

What MySpace.com Is Doing To Address Online Safety Issues
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MySpace.com

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MySpace.com (“MySpace”) is a Social Networking community where millions and millions of members connect around shared interests – whether those interests are music, movies, religion, politics, or other popular culture. MySpace has developed and integrated features including: blogs, user profiles, music, games, affinity groups, forums, Instant Messaging, mail, film, and classifieds that facilitate this social interaction.

MySpace is a site for members 14 years of age and older and does not tolerate underage users on the site. Fox Interactive Media (MySpace’s parent company) recently hired Hemanshu Nigam as its first Chief Security Officer. Mr. Nigam has sixteen years of safety and security experience as a former federal and state prosecutor and in the movie and software industries.

In the coming year, MySpace will continue its safety and security initiatives, including participating in public forums on safety and security issues, working with new partners on educational and outreach initiatives, and implementing innovative technology associated with safety and security. For example, MySpace will be participating in a public dialogue on social networking and safety with the National Center for Missing and Exploited Children (NCMEC) in summer 2006. News Corporation and MySpace have engaged in the largest ever Public Service Announcement (PSA) campaigns on Internet safety in partnership with NCMEC and the Ad Council. MySpace also now links its members directly to the CyberTipline and so that they may report any incidents of child exploitation directly to NCMEC. MySpace is also working with NCMEC to streamline reporting procedures for child pornography and other child safety issues, to set standards for communication between social websites and NCMEC and to share knowledge among and between participants in the industry and the relevant organizations.

MySpace is committed to partnering with local, state, and federal law enforcement in their efforts to protect users online. Since its creation, MySpace has met with law enforcement officials throughout the country to solicit their viewpoints on how MySpace can enhance its cooperation with law enforcement and increase member security. My Space has created and widely distributed a Law Enforcement Officer Guide that instructs law enforcement agencies on how to work with MySpace regarding subpoenas and requests for information. MySpace will continue and expand upon such efforts in the coming year.

MySpace is continuing its series of outreach programs to emphasize online safety in the age of social networking. MySpace is exploring outreach programs individually and in partnership with other online community sites to develop materials for parents, teachers, and law enforcement to empower them to better educate our teens on online safety in schools and homes. MySpace has also created a School Administrator’s Guide to help create more curriculum-like approaches towards these endeavors.

MySpace encourages the dialogue on online safety issues to continue and looks forward to working with government leaders, parents, teachers, and law enforcement.

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