

APPENDIX B: DESIGN AND FUNCTIONALITY INITIATIVES

MySpace will continue to research and develop online safety tools. Based on recommendations MySpace received from the Attorneys General and online safety advocates, and as a result of the work of its internal safety and engineering teams, MySpace's current plans include the following initiatives:

Limiting MySpace Membership to Users 14 and Over

1. Engage a third-party to build and host a registry of email addresses for children under 18. Parents would register their children if they did not want them to have access to MySpace or any other social networking site that uses the registry. A child whose information matches the registry would not be able to register for MySpace membership.
2. Strengthen the algorithm that identifies underage users.

Protecting Minors from Unwanted Contacts by Adults

1. Change the default setting for 16-17 year olds' profiles from "public" to "private."
2. Create a closed high school section for users under 18. The "private" profile of a 16/17 year old will be viewable only by his/her "friends" and other students from that high school who have been vouched for by another such student. Students attending the same high school will be able to "Browse" for each other.

Protecting Minors from Exposure to Inappropriate Content

1. MySpace will review models for a common abuse reporting icon (including the New Jersey Attorney General's "Report Abuse" icon). If MySpace determines that a common icon is workable and will improve user safety, it may substitute the common icon for the current report abuse icon MySpace places on each member profile.
2. Obtain a list of adult (porn) Web sites on an ongoing basis and sever all links to those sites from MySpace.
3. Demand that adult entertainment industry performers set their profiles to block access to all under 18 users.
4. Remove all under 18 users from profiles of identified adult entertainment industry performers.
5. Retain image review vendor(s) that can effectively and efficiently identify inappropriate content so it can be removed from the site more expeditiously.

6. Investigate the use of an additional image review vendor to provide automated analysis of images to help prioritize images for human review.
7. MySpace will (1) develop and/or use existing technology such as textual searching; and (2) provide increased staffing, if appropriate, in order to more efficiently and effectively review and categorize content in “Groups.” MySpace will update the Attorneys General concerning its efforts to develop and/or use textual searching on a quarterly basis. Upon implementation of textual searching, the Attorneys General will review its efficacy with respect to “Groups” for a period of 18 months.