



AIMIA

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Millions of people use digital platforms every day to help them stay connected, up-to-date and go about their business easily and efficiently.

Just some of the ways that digital platforms make life better for individuals on a daily basis include using Facebook to keep in touch with loved ones who are both near and far, looking up key facts for study and research via Google Search, watching favourite music clips on YouTube, catching up on news and emails via Yahoo!7 or finding the perfect Christmas present for that hard to buy for relative on eBay.

This booklet includes tips that individuals can use to ensure that their online experiences are only positive.

Included also are contact details for key members of the digital industry if you or your constituents need any additional information or assistance.

# facebook

## Top Six Content and Privacy FAQ

This list is some of the most common Facebook frequently asked questions.

You will find additional information and tips for having a productive experience online at the easily searchable Facebook Help Centre, at [facebook.com/help](https://facebook.com/help).



### How do I get photos of me removed that others have posted without my permission?

Sometimes Facebook users want pictures of them or their family members removed but the content doesn't violate Facebook's Community Standards. These users can take advantage of our "social reporting" tools. People can also use the tools made available on Facebook to remove a "tag" that connects them to content that they do not wish to be associated with and to request the removal of content that is posted about them that they do not like. A parent can also use the form provided in the Help Center to request the removal of an image of their child who is under 13 years of age.

Useful links: [facebook.com/help/socialreporting](https://facebook.com/help/socialreporting)  
[facebook.com/help/manageprivacy/rights](https://facebook.com/help/manageprivacy/rights)



### My account has been hacked – what can I do?

Facebook understands how frustrating it is when you suspect your account has been hacked. We offer tools to help you secure your account, as well as some advanced security tips that can help protect your account from future hack attempts. If you suspect your account has been hacked, go to [facebook.com/hacked](https://facebook.com/hacked) to immediately secure your account.

Useful links: [facebook.com/help/hackedaccounts](https://facebook.com/help/hackedaccounts)  
[facebook.com/help/security/tips](https://facebook.com/help/security/tips)



### What steps can people take to preserve a Facebook Page when a loved one passes away?

Facebook has become an important place for friends and family to express grief and remembrances when a loved one passes away. Anyone can contact Facebook to request that we "memorialize" a friend or family member's account. When an account is memorialized, only confirmed friends are able to view and interact with the Timeline. In addition, new protections are put into place that aim to respect the privacy of the person who passed away. For example, memorialized Timelines don't appear in public spaces such as in suggestions for People You May Know or birthday reminders. In some cases, immediate family may wish to have the account removed and can contact Facebook to do so.

Useful links: [facebook.com/help/requestmemorialization](https://facebook.com/help/requestmemorialization)  
[facebook.com/help/memorialized](https://facebook.com/help/memorialized)



### **What kind of tools does Facebook make available to help stop “cyberbullying”?**

Facebook’s Family Safety Center offers a host of tools and resources, including step-by-step instructions on how to report abusive content, detailed privacy and security tips, and links to external resources, all designed to help keep kids safe online. These tools and resources are meant to help families and educators understand and, when necessary, address the different kinds of online interactions young people are having – both on Facebook and elsewhere on the Internet.

Useful link: [facebook.com/help/safety/bullying](https://facebook.com/help/safety/bullying)



### **What are some tools I can use for reporting content? Is there a way to track my reports?**

There are resources available for anyone looking for information on how to report or remove content like posts, photos and links, including abusive content. If you’ve reported content for violating Facebook’s Community Standards, you may be able to use your “Support Dashboard” to see when Facebook takes action on your report and what decision was made. Only you can see your own Support Dashboard, which you can find by clicking “General Account Settings” from the upper right hand corner drop-down menu of your Facebook home page.

Useful links: [facebook.com/report](https://facebook.com/report)  
[facebook.com/report/communitystandards](https://facebook.com/report/communitystandards)  
[facebook.com/help/supportdashboard](https://facebook.com/help/supportdashboard)



### **What are some tools I can use to help keep my kids safe on Facebook?**

Facebook takes special steps to ensure that minors have a more protective experience on the site. For instance, they can never be ‘tagged’ or messaged by strangers, and the information in their profiles is not visible to strangers. Parents can set privacy settings so their teens’ info is only visible to confirmed Friends or a custom list of people. The Family Safety Center has some useful tips for helping young people set the most appropriate privacy settings for them.

Useful links: [facebook.com/safety](https://facebook.com/safety)  
[facebook.com/help/searchengines](https://facebook.com/help/searchengines)



## Tips for playing and staying safe on YouTube

From uploading your videos, to personalising your playlists, to finding something new and cool to share with your friends, there's always something happening on YouTube. While you're having fun, keep these tips in mind:

- 1 Safety Mode on YouTube**

Safety Mode on YouTube is an opt-in setting that helps screen out potentially objectionable content that you may prefer not to see or don't want others in your family to stumble across while enjoying YouTube. To switch it on, click on 'Safety Mode' at the bottom of the page.
- 2 Don't give too much away**

Even though your YouTube Profile lets you share your name, age, town and school, you need to think carefully about the information you disclose if you don't want everyone to be able to identify you.
- 3 Use your privacy settings**

The default setting allows anyone with your e-mail address to locate your videos. To disable the setting click the 'Edit Channel' button in your account settings.
- 4 Post for friends only**

If you want to make your uploaded videos only visible to your friends go to 'My Videos', click 'Edit', and switch to 'Private'.
- 5 Do the Grandma Test**

If you are uploading a video that you wouldn't want your grandmother to see, think twice before you post it.
- 6 If you see it, flag it!**

Flagging isn't dobbing. If you see a video that breaks the Community Guidelines, let us know. Other people won't be able to see that you've flagged the video. Just sign in, click on the 'Flag' button beneath the video and select the reason from the drop down menu.
- 7 That's me in that video**

If you come across a video that violates your privacy, contact the person who posted it. If they don't remove it, report it to us.
- 8 What you do online matters**

Being a bully makes you seem weak and invites others to bully you. Plus, you may get banned from YouTube, and that's no fun.
- 9 Permission slip-ups**

Posting someone else's personal information without permission could get you kicked off the site, so make sure you always check first.
- 10 Respect yourself**

Remove insulting comments from your videos and use the 'Help and Safety Tool' to block users who harass you.



Technology is a big part of life these days, and it's really important that we all have the skills we need to be responsible, safe and smart online.

### **Responsible**

Respect the community and be a positive contributor

### **Safe**

Be aware of the risks and how to manage them

### **Smart**

Get tech & information literate

## **SafeSearch with Google**

At Google we hope that you and your family find exactly what you're looking for in Google search results and nothing more.

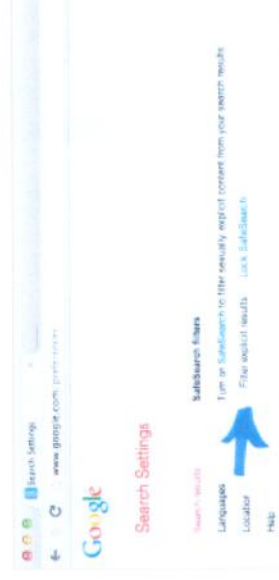
Google SafeSearch helps you manage your search results so they don't include sexually explicit websites and images. It's a smart and simple way to protect you and your family from unwanted search material.

## **Start your SafeSearch today**

Setting up SafeSearch is easy

- Visit the Search Settings page at [www.google.com/preferences](http://www.google.com/preferences).
- In the "SafeSearch filters" section, check the box next to "Filter explicit results" to filter sexually explicit video and images from Google Search result pages, as well as results that might link to explicit content.
- Make sure to click the Save button at the bottom of the page.

Clear imagery lets you know at a glance if SafeSearch is switched on.





**The digital industry provides a significant array of easy to use tools and resources to ensure the safety and enjoyment of the individuals who use our platforms. They are designed to help users realise the benefits of being online safely, securely and confidently.**



Yahoo! Safely (brought to you in Australia by Yahoo!7) provides a range of tools and information on how to be safe online as well as providing age-appropriate information for parents and teens.

For more information visit  
Yahoo! Safely at  
[au.safely.yahoo.com](http://au.safely.yahoo.com)

### **Protect your Privacy**

- Making sure that your information doesn't get into the wrong hands
- How do I choose a strong password?
- How to avoid phishing
- Sign In Seal

### **Choosing a Secure Online ID**

- Play it safe leave out personal information
- Think twice about using a photo of yourself
- Keep your information current



## **Mobile Safety Tips**

- What are location services?
- What are some of the potential risks?
- Questions to ask before using location services

## **Report Abuse on Yahoo!7 comment, photo or message board**

Yahoo!7 provides a simple mechanism to report comments or photos that breach Yahoo!7's terms of service. A step by step guide to how to report comments and photos can be found in the Yahoo! Safety centre.

## **Family Online and Mobile Device Agreements**

A great framework that sets sensible rules for teenagers and parents when it comes to technology.

## **Social Web Tips for Teenagers**

Common sense messages like be yourself, be nice, think before you post, keep passwords private, read between the lines, don't talk about sex with strangers, avoid in person meetings, be careful when using a mobile phone.



eBay pioneers communities built on commerce, sustained by trust, and inspired by opportunity. eBay brings together millions of people every day on a local, national and international basis through an array of websites that focus on commerce, payments and communications.

eBay Community values include open, honest communication, and the vast majority of buyers and sellers are reliable trading partners.

In addition, we offer safeguards to help protect you when you buy and sell.

### **EBAY'S FEEDBACK SYSTEM**

To help you decide whether you want to trade with another member, you can check the reputation of that member before bidding or accepting a member's bid. You can check a member's profile by clicking the number next to the user ID or by using the Find member form.

When leaving Feedback for an eBay member, please be honest, fair, and factual. This will help make other members aware of your experience and help keep eBay a safe place to buy and sell.

### **SUPPORT IF YOU HAVE TRANSACTION PROBLEMS**

If you encounter a problem when buying or selling on eBay, we offer guidelines, tools, and protection services that can help.

We make it easy to contact members to resolve problems. If direct communication doesn't work, you can use eBay's Resolution Centre to work out a solution with your buyer or seller and report the problem to eBay.

### **MANAGING PROBLEMS AS A BUYER**

- In many cases, communicating with your seller can resolve your concern. Learn how to contact your seller.
- If you paid for an item, but didn't receive it, or if you paid for and received an item, but it was significantly different from the item description, start by discussing the problem with the seller. If this doesn't work, you can work it out in our Resolution Centre.
- If you have a problem with a purchase and you use PayPal, you'll open a case in PayPal's Resolution Centre and your purchase may be covered through PayPal Buyer Protection.

### **MANAGING PROBLEMS AS A SELLER**

If a buyer doesn't pay for an item or you need to cancel a transaction, after trying to resolve it directly with the seller, you can work it out in the Resolution Centre. You can report cases of unwelcome bidding or buying.

You can block bidders based on their user IDs or select buyer requirements for your listings based on criteria including country of registration, their buying history on eBay, and whether they have a PayPal account. Learn more about managing bidders and buyers.

## **SUPPORT FOR PROTECTING YOUR ACCOUNT SECURITY**

Learn how you can secure your account and report account theft.

We'll never ask you to provide sensitive information through email. eBay offers solutions such as the eBay Toolbar and member education about how to recognise and report spoof email and spoof eBay websites.

## **PROTECTING YOUR PRIVACY**

Our Privacy Policy is designed to protect your personal information from other eBay members and from third parties.

We use procedural and technical safeguards, including firewalls, encryption, and Secure

Socket Layers to help protect your personal information against loss, theft, and unauthorised access and disclosure. eBay has security techniques to help safeguard such data from unauthorised access by users inside and outside the company.

## **RULES AND POLICIES FOR EBAY MEMBERS**

To promote a safe trading environment for all members, eBay's rules and policies are intended to:

- Support government laws and regulations
- minimise risks to both buyers and sellers
- Provide equal opportunity to all buyers and sellers

- Protect intellectual property rights
- Provide an enjoyable buying experience

• Support the values of the eBay Community

Breaches of eBay policies can result in a range of actions, including:

- Listing cancellation
- Forfeit of eBay fees on cancelled listings

- Limits on account privileges
- Loss of PowerSeller status
- Account suspension

All members are responsible for reviewing and understanding eBay's policies and all applicable laws and regulations as outlined in the User Agreement.

Our rules and policies include:

- Rules for all eBay members – These rules apply to buyers, sellers, participants on the community boards and even eBay employees.

- Rules for buying – Buyer rules assist buyers in doing the right thing in a transaction.

Learning about these rules will help make your eBay experience a safe and enjoyable one.

- Rules for selling – These rules contain important listing policies and other rules that apply to selling, including policies involving prohibited and restricted items.

## Summary

Our industry is proud to provide useful, engaging and entertaining services to Australians.

In addition to the tips that you find in this booklet, our industry also provides a range of tools and resources in easy to understand formats including videos and other help sections.

### eBay Safety Centre

[pages.ebay.com.au/help/account/safety.html](http://pages.ebay.com.au/help/account/safety.html)

### Facebook

[www.facebook.com/safety](http://www.facebook.com/safety)

### Google Good to Know

[www.google.com.au/goodtoknow/](http://www.google.com.au/goodtoknow/)

### Yahoo!7

[au.safely.yahoo.com](http://au.safely.yahoo.com)

## Key Contacts

If you have any further questions that are not answered by this guide, then please feel free to contact us.

### AIMIA Digital Policy Group

e: [digitalpolicygroup@aimia.com.au](mailto:digitalpolicygroup@aimia.com.au)

Level 7 104 Bathurst Street Sydney NSW 2000

### Yahoo!7

Please contact Help Central at: [help.yahoo.com.au](http://help.yahoo.com.au)

### Google

Please contact our policy team on: [policyanz@google.com](mailto:policyanz@google.com)

### Facebook

[www.facebook.com/help](http://www.facebook.com/help)

### eBay Customer Support

[ocsnext.ebay.com.au/ocs/home](http://ocsnext.ebay.com.au/ocs/home)