

# Orange... a better Internet for children



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## Orange Group's action principles:

1. Promoting responsible use.
  2. Educating parents and teachers..
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- 
- About the 'children use of mobile phones' study

## The first principle

- Orange serves 240 Million people worldwide. We are the focus of families' expectations.. We aim to be a responsible operator and a guide in the digital world.
- Orange spreads the work of institutions, specialized NGOs and experts to promote their messages and recommendations on responsible use
- We use all media channels at our disposals to address: our staff [172K persons], our customers and the general public..

## Orange collaborates with foundations like:

- the [Family Online Safety Institute](#): FOSI
- [Internet Watch Foundation](#): IWF
- GSMA's [Mobile Alliance](#)
- [Safe Internet Day](#): SID [organized by [Insafe](#) and observed by Mobinil since Y2010]



## Education begins at home!

Orange has a task of being 'digital partner' for parents and teachers, providing keys to multiple uses of internet.

## Our top awareness raising programs are:

1. **Websites and training programs...** dedicated websites for responsible use of equipment. FAQ. Online training and more
2. **Orange ambassadors..** Network of volunteer employees, different backgrounds working to raise awareness and spread message of expert organizations.
3. **The Digital Society Forum..** April 2013. Meeting place for sociologists, psychologists, researchers and stakeholders in digital economy. Debating social transformation. Share knowledge, experience and vision
4. **Educational initiatives. Creative projects for youth...** shows how to control online profiles, use protection tools, acquiring a sense of responsibility
5. **Better Internet for Kids**



Therefore we created [Better Internet 4 Kids](#).. A serene digital environment for youth to encourage creativity, education, ability to share and develop

- **Helping families be actors for better internet:** Building knowledge to share w children
- **Get informed for better dialogue:** Offering a range of information for those interested.
- **Young #Supercoders:** For children 10-13 to discover for themselves the exciting world of computer programing. [The #Supercoders program:](#)

1. Does not aim to turn children to coding wiz-kids. Just give them an idea of how fun the digital world is
2. Has sessions run by volunteer Orange employees. This year 250 coaches were involved.
3. Occurred in 9 African and European countries. Egypt was proudly one of them.
4. [New challenge](#) was just launched to support **COP21 in Paris**: “Design your own game”.. shows how Internet can make you creative.



## Parental controls. The best solution there is.

There are 22 M users age 8 to 17 years in the group's 6 European countries. Their numbers increase by 2.6 M each year. They are specific users with needs that must be met.

For that, Orange have developed a range of control systems for its 3 components:

1. **Computers:** Software to block inappropriate content and channel browsing capabilities using profile and app controls
2. **Mobiles:** Filters to lock access to unsuitable websites
3. **Orange TV:** Ability to block age restricted programs and control video-on-demand purchases

In Egypt, **Mobinil** offers its customers one of the most advanced and effective parental control SW.

**Free of charge.** See what it is..

## Mobinil's LinkDSL Bit Defender. Free to our subscribers.

A cloud based technology to stop emerging e-threats. Provides safe and pleasant Internet experience without compromising quality or speed.

### Features:

- **Anti virus Anti spyware** – protects computer in real-time from viruses and malware
- **2 way firewall** – keeps strangers from accessing Wi-Fi connections
- **Web Based parental control** – blocks inappropriate content. Restricts web access in certain hours. Helps parents monitor children activities.
- **Search advisor** – gives head warning of risky websites



**وقفل الصفح**  
واكسب

**حفل**  
LINK GUARD 2012

**حفل برنامج Bitdefender واكسب واحد من 0 نوت بوك\***  
LINK GUARD تقدم برنامج Bitdefender مجاناً لجميع المشتركين في LINKDSL  
و هي بمثابة حماية وقائية ضد كل ما يهدد أمنك على الإنترنت،  
• مضاد للفيروسات و برامج التجسس  
• التحكم الأبوي  
• حماية واي فاي  
• الحائط الناري  
• خصائص ثانية كثيرة...

لمزيد من المعلومات أدخل على [www.linkdsl.com](http://www.linkdsl.com)

تحتوي الشركة والحكماء

16333  
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LINKDSL  
انت واصل

LINKDSL / LINKDSL  
LINKDSL @ LINKDSL

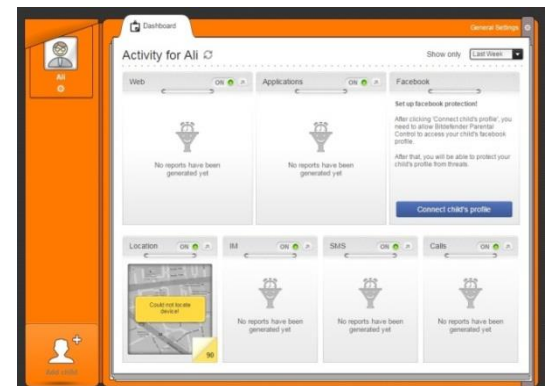




## More LinkDSL Bit Defender features:

- **Chat encryption** – keeps conversations private
- **Personal data filter. Anti Phishing** – protects crucial data by preventing it from leaving computer. Blocks sites trying to get such data.
- **Social media protection** – filters links received from FB and Twitter friends. Monitors privacy settings.
- **Anti spam** – stops unwanted mails from reaching inbox
- **Game mode** – temp modifies protection settings to minimize impact on performance

And for those who like simplicity.. there is a software dedicated ONLY to parental control...



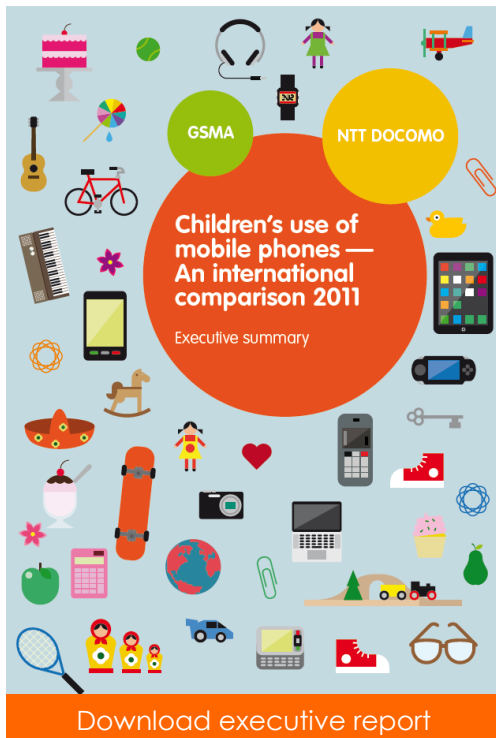


# Children use of mobile.

## International comparison with very interesting results!

A multi phased survey conducted on children 8 to 18 years. More than 3,500 pairs of children and parents were interviewed in Japan, India, Paraguay and Egypt.

The research is sponsored by mobile phone operators in each country. Mobinil proudly participated for two years in a row..





# Thank you

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Questions welcome.

Now or by email: [environment@mobinil.com](mailto:environment@mobinil.com)

