

Table of contents

Frame of the cards: identical structure for each country

THEME	Social networks and new gate keepers of communications	
Identification of technology	Lide.cz	
Technology used/tool (For each teams, a card pro tool)	Social network	
Country/ use area	Czech republic/	
Frame of use	Lide.cz (means people.cz) free-access social networking website that is operated and privately owned by Seznam.cz, a.s. Users can join networks organized by type of activities (chats, discussion fora, blogs, online dating) topics, interests, etc 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.	
Population concerned: target and age	In February 2009 service lide.cz was second most popular social network in the Czech republic used by 20 percent of the internet users. ¹ According to the statistics of Seznam.cz and NetMonitor from April 2009 there were 1 705 778 real users a month ² of which 28.41 percent of the users were 12 -19 years old, 25.76 percent 20 - 29 years old. ³	

¹ Facebook na místní servery stále nestačí, in ct24.cz of 2009/02/03,

<http://www.ct24.cz/media/44429-facebook-na-mistni-servery-stale-nestaci/>

² see statistics of company Seznam.cz at <http://onas.seznam.cz/cz/reklama/nase-internetove-servery>

³ statistics of Seznam.cz and NetMonitor,

http://onas.szn.cz/onas/beta.onas.test/OUTPUT/NetMonitor/lide_cz/lide.cz.pdf?2009-06-10

% of users/of young users	See above	
Trends (measured / supposed)	Slow growth of the numbers of the users in past half a year according to the data of the independent research project Net monitor. ⁴	
Known or potentials dangers /Risks	There were recently media reports on misuse of personal information submitted by the users for cyber bullying, black mailing and even physical assaults on the girls. ⁵ According to the executive director of Seznam.cz Pavel Zima, company also sends to the Czech police every week two or three denouncements on possible paedophiles. ⁶	
Others		
Generated data bases		
Associated data base/ creation (a line pro database)	Data submitted by the users and collected by Seznam.cz. ⁷	
What justifies the inscription in the file /Risks?	Consent of the user with Licence agreement of Seznam.cz/ However in this agreement it is not defined how will be data further processed and stored. Company Seznam.cz there only states: «Operator declares it feels covenant not to pass information on the content of the email messages (accepted, drafted or sent) onto a third person, it will not edit, censor or monitor them with the exemption of monitoring of the number of messages user receives and sends and systematic monitoring of the content of the emails by antispam and antivirus software.» ⁸	
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, year of school education, and other personal (photographs, movies, messages) or preference information (links, friends links). Extend to which Seznam.cz also collects information on browser type and IP address of the user, certain information from browsers using 'cookies'	

⁴ for detail see <http://www.netmonitor.cz/>

⁵ Vladimír Rogl: ZNEUŽITÍ INTERNETU (Misuse of the Internet) in Slánské listy, 2009/04/28, p. 17,

⁶ Dění na Internetu, in Lupa.cz of 2009/02/12, <http://www.lupa.cz/clanky/seznam-v-roce-vnitri-konsolidace/>

⁷ Licence agreement of Seznam.cz, <http://registrace.seznam.cz/register.py/stageZeroScreen?service=email>

⁸ Licence agreement of Seznam.cz, <http://registrace.seznam.cz/register.py/stageZeroScreen?service=email>

	is unclear./ for Risks see Known or potentials dangers	
File masters? Risks?	Data submitted by users, processor of the data is company Seznam.cz	
Who accesses the files/ Sharing of the data base? Access limits? /Risks	Access to the file is restricted by simple login, part to the data (gender, age, name) available to everyone, other just to approved «friends»	
Data retention delays/ risks Right to be forgotten	Unclear – according to the Licence agreement of Seznam.cz user can cancel his/her account it is unclear however from the agreement what will happen with collected data. Wording of the Licence agreement also provides for censorship of improper content by the operator. ⁹	
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 standards 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		

⁹ Licence agreement of Seznam.cz,
<http://registrace.seznam.cz/register.py/stageZeroScreen?service=email>

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>	
Indifference or reaction	None	
Awareness campaigns/ results	Seznam.cz announced in June 2009 it produced an educational film for young users (12 – 16 years) on services	

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

	<p>Spoluzaci.cz and Lide.cz. Film is to present the risks of social networks especially related to misuse of networks by paedophiles. Company has also announced a plan to introduce from 2010 registration of the profiles through the SMS. According to product manager of social networks at Seznam.cz the measure is intended to limit a number of short term used profiles. "Up to 8 thousands of such profiles is created daily and part of them might be misused against children," said product manager Martin Kožíšek.¹¹</p> <p>Seznam.cz also runs web pages Get acquainted safely¹² containing awareness materials on internet safety including films and Decalogue of internet safety, reporting button for internet abuse. However these pages contain very limited information on the way company itself deals with the data of the users.</p> <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.¹³ Czech DPA created special web page advising principles and practical steps for securing childrens privacy online.¹⁴ Special chapter in an online toolkit on protection of privacy in social networks was set up by NGO Iuridicum Remedium in May 2009.¹⁵ During its European Presidency Czech government organised ministerial conference Safer Internet for Children where so called Pragues declaration was adopted.¹⁶</p>	
Good practises	See chapter Awareness campaigns	
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 Seznam.cz, better informing on the way how company	

¹¹ Dominik Hrodek: Seznam natočil výchovný film, in Strategie, 2009/06/01, p.10

¹² <http://www.seznamsebezpecne.cz/>

¹³ see for instance: <http://www.saferinternet.cz/>, <http://www.internethotline.cz/>, <http://www.internethelpline.cz/>

¹⁴ see <http://www.uoou.cz/uoou.aspx?menu=287&submenu=335>

¹⁵ see <http://www.uzijsisoukromi.cz/socialni-site/>

¹⁶ 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>

	processes personal data.	
Others		
Conclusions		
Recommendations	<p>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). Companies providing service of social networks has also to adopt transparent information policy on the way they process or share data of the users.</p>	



Podpořili nás:





Lichtenštejnska a Norska v rámci

Finančního mechanismu EHP a Norského finančního mechanismu
prostřednictvím Nadace rozvoje občanské společnosti.