

# CHECKLIST:

## CRITERIA FOR POSITIVE CONTENT AND SERVICES FOR CHILDREN (4-12 YEARS OF AGE)

### TARGET GROUPS ARE CLEARLY DEFINED AND ADDRESSED

- Target group or age range is transparent and comprehensible.
- The cognitive development of the target group (physical and mental skills, emotions) is taken into account regarding content, design and navigation.
- The content/service is understandable for the target group.
- Information for parents is provided, especially when the target group is young children.

### CONTENT AND SERVICES ARE ATTRACTIVE

- The content/service is presented in an attractive way to the target group through use of creative, interactive, innovative, entertaining and/or educational features.
- The visuals are of high quality, properly attributed and labelled.
- The language used is well written, without mistakes and suitable for the target group.
- Positive online interaction and/or offline interaction with peers and family are stimulated.

### CONTENT AND SERVICES ARE USABLE

- The navigation structure is user-friendly and adapted to the target group. Users do not get lost within the site: they always know where they are.
- The URL is easy and simple to reach. Typo-errors will not land the children in unwanted or harmful domains filled with viruses and advertising.
- The design of the content channel facilitates navigation and enables children to find their way easily through the content/site.
- The content/service is accessible through different platforms and devices (browsers, mobile devices etc.).

### CONTENT AND SERVICES ARE ACCESSIBLE AND INCLUSIVE

- Needs and requirements of people with disabilities regarding vision, hearing, mobility, hearing or cognitive aspects are considered when planning, developing and producing the content/service with all participating parties.
- Structure, language/text/speech, audio, video, images and colours of content and services are designed in a way to support assistive technologies and provide alternative texts/attributes for example.

## **CONTENT AND SERVICES ARE SAFE**

- The content/service is not harmful to minors: it does not contain offensive material or other harmful elements (i.e. pornography, racist/violent/offending content, pictures or videos).
- Children are not directed to other unsuitable content/services, such as external websites with content that is not appropriate for children.

## **CONTENT AND SERVICES ARE RELIABLE**

- Information about the provider/creator is provided.
- Contact details are easily accessible, in order to enable parents or children to get in touch in case of problems.
- Where relevant, the content offered is true, up-to-date and topical.
- The content does not infringe on the copyright of others.

## **THE PRIVACY OF CHILDREN IS ENSURED**

- Privacy laws are respected.
- No more data than necessary is gathered.
- Personal data is treated confidentially, exceptions (i.e. for the purpose of delivering a prize) are made transparent and it is stated clearly that the data is deleted afterwards.
- Information about privacy measures and policies is clearly visible and in language suitable for the target group and his/her parents.
- If the data of visitors is processed while using the site, this should be made transparent.
- If children can share their personal data, they have to actively confirm parental consent.

## **IF SOCIAL MEDIA COMMUNICATION FEATURES ARE PRESENT: SOCIAL NETWORKS, CHAT ROOMS, FORUMS, GUEST BOOKS, VIDEO PLATFORMS ETC.**

- Specific rules and security information on how to use the services safely are offered: (i.e. guidance on netiquette while communicating with others, protection of personal data, protection against cyberbullying etc.).
- Parental consent is asked for if registration is required.
- Easy-to-use and find reporting mechanisms are provided, (i.e. an alarm button, in case children need help or advice or need to report potentially harmful content or contact).
- Constant and active monitoring and moderation of user contributions ensures that all content that may be harmful to children is deleted.

## **IF COMMERCIAL ELEMENTS ARE PRESENT: ADVERTISING, SPONSORING, ONLINE SHOPPING ETC.**

- Commercial elements, advertising and online shopping facilities are clearly set apart from the content, easily recognizable, labelled as such and not age-inappropriate to the target group (e.g. no advertising or shopping for alcohol or cigarettes).
- Commercial elements do not restrict the user's control of actions.
- There is a financial limit to what children can spend on the site or in the game.
- The commercial proposition is openly communicated.
- Payment methods require parental control.