

Content standards for 3rd parties.

Introduction

The purpose of this document is to define a basic set of rules for content in relation to adult services. It will provide guidelines for what Vodafone classify as being subject to restriction to adult customers, and which therefore need to be behind the agreed adult shortcode- 89xxx and 69xxx.

It does not provide a comprehensive guide to where every image, service or content type should fall in respect of those codes. Service providers should use their judgment in evaluating their content as to whether it should be placed behind those codes or is acceptable to the general public, in light of the guidelines provided here.

General Principles

The standards outlined below apply to all commercial services which are distributed using the UK Vodafone network.

This document is not intended to specify Vodafone's approach to policing all the relevant legislation in the premium mobile service area. Service operators should determine the best approach for themselves on implementing rules such as the £3 limit on services to children, teen chat being restricted to 16+ only etc. A list of regulators in this area is provided below

This is an interim Vodafone-specific approach pending the establishment of cross industry guidelines as anticipated in the UK Mobile Code of Practice for the Self-Regulation of New Forms of Content and Experiences on Mobiles

There are three age classifications within these guidelines: Unrestricted, 18, Not allowed.

- Unrestricted material encompasses content which can be freely found in other comparable media sold without age restriction. For example topless photographs found in tabloids, computer games featuring cartoon depictions of violence rated below 18 etc.

Unclassified material also covers services such as premium rate voice information services, such as weather, tipping, hints and cheats etc.

Content in the Unrestricted classification can be made available behind any shortcode

- 18 material covers material which in other media is or would be the subject of age restriction to 18 year olds and over. Examples include, but are not limited to:
Betting services
Films or film trailers rated 18 by the BBFC
Advertisement services promoting alcohol
Picture content found in top shelf magazines, e.g. soft and hard core pornography
Computer games featuring realistic depictions of violence rated as 18

Content in the 18 classification must be placed behind 69*** or 89*** shortcodes.

- Not allowed covers all material or services which are illegal under current UK law. Any attempt to operate a service which includes such content across Vodafone's network will be regarded as a serious breach of contract and will result in the service being terminated, and the appropriate legal authorities being notified.

3rd Party Content standards examples

Classification	Unrestricted	18	Not allowed
Content Examples	<p>Post card humour</p> <p>Material which has been or would be published in tabloids, e.g. topless glamour</p> <p>Editorial material which has been or would be published in "middle shelf magazines", Maxim, FHM, Loaded etc.1</p> <p>Nudity in a non-sexual context.</p> <p>Betting tip services</p> <p>Ring tones</p> <p>Games rated below 18</p> <p>Moderated non-adult or non-dating chat services.</p> <p>Material taken from other sources, such as films rated below 18</p> <p>Location based services which comply with Vodafone's LBS privacy policy</p> <p>1. Note that editorial content found in "sealed sections" of magazines such as Bizarre is likely to be classified as 18</p>	<p>Full frontal nudity in a sexual context</p> <p>Material taken from other 18 sources, such as 18 rated films, pornographic magazines etc.</p> <p>Sexual or simulated sexual activity.</p> <p>Video clips of glamour photo shoots.</p> <p>Unmoderated chat, Adult chat, or dating chat services</p> <p>Bet placing services</p> <p>Java games rated as 18 e.g. featuring realistic depictions of violence or criminal activity.</p> <p>Services promoting alcohol</p> <p>Material rated by ICSTIS as "Sexual Entertainment Services"</p>	<p>Any material which is in breach of UK criminal law</p> <p>The depiction of violence or physical harm of a serious nature in a sexual context.</p> <p>Any sexual threats or humiliation which do not form part of a clearly consenting role-playing game</p> <p>Sexual content in which it is indicated that the parties are impeded providing or withdrawing consent such as use of gags, drugs</p> <p>Sexual penetration by object which might reasonably be expected to cause harm.</p> <p>Extreme or illegal sexual activity such as depictions of rape, bestiality, necrophilia, defecation, urolagnia, incest, paedophilia etc. Depictions of simulated (e.g. adults role-playing as children) illegal sexual activity, or scenes of illegal sexual activity taken from films rated 18 and shown out of their original context are also not allowed.</p>

Regulatory or Classification bodies

These guidelines should be read in conjunction with those published by other bodies, which are pertinent to the mobile telecoms industry and the premium content services industry. The following section provides descriptions of these bodies, in their own words, and links to their web sites where further information can be found.

ICSTIS

ICSTIS, the Independent Committee for the Supervision of Standards of Telephone Information Services, is the industry-funded regulatory body for all premium rate charged telecommunications services. ICSTIS define which services are "sexual entertainment services"

ICSTIS is non-profit making and consists of nine part-time Committee members, supported by a full time Secretariat. ICSTIS regulates the content and promotion of services through our Code of Practice. ICSTIS investigates complaints and has the power to fine companies and bar access to services. In addition, ICSTIS offers free copy advice and guidance to both existing and new service providers.

<http://www.icstis.org.uk/icstis2002/default.asp?node=6#133#>

PEGI

The Pan European Games Information (PEGI) age rating system is a new, pan-European age rating system for interactive games. Designed to ensure that minors are not exposed to games that are unsuitable for their particular age group, the system is supported by the major console manufacturers, including PlayStation, Xbox and Nintendo, as well as by publishers and developers of interactive games throughout Europe. The age rating system has been developed by the Interactive Software Federation of Europe (ISFE) and has the enthusiastic support of the European Commission, who considers the new system to be a model of European harmonisation in the field of protection of children.

<http://www.pegi.info/pegi.jsp?language=en&content=pegi>

British Board of Film Classification

The British Board of Film Classification (BBFC) is an independent, non-governmental body funded through the fees it charges to those who submit films, videos, DVDs and digital games for classification.

The BBFC classifies films on behalf of the local authorities who license cinemas under the Cinemas Act 1985.

The BBFC classifies videos, DVDs and some digital works under the Video Recordings Act 1984.

The BBFC must not classify material which is likely to be in breach of the criminal law.

<http://www.bbfc.co.uk/>

UK Legislation

The BBFC also make specific mention of the following legislation, which service providers should ensure they comply with

- The Cinematograph Films (Animals) Act 1937
It is illegal to show any scene 'organised or directed' to involve actual cruelty to animals.
- The Protection of Children Act 1978
It is illegal to show indecent photographs of a child (under the age of 16).
- The Obscene Publications Act 1959
It is illegal to show a work which is obscene. A work may be found obscene if, taken as a whole, it has a tendency to deprave and corrupt (i.e. make morally bad) a significant proportion of those likely to see it.