Cyber-Safety
Keeping Australians Safe Online

AIMIA Digital Policy Group

AIMIA
DIGITAL POLICY GROUP

Contents

Millions of people use digital platforms every day to help them stay connected, up-to-date and go about their business easily and efficiently.

Just some of the ways that digital platforms make life better for individuals on a daily basis include using Facebook to keep in touch with loved ones who are both near and far, looking up key facts for study and research via Google Search, watching favourite music clips on YouTube, catching up on news and emails via Yahoo!7 or finding the perfect Christmas present for that hard to buy for relative on eBay.

This booklet includes tips that individuals can use to ensure that their online experiences are only positive.

Included also are contact details for key members of the digital industry if you or your constituents need any additional information or assistance.

facebook

Top Ten Content and Privacy FAQ

This list is some of the most common Facebook frequently asked questions.

You will find additional information and tips for having a productive experience online at the easily searchable Facebook Help Centre, at facebook.com/help.

1

Real Name Policy
Facebook is a community where people use their real identities. Everyone is required to provide their real names, so users always know who they are connecting with. This is included in the Facebook Statement of Rights and Responsibilities to which users agree in order to create a Facebook account.

Useful link: www.facebook.com/help/realname

2

Abuse or Content Reporting
If you see content that violates Facebook's policies, it can be reported to Facebook and Facebook will review and action any violations. These resources explain Facebook's policy on how we treat abusive content and how to report it.

Useful links for Facebook users:
www.facebook.com/communitystandards
www.facebook.com/report
Useful link for Non-Facebook users:
www.facebook.com//help/noaccount

3

Impostor
Having a fake account is against Facbeook's terms. These resources explain how to report a suspected impersonation.

Useful link for Facebook users:
www.facebook.com/help/reportingimpostors
Useful link for Non-Facebook users:
www.facebook.com//help/noaccount

4

Harassment
If a person feels that they are being personally targeted or harassed on Facebook, they can block or report such behavior.

Useful link for Facebook users:
https://www.facebook.com/help/harassment
Useful link for Non-Facebook users:
www.facebook.com//help/noaccount

5

Support Dashboard
To track the progress of reports that people make about photos and accounts on Facebook, which are the most commonly reported types of content. The Dashboard shows you when we review your report, what action we took and why we took that action.

Useful link for Facebook users:
www.facebook.com/help/338745752851127

6

Unauthorized Images (Image Privacy Rights)
Facebook provides people with ways to report photos and videos that they believe to be in violation of their privacy rights. This reporting channel is available for Facebook users.

Useful link: www.facebook.com/help/imageprivacyrights

7

Access Request
Facebook provides a self-service tool to offer people the opportunity to access the personal data Facebook holds about them.

Useful link: www.facebook.com/help/accessyourdata

8

Deleting a Facebook Account Deactivation vs Deletion
Facebook users have the option to either deactivate or delete their accounts. The differences between the two options are described in the Facebook Help Center.

Useful link: www.facebook.com/help/deactivate-deleteta

9

Data Appearing Off Facebook (e.g. Google search)
Facebook does not have control over content that has been indexed and cached in search engines. More information about this can be found in the Help Center.

Useful link: www.facebook.com/help/searchengines

10

Deceased Users and Memorialization
When a Facebook user passes away, their account can be memorialized in order to protect their privacy. When an account is memorialized, Facebook continues to honor the account's privacy settings and implement security features to protect the account

Useful link: www.facebook.com/help/memorialization
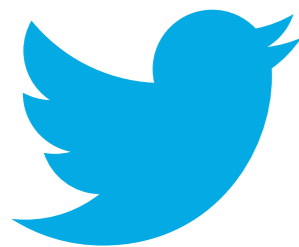
TWITTER TOP TIPS

Overview: Twitter provides a global platform with more than 255 million active users with more than 500 million tweets sent per day. We want people in Australia, and around the world, to be able to express themselves freely through Twitter whilst ensuring users feel safe and secure when using the platform.

The **Twitter Rules** provide our users with clear guidelines about permitted use of the service and makes clear that harassment, the sharing of child exploitation material and other forms of abuse are not permitted on our service. Get to know the Twitter Rules and **report** violations.

Links to Twitter Rules and Reporting:
https://support.twitter.com/articles/18311
https://support.twitter.com/articles/15789

THINK BEFORE YOU TWEET
Most of the communication posted on Twitter is public, and can be re-tweeted on the site by anyone who sees it.

THERE IS NO ERASER BUTTON FOR THE INTERNET
Remember, once you've posted something on the Internet, it's highly unlikely you can delete or remove it before someone else sees it - or that it can be erased forever.

DON'T SHARE YOUR ACCOUNT
If you share your account username and password with someone else, that person could post Tweets pretending to be you, or change the password and email on your account and lock you out. Pick a strong password and don't share it with anyone.

RESPECT OTHERS
Don't feed the trolls and don't be a troll. If someone posts something about you that you do not like, consider asking him or her to take it down. Likewise, if you post a photo or information about someone else and they ask you to remove it, respect their privacy and retain their trust by taking it down. Read this **Twitter Support article** to learn how to delete a Tweet.
https://support.twitter.com/articles/18906

KEEP A HEALTHY LIFE BALANCE
Your online activities should enhance your offline life, not replace it. Parents can serve as good role models by demonstrating the importance of a balance between online and other activities by encouraging family activities offline as well as online.

BLOCK, MUTE, UNFOLLOW AND IGNORE
If you are receiving unwanted Tweets, we've found that the most successful response is to simply block the user and ignore the comments. If you don't engage the bully, they often lose interest and stop harassing you. **This Twitter Support article** shows how to block and **mute** other users.
https://support.twitter.com/articles/117063
https://support.twitter.com/articles/20171399-muting-users-on-twitter

WHEN IT HAS GONE TOO FAR:
If the unwanted online behavior is persistent, it may be rooted in "real world" relationships. If repetitive bullying or interpersonal conflicts are playing out online, consider taking the following actions:

REACH OUT
Reach out to a friend, parent, teacher or other trusted adult for support. Check out **this Twitter Support article** for tips on how to help someone dealing with online abuse.
https://support.twitter.com/articles/20170516

REPORT A VIOLATION
If you believe an account is violating our rules, Twitter makes it easy to **file a report.** Please remember, Twitter is a social broadcast network rather than a content provider and we do not mediate disputes between users but we will remove profiles that are in violation of the **Twitter Rules.**
https://support.twitter.com/articles/20170516
https://support.twitter.com/articles/18311

CONTACT LOCAL LAW ENFORCEMENT
If something has gone beyond the point of a personal conflict and has turned into credible threats, whether it be online or offline, you should contact your local authorities as they are in the best position to assess the threat and intervene or assist as necessary. You can point local law enforcement to our **Law Enforcement Guidelines.**
https://support.twitter.com/articles/41949

For further information, please visit Twitter's Safety & Security Centre here:

safety.twitter.com

YouTube

Tips for playing and staying safe on YouTube

From uploading your videos, to personalising your playlsits, to finding something new and cool to share with your friends, there's always something happening on YouTube. While you're having fun, keep these tips in mind:

1

Safety Mode on YouTube

Safety Mode on YouTube is an opt-in setting that helps screen out potentially objectionable content that you may prefer not to see or don't want others in your family to stumble across while enjoying YouTube. To switch it on, click on 'Safety Mode' at the bottom of the page.

2

Don't give too much away

Even though your YouTube Profile lets you share your name, age, town and school, you need to think carefully about the information you disclose if you don't want everyone to be able to identify you.

3

Use your privacy settings

The default setting allows anyone with your e-mail address to locate your videos. To disable the setting click the 'Edit Channel' button in your account settings.

4

Post for friends only

If you want to make your uploaded videos only visible to your friends go to 'My Videos', click 'Edit', and switch to 'Private'.

5

Do the Grandma Test

If you are uploading a video that you wouldn't want your grandmother to see, think twice before you post it.

6

If you see It, flag It!

Flagging isn't dobbing. If you see a video that breaks the Community Guidelines, let us know. Other people won't be able to see that you've flagged the video. Just sign in, click on the 'Flag' button beneath the video and select the reason from the drop down menu.

7

That's me In that video

If you come across a video that violates your privacy, contact the person who posted it. If they don't remove it, report it to us

8

What you do online matters

Being a bully makes you seem weak and invites others to bully you. Plus, you may get banned from YouTube, and that's no fun.

9

Permission slip-ups

Posting someone else's personal information without permission could get you kicked off the site, so make sure you always check first.

10

Respect yourself

Remove insulting comments from your videos and use the 'Help and Safety Tool' to block users who harass you.

Visit www.youtube.com.au and click on the Safety link on the bottom of the page for more information about playing and staying safe on YouTube.

Google™

Technology is a big part of life these days, and it's really important that we all have the skills we need to be responsible, safe and smart online.

Responsible

Respect the community and be a positive contributor

Safe

Be aware of the risks and how to manage them

Smart

Get tech & information literate

To find out more;

www.google.com.au/safetycenter

SafeSearch with Google

At Google we hope that you and your family find exactly what you're looking for in Google search results and nothing more.

Google SafeSearch helps you manage your search results so they don't include sexually explicit websites and images. It's a smart and simple way to protect you and your family from unwanted search material.

Easy control

Setting up SafeSearch is easy

• Visit the Search Settings page at www.google.com/preferences.

• In the "Safe Search filters" section, check the box next to "Filters explicit results" to filter sexually explicit video and images from Google Search result pages, as well as results that might link to explicit content.

• Make sure to click the Save button at the bottom of the page.

Clear imagery lets you know at a glance if SafeSearch is switched on.
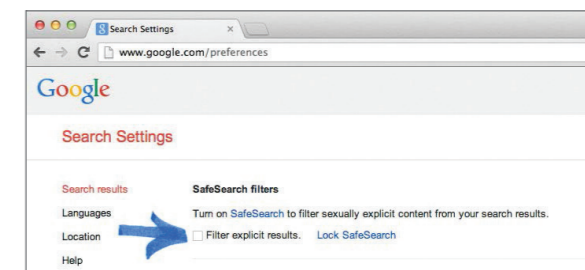
The digital industry provides a significant array of easy to use tools and resources to ensure the safety and enjoyment of the individuals who use our platforms. They are designed to help users realise the benefits of being online safely, securely and confidently.

YAHOO! 7

STAY SAFE AND SECURE ON YAHOO

At Yahoo, we make the world's daily habits inspiring and entertaining. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, across devices and around the world.

We are committed to providing tools and educational materials for you to safely explore the online world. Head over to Yahoo Safely for simple tips on how to use the safety tools for our products, advice from experts, educational videos and much more.

SECURITY

Use a sign-in seal to secure your email account from unwanted intrusion.
A sign-in seal is an image, photograph or words that you select that displays when you login to your Yahoo account to let you know you're on a legitimate Yahoo site.
To create your seal:

1. Go to the Yahoo Sign-in Seal creation page at protect.login.yahoo.com

2. Click Start and follow the on-screen instructions to finish your seal

PHOTO SAFETY ON YAHOO

On Flickr, millions of members from all over the world are sharing their experiences and creating memories by uploading photos and videos. Using Flickr safety tools, you can map where your photos were taken and only share them with people you know. To make privacy easier, you can use default privacy settings to automatically limit who can see your photos and the location tied to those photos. You can also change the settings on individual photos.

SET SAFETY TOOLS

We have an additional safety tool for locations that you'd like to be more private than your global default, like your home or child's school. For those, Flickr offers the ability to create a geofence, which is a hotspot on a map that has special privacy setting. This gives you the ability to make certain geolocations more private. In your Geo Preferences section on Flickr:

1. Click Create New under "Set up your geofences."

2. Search for the location where you want your geofence or drag a point onto the map.

3. Name your geofence and select your preferred settings.

4. Click Next, and you're done!

TOP TIPS:

On Yahoo or anywhere else on the web, you can take the following simple steps to keep safe.

STAY SECURE

Prevent unauthorised access to your account with login security measures like a sign-in seal.

USE SAFETY TOOLS

Use privacy settings and filters to tailor your experience, to only share and view what you want.

EDUCATE YOURSELF

Find advice from leading safety experts and more tips for using Yahoo by visiting:
au.safely.yahoo.com

Microsoft

TOP TIPS FOR ONLINE SAFETY

DEFEND YOUR COMPUTER

- Strengthen your computer's defenses. Keep all software (including your web browser) current with automatic updating. Install reputable antivirus and antispyware software. Never turn off your firewall. Protect your wireless router with a password, and use flash drives cautiously.

- Don't be tricked into downloading malicious software. Think before you open attachments or click links in email or IM, or on a social network—even if you know the sender. Confirm with the sender that the message is authentic. Don't click links or buttons in pop-up windows.

PROTECT SENSITIVE PERSONAL INFORMATION

- Before you enter sensitive data, look for signs that a webpage is secure—a web address with https and a closed padlock (🔒) beside it.

- Never give sensitive info (like an account number or password) or call a number in response to a request in email or IM or on a social network.

- Don't be tricked into responding to pleas for money from "family members," deals that sound too good to be true, or other scams.

CREATE STRONG PASSWORDS AND KEEP THEM SECRET

- Make them long phrases or sentences that mix capital and lowercase letters, numbers, and symbols. Use different passwords, especially for sites that keep financial information.

TAKE CHARGE OF YOUR ONLINE REPUTATION

- Discover what is on the Internet about you and periodically reevaluate what you find. Cultivate an accurate, positive reputation.

USE SOCIAL NETWORKS MORE SAFELY

- Look for **Settings** or **Options** on social sites to manage who can see your profile or photos tagged with your name, how people can search for you and make comments, and how to block people.

- Don't post anything you wouldn't want to see on a billboard.

- Be selective about accepting friends. Regularly reassess who has access to your pages, and review what they post about you.

TAKE EXTRA STEPS TO KEEP KIDS SAFER ONLINE

- Make online safety a family effort, a mix of guidance and monitoring. Negotiate clear guidelines for web and online game use that fit your kid's maturity and family's values. Pay attention to what kids do and who they meet online.

WHAT TO DO IF THERE ARE PROBLEMS

When reporting online abuse, save evidence whenever possible.

When using email, a social network, or other web service:

- If you encounter scams, offensive material, threatening behaviour, and the like, report it. For example, in Microsoft services or software, contact us at microsoft.com/reportabuse.

- If your email account is taken over by someone, change your password immediately (if possible) and report the incident to your email provider.

If you experience continued harassment or physical threats, report it to local police, and if a child or teen is involved, make a report at **cybertipline.com.**

If your identity is stolen or you have responded to a scam, immediately change the passwords and PINs on all your accounts, and report the incident to your credit card company, bank, or health insurer.

MORE HELPFUL INFO

- Microsoft can help you take steps to better defend your computer: **microsoft.com/security/pypc.aspx.**

- Learn how to create strong passwords: **aka.ms/passwords-create.**

- If you're looking for ways to help monitor kids' online activity, compare these family safety tools from Microsoft: **microsoft.com/safetysettings.**

CONNECT WITH US ONLINE
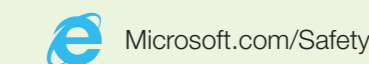
Microsoft.com/Safety

SaferOnline

Safer_Online

MSFTOnlineSafety

ebay™

eBay pioneers communities built on commerce, sustained by trust, and inspired by opportunity. eBay brings together millions of people every day on a local, national and international basis through an array of websites that focus on commerce, payments and communications.

eBay Community values include open, honest communication, and the vast majority of buyers and sellers are reliable trading partners.

In addition, we offer safeguards to help protect you when you buy and sell.

EBAY'S FEEDBACK SYSTEM

To help you decide whether you want to trade with another member, you can check the reputation of that member before bidding or accepting a member's bid. You can check a member's profile by clicking the number next to the user ID or by using the Find member form.

When leaving Feedback for an eBay member, please be honest, fair, and factual. This will help make other members aware of your experience and help keep eBay a safe place to buy and sell.

SUPPORT IF YOU HAVE TRANSACTION PROBLEMS

If you encounter a problem when buying or selling on eBay, we offer guidelines, tools, and protection services that can help.

We make it easy to contact members to resolve problems. If direct communication doesn't work, you can use eBay's Resolution Centre to work out a solution with your buyer or seller and report the problem to eBay.

MANAGING PROBLEMS AS A BUYER

- In many cases, communicating with your seller can resolve your concern. Learn how to contact your seller.
- If you paid for an item, but didn't receive it, or if you paid for and received an item, but it was significantly different from the item description, start by discussing the problem with the seller. If this doesn't work, you can work it out in our Resolution Centre.
- If you have a problem with a purchase and you use PayPal, you'll open a case in PayPal's Resolution Centre and your purchase may be covered through PayPal Buyer Protection.

MANAGING PROBLEMS AS A SELLER

If a buyer doesn't pay for an item or you need to cancel a transaction, after trying to resolve it directly with the seller, you can work it out in the Resolution Centre. You can report cases of unwelcome bidding or buying.

You can block bidders based on their user IDs or select buyer requirements for your listings based on criteria including country of registration, their buying history on eBay, and whether they have a PayPal account. Learn more about managing bidders and buyers.

SUPPORT FOR PROTECTING YOUR ACCOUNT SECURITY

Learn how you can secure your account and report account theft.

We'll never ask you to provide sensitive information through email. eBay offers solutions such as the eBay Toolbar and member education about how to recognise and report spoof email and spoof eBay websites.

PROTECTING YOUR PRIVACY

Our Privacy Policy is designed to protect your personal information from other eBay members and from third parties.

We use procedural and technical safeguards, including firewalls, encryption, and Secure Socket Layers to help protect your personal information against loss, theft, and unauthorised access and disclosure. eBay has security techniques to help safeguard such data from unauthorised access by users inside and outside the company.

RULES AND POLICIES FOR EBAY MEMBERS

To promote a safe trading environment for all members, eBay's rules and policies are intended to:

- Support government laws and regulations
- minimise risks to both buyers and sellers
- Provide equal opportunity to all buyers and sellers
- Protect intellectual property rights
- Provide an enjoyable buying experience
- Support the values of the eBay Community

Breaches of eBay policies can result in a range of actions, including:

- Listing cancellation
- Forfeit of eBay fees on cancelled listings
- Limits on account privileges
- Loss of PowerSeller status
- Account suspension

All members are responsible for reviewing and understanding eBay's policies and all applicable laws and regulations as outlined in the User Agreement.

Our rules and policies include:

- Rules for all eBay members – These rules apply to buyers, sellers, participants on the community boards and even eBay employees.
- Rules for buying – Buyer rules assist buyers in doing the right thing in a transaction. Learning about these rules will help make your eBay experience a safe and enjoyable one.
- Rules for selling – These rules contain important listing policies and other rules that apply to selling, including policies involving prohibited and restricted Items.

Summary

Our industry is proud to provide useful, engaging and entertaining services to Australians.

In addition to the tips that you find in this booklet, our industry also provides a range of tools and resources in easy to understand formats including videos and other help sections.

eBay Safety Centre
pages.ebay.com.au/help/account/safety.html

Facebook
www.facebook.com/safety

Twitter
safety.twitter.com

Google Good to Know
www.google.com.au/goodtoknow/

Yahoo!7
au.safely.yahoo.com

Microsoft.com
microsoft.com/safety

Key Contacts

If you have any further questions that are not answered by this guide, then please feel free to contact us.

AIMIA Digital Policy Group

Melina Rohan

e: digitalpolicygroup@aimia.com.au
Level 7 104 Bathurst Street Sydney NSW 2000

Facebook

www.facebook.com/help

Yahoo!7

Please contact Help Central at:

help.yahoo.com.au

Microsoft

Please contact Australian Community Affairs at:

ausca@microsoft.com

Google

**Please contact our policy team on:
policyanz@google.com**

eBay Customer Support

ocsnext.ebay.com.au/ocs/home

Twitter

https://support.twitter.com/forms

AIMIA
DIGITAL POLICY GROUP