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Frame of the cards: identical structure for each country

THEME	Social networks and new gate keepers of communications	
Identification of technology	Facebook	
Technology used/tool (For each teams, a card pro tool)	Social network	
Country/ use area	Czech republic/ Worldwide	
Frame of use	free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves. ¹	
Population concerned: target and age	According to the statistics of Facebook there were 200000 registered users older than 15 years from the Czech republic at the beginning of 2009. 54 percent of them were women, 44 percent of the Czech users of Facebook were between 21 and 25 years of age. ²	
% of users/of young users	See above	
Trends (measured / supposed)	Rapidly growing numbers of users in a past three years according to the data of the independent research project Net monitor. ³	
Known or potentials dangers /Risks	Several concerns have emerged	

¹ see <http://en.wikipedia.org/wiki/Facebook>

² Ješátko Vojtěch, Komunitní marketing in Marketing Journal, no. 1/09, published 2009/02/18, http://www.m-journal.cz/cs/marketing/nove-trendy/komunitni-marketing__s302x5052.html

³ for detail see <http://www.netmonitor.cz/>

regarding the use of Facebook as a means of surveillance and data mining. Two MIT students were able to download over 70,000 Facebook profiles from four schools (MIT, New York University, the University of Oklahoma, and Harvard University) using an automated shell script, as part of a research project on Facebook privacy published on December 14, 2005. The possibility of data mining remains open, as evidenced in May 2008, when the BBC technology program „Click“ demonstrated that personal details of Facebook users and their friends could be stolen by submitting malicious applications.

Privacy proponents have criticized the site's privacy agreement, which states: "We may use information about you that we collect from other sources, including but not limited to newspapers and Internet sources such as blogs, instant messaging services, Facebook Platform developers and other users of Facebook, to supplement your profile." Another clause that received criticism concerned Facebook's right to sell a user's data to private companies, stating: "We may share your information with third parties, including responsible companies with which we have a relationship." This concern was addressed by Facebook spokesman Chris Hedges who said, "Simply put, we have never provided our users' information to third party companies, nor do we intend to.

Concerns have also been raised regarding the difficulty of deleting user accounts. Previously, Facebook only allowed users to "deactivate" their accounts so that their profile was no longer visible. However, any information the user had entered into the website and on their profile remained on the website's servers. This outraged many users who wished to remove their accounts permanently, citing reasons such as the inability to erase "embarrassing or overly-personal online profiles from their student days as they entered the job market, for fear employers would locate the profiles" Facebook changed its account deletion policies on February 29, 2008, allowing users to contact the website to request that their accounts be permanently deleted. On May 7, 2009 it was revealed

⁴ see <http://en.wikipedia.org/wiki/Facebook#Privacy>

	by the New York Times that a bug allowed personal e-mail addresses of Facebook users to be easily accessible. The bug was fixed "within hours of it being reported to us". ⁴	
Others		
Generated data bases		
Associated data base/ creation (a line pro database)	Data submitted by the users and collected by the Facebook during the use of the service are processed in Facebook databases. ⁵	
What justifies the inscription in the file /Risks?	Consent of the users with Statement of Rights and Responsibilities of Facebook service ⁶	
Purposes /contents, main data included / Risks?	Purpose of the service is to offer a platform for electronic sharing of personal data and social contacts. It is also used for advertising and marketing purposes. / Data collected include: name, email address, telephone number, address, gender, schools attended and other personal (photographs, movies, messages) or preference information (links, friends links). Facebook also collects information on browser type and IP address of the user, certain information from browsers using 'cookies'. ⁷ / for Risks see Known or potentials dangers	
File masters? Risks?	Facebook and other service providers	
Who accesses the files/ Sharing of the data base? Access limits? /Risks	User can limit accesibility of some of his/her personal information to the friends on the list. Personal information are accessed by Facebook, other service providers and law enforcement agencies of the US. ⁸	
Data retention delays/ risks Right to be forgotten	Unclear – Facebook privacy principles says: „Access and control over most personal information on Facebook is readily available through the Profile editing tools. Facebook users may modify or delete any of their Profile information at any time by logging into their account.	

⁵ for details see <http://www.facebook.com/policy.php?ref=pf>

⁶ for details see <http://www.facebook.com/policy.php?ref=pf#/terms.php>

⁷ for details see <http://www.facebook.com/policy.php?ref=pf>

⁸ for details see <http://www.facebook.com/policy.php?ref=pf>

⁹ see <http://www.facebook.com/home.php#/policy.php?ref=pf>

	<p>Information will be updated immediately. Individuals who wish to deactivate their Facebook account may do so on the My Account page. Removed information may persist in back-up copies for a reasonable period of time but will not be generally available to members of Facebook.</p> <p>Where you make use of the communication features of the service to share information with other individuals on Facebook, however, (e.g. sending a personal message to another Facebook user) you generally cannot remove such communications."⁹</p>	
Rights to know or to modify data?	See Data retention delays/ risks/ Right to be forgotten	
Covert purposes/ Risks/uncontrolled future evolution		
Others (interconnections...)		
Legislation in application		
Law /rules / others (?) (implemented for this data base or this technology)	None specific legislation adopted	
Risks for freedoms despite the law	Data included in social network database can be misused for profiling, collecting of personal informations by third parties, discrimination etc.	
If revision of the regulation: reasons? Result: improvement or aggravation (compared to the protection of the DP)	Not foreseen	
Conformity with the European right (Charter of fundamental rights, directives...)	Procession of the data probably not meeting european standarts set by: Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data (Council of Europe, CETS No. 108), The Czech Republic ratified the Convention CETS No. 108 on 9 July 2001 and it entered into force in the Czech Republic on 1 November 2001.	
Implementation (or not) of the legislation? / Risks		
Others		

This tools and young public or young adults		
How far are young people concerned?	See % of users/of young users	
Awareness of issues or of risks	<p>More general research on awareness of the children about the risks on the internet and behaviour of the children related to internet was publicised in May 2009.</p> <p>From the results:</p> <p>Czech children on average spend on the Internet 12 hours a week.</p> <p>More than one-third of children aged 14-15 provide unknown people with their personal and contact data through the Internet.</p> <p>17 percent of parents pay no interest to what their children actually do when they use the Internet, though most parents control their children at least from time to time.</p> <p>Only 8 percent of parents use special programmes limiting children's access to unsuitable Internet pages.</p> <p>51 percent of children aged 10 – 15 years has computer with internet in their children room.</p> <p>About 70 percent of the children aged 14-15 visits discussion groups on the internet</p> <p>93 percent of children aged 10-11 let downloads and play online games</p> <p>More than a third of the children aged 14 – 15 years shares their personal data with unknown people on the internet</p> <p>45 percent of the children aged 14 – 15 years shares their photographs and videos on the internet¹⁰</p>	

¹⁰ TNS AISA agency conducted its poll among pupils and students of basic and secondary schools and their parents in January 2009. The pollsters addressed 600 families and 319 of them returned the filled in questionnaires designed for children and especially for their parents to the pollsters, see http://www.ceskenoviny.cz/tema/index_view.php?id=378271&id_seznam=2058

Indifference or reaction	None	
Awareness campaigns/ results	<p>Several czech NGOs run awareness campaigns on the risks children face on the internet and offer also advices for safe behaviour and safety measures for both parents and children. Several web portals and help lines for referring of online abuse of a children were established.¹¹ Czech DPA created special web page advising principles and practical steps for securing childrens privacy online.¹² Special chapter in an online toolkit on protection of privacy in social networks was set up by NGO Iuridicum Remedium in May 2009.¹³ During its European Presidency Czech government organised ministerial conference Safer Internet for Children where so called Pragues declaration was adopted.¹⁴</p>	
Good practises	<p>Facebook was among 17 companies that has signed agreement on social networking rules for youth under 18 in February 2009. Rules aimed at reducing of the privacy and security risks related to the usage of social networks include: Providing an easy to use and accessible "report abuse" button, allowing users to report inappropriate contact from or conduct by another user with one click.</p> <p>Making sure that the full online profiles and contact lists of website users who are registered as under 18s are set to "private" by default. This will make it harder for people with bad intentions to get in touch with the young person.</p> <p>Ensuring that private profiles of users under the age of 18 are not searchable (on the websites or via search engines)</p> <p>Guaranteeing that privacy options are prominent and accessible at all times, so that users can easily work out if just their friends, or the entire world, can see what they post online.</p> <p>Preventing under-age users from using</p>	

¹¹ see for instance: <http://www.saferinternet.cz/>, <http://www.internethotline.cz/>, <http://www.internethelpline.cz/>

¹² see <http://www.uoou.cz/uoou.aspx?menu=287&submenu=335>

¹³ see <http://www.uzijsisoukromi.cz/socialni-site/>

¹⁴ for Pragues declaration and presentations at the conference see <http://www.mvcr.cz/mvcren/article/participants-of-the-conference-safer-internet-for-children-adopted-the-prague-declaration.aspx>

	their services: if a social networking site targets teenagers over 13, it should be difficult for people below that age to register. ¹⁵	
Campaign to be led. On which themes?	Awareness campaign on rights of the users of the social networks and implementation of better privacy protection practices by Facebook.	
Others		
Conclusions		
Recommendations	Agreement on social networking of the youth reached between European Commission and 17 companies operating social networks has show possibility of elevating of the levels of the privacy arrangements of the networks through public and political pressure. However measures introduced are still not satisfactory and they do not also apply to the adult users. Special focus need to be given to the practice of retaining of a data even from cancelled profiles and rules of transfer and procession of a data by a third parties (government bodies, other service providers, marketing and advertising companies).	

Podpořili nás:



Ministerstvo práce a sociálních věcí

Trust for Civil Society in Central & Eastern Europe

Open Society Fund Praha



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¹⁵ Social Networking: Commission brokers agreement among major web companies, 2009/02/10, <http://europa.eu/rapid/pressReleasesAction.do?reference=IP/09/232>

Lichtenštejska a Norska v rámci

Podpořeno grantem z Islandu,

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