

SUPPLEMENTARY SUBMISSION No. 2.2

I am writing to follow up on the two action points that I took out of my appearance before the JSC last month.

Ms Rishworth questioned the witnesses about how behavioural data is used by each of our services and the notice that we provide to our users about this activity. I offered to provide links to Yahoo!7's policies on this matter as well as to the control tools that we currently make available to our users which enable them to turn the use of this data for advertising purposes off.

Here is a link to Yahoo!7's policy around behavioural, or relevant, advertising:

<http://info.yahoo.com/privacy/au/yahoo/opt-outfaq/>

Here is a link to Yahoo!7's ad interest manager tool, which allows users to see which behavioural categories have been assigned to their device and turn one or all categories off:

http://info.yahoo.com/privacy/au/yahoo/opt_out/targeting/details.html

Both Jenny Duxbury and I referenced a recently launched industry self regulatory guideline around online behavioural advertising. Yahoo!7 were actively involved in the inception and development of this Guideline and it can be downloaded from [here](#).

Senator Barnett made a comment towards the end of the hearing as follows:

"I wonder if the messages that come through to me, and possibly to others—I do not know—are that maybe there is a bit of a cop-out here, whether the ISPs are saying, 'It is somebody else's problem.' What are you actually doing to protect children online, on Facebook, and in the internet world? I leave it with you to take on notice."

I would like to respectfully submit that industry has taken on considerable responsibility for this issue. I'd like to highlight the following efforts in this space (many of which were included within my opening statement):

- Yahoo!7 have a dedicated online safety education site called [Yahoo!7 Safely](#) wherein there is a wealth of information and advice for both parents of younger children and teenagers respectively about how to be safe online.
- Yahoo!7 are active members of, and participants in, the Department of Broadband, Communications and the Digital Economy's consultative working group on cybersafety, as well as the Safer Internet Group. Membership of these groups involves considerable time attending meetings, costs associated with travel to these meetings, financial support (with respect to the Safer Internet Group), and significant in-kind support in the form of promotion and free advertising on the Yahoo!7 network which reaches 7 million people.
- Yahoo!7 have been active supporters for two years running of Safer Internet Day, working with the ACMA to run free advertising on our most popular communications services promoting the ACMA website.
- Yahoo!7 are currently working closely with the ACCC on their Scamwatch and consumer fraud efforts, including speaking at ACCC convened seminars and conferences and offering to work directly on the termination of Yahoo! email accounts which are being used to scam or de-fraud Australians.
- The ISP industry (note that Yahoo!7 are not an ISP as we don't provide Internet access) through the Internet Industry Association (IIA) have long been interested in this topic. The IIA developed a family friendly filtering accreditation which can be used by ISPs and filtering software vendors and more recently announced efforts to develop a voluntary code

whereby ISPs would proactively filter websites containing child abuse images out of their services.

Effective cyber-safety strategies require collaboration from all stakeholders; industry, government, educators, law enforcement and parents. Industry have a strong history of demonstrating their commitment to this issue and are very enthusiastic about continuing to work with government on this important issue.

Kind regards
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