does not restrict Childnet from forming a like partnership with a similar organization.
- Any involvement by Childnet with a provider of a commercial product or service should not be seen or presented as endorsement, nor should any advice given be seen or presented as exclusively owned by the commercial entity concerned.
- A partnership by Childnet with a provider of a commercial product or service, including Safety Board membership, should not per se prevent Childnet from being free in principle to comment about the company or organisation and its policies and practices, subject to NDA requirements agreed with the company around commercial confidentiality.

¹ Childnet was set up in 1995 and is registered in the UK charity number 1080173.

4) OPTIONS FOR ENGAGEMENT

Childnet is pleased to share its experience and independent advice by working in partnership with companies in the ways outlined below.

- Childnet International reserves the right to charge for the resources involved in giving advice and support, with this charge being used directly to support Childnet's core work to benefit children and young people.
- Where the partner concerned wishes to use existing Childnet resources, as part of an education and awareness component of a new product or service, Childnet would invite the company to make a donation towards the development of this resource.
- Whilst Childnet welcomes the publication of partnerships, any reference to Childnet's involvement and support for a product, service, policy or education and awareness advice, including use of the Childnet logo, must be approved by Childnet in advance.
- A company may wish to offer sole or joint sponsorship of a specific Childnet project. In this event, Childnet and the company would work closely together on the design, delivery and promotion of the project.
- A company may invite Childnet to join its Safety or Advisory Board.

5) SAFETY OR ADVISORY BOARDS

- Membership of a company Safety Board can enable Childnet to use its extensive expertise and experience to help enhance online child safety.
- Childnet should generally retain the right to comment as set out more fully in the Independence section above.
- Childnet should do its best to see that the company has effective policies and practices in place and is willing to respond adequately to specific safety suggestions.
- Partnerships of this nature should be discussed and agreed in advance by the Board and reviewed by it on an annual basis to ensure good governance.