

Attachment A

MySpace's Ongoing Approach to Protecting Teens Online

MySpace has adopted a holistic approach to safety issues based on the belief that the only effective strategy is one that involves several interlocking elements. There are four key components to our approach: 1) employing site-specific safety features and policies; 2) empowering parents with tools to enable them to protect their teens; 3) promoting anti-predator legislation; and 4) working with other organizations to promote online safety and education.

Site-Specific Safety Features/Policies

There are a number of safeguards that MySpace has implemented on the site to protect users. Specific examples include:

Email Verification: MySpace requires that all users register with a valid email address, which is authenticated via email response (the user must click through a link delivered to the email they use to register, preventing the use of phony email addresses in the registration process). Mandatory email verification acts as a deterrent to sexual predators, removing some anonymity by associating the individual with an actual email address. In combination with an individual's IP address, a valid email address also provides another important source of tracking data for law enforcement, assisting them in the identification and prosecution of criminals.

Enforcing Age Limits: MySpace's terms of service restricts the use of the site to individuals who are age 14 and over. The site employs a search algorithm, utilizing several thousand terms commonly used by underage users, to find underage profiles, which are subsequently deleted. The company deletes thousands of such profiles per week.

Privacy Settings: All users have the option to set their profile to private. Users who are 14 and 15 are automatically assigned a private profile and are always private to users over 18. This privacy setting for users age 14/15 prevents any contact by or communication with strangers (users not given the status of "friend" by the teen). In order for any user to become a "friend" of this teen, that user must know the teen's last name or email address. This is information they would have by knowing each other in the physical world. Additionally, all users under 18 can block users over 18 from contacting them or viewing their profile, and vice versa.

Tools for Parents

MySpace has developed a software tool, code named "Zephyr," that empowers parents. The software, which will be available for free download on family/home computers, identifies – by user name, age and hometown – any user who logs in from one of those computers. This allows parents to determine whether their teen has a MySpace profile and to see the age he or she has listed in that profile. Parents can then talk to their teens about their use of MySpace and can contact MySpace if they want their teen's profile deleted or corrected.

The software can only be deleted by the parent with a predetermined pass code he or she has selected. The software indicates the teen's use of MySpace regardless of where his or her profile is subsequently accessed, so parents will be notified of MySpace usage by teens even outside the home. The software can be adapted for use by other social networking sites and can also be used internationally as well as in the U.S.

Legislation

MySpace has advocated federal and state legislation to require convicted sex offenders to register all their email addresses in a national database. With such measures in place, any use of false or unregistered emails would constitute a violation of the offender's parole or probation and send them back to jail. Enactment of such email registration legislation would make it possible for MySpace and other online communities to identify convicted sex offenders and prevent them from registering on their sites.

MySpace and Sentinel Tech Holding Corp., a leading online identity and background verification company, partnered to develop a national database of convicted sex offenders – the first national database of its kind – called “Sentinel SAFE.” Coupled with email registration legislation, “Sentinel SAFE” will enable MySpace and other websites to block convicted sex offenders from accessing their sites.

The legislation has been introduced in Arizona, California, Colorado, Florida, Georgia, Illinois, Minnesota, New Jersey, New Mexico, Oklahoma, Oregon, Pennsylvania, Tennessee, and Texas, and passed in Kentucky and Virginia. Other states are expected to consider similar legislation. Similar legislation has been introduced in the U.S. Congress by Senators Schumer and McCain.

Education

In addition to providing educational resources for parents and teens on its site, MySpace actively pursues and participates in national and local education efforts. We have developed and distributed a series of resource guides for parents, educators and law enforcement. The MySpace School Administrator's Guide has been distributed to more than 55,000 schools across the country. MySpace representatives also regularly meet with educational, law enforcement and safety organizations to provide guidance on social networking and the tools available to help them protect teens online.

MySpace has also partnered with leading organizations such as the National Center for Missing & Exploited Children (NCMEC), National Parent-Teacher Association (PTA), AdCouncil, Seventeen Magazine, National School Board Association & the National Association of Independent Schools, BlogSafety.com, NetFamilyNews.com, and WiredSafety.org on a variety of educational campaigns designed to promote an online safety dialogue between parents and teens.