



children's charities' coalition on internet safety

Mike Galvin
UKCCIS Lead
Parental Controls Working Group

30th June, 2011

Dear Mike,

Re: Consultation on the proposals of BT, Virgin, Talk Talk and Sky to develop a code of good practice around filtering adult content

I have consulted with my colleagues in CHIS and I am happy to say we are all delighted with the plans the UK's "Big Four" internet service providers (ISPs) are making. Amongst other things it is a major boost to the Bailey Review as a whole to have such large, household name companies acting so promptly on a key recommendation.

The four named ISPs between them have about 90% of the UK's domestic broadband market. That means around 10% is distributed between many smaller ISPs. That is too high a percentage for anyone to ignore, but we appreciate it is not your direct concern. We will be looking to Government to see how this long tail can be brought on board.

I imagine some of the smaller ISPs will join in readily and willingly but we also know from what happened with child abuse images that others will drag their feet or do nothing if they believe they can get away with it.

Turning to the specifics of your proposals, I think we only have three outstanding issues or questions:

1. We understand that the new offering will be made to all new customers, but what plans does each company have for reaching out to "the legacy" i.e. to the large installed base of customers?

2. Is each company going to arrange for an independent review of its own efforts or will there be a pooled or collective one? Either way we are keen to hear more about how, when and by whom the reviews will be conducted. I imagine there will be a desire to track this over a number of years to trace any changing patterns of behaviour.
3. Finally I would be glad if you could confirm that each of the four companies intends to offer the opportunity to screen out a range of adult content. This is not just about blocking access to legal adult pornography.

Yours sincerely,



Secretary
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