

Being online is great fun; playing games, keeping up with friends and buying and downloading apps. The whole world is at your feet and a world of choices, but actually you are not making as many choices as you should. There is another side of being online, which needs more awareness and that is question:

### what goes on behind all the fun?

This booklet will give you an idea what to look out for when you are online so you can enjoy using the internet.

Being online can be fun and informative, but one thing is certain:

## You need to be able to make choices.

There are companies who earn money collecting your online data and it is up to these companies to inform you about that.

### YOUR RIGHT FOR PRIVACY (ART.16)

### YOUR RIGHT FOR INFORMATION (ART. 13)

might not be respected when you are playing an app game or surfing the Internet.

If you are not informed, you do not have a choice to say either yes or no to advertising or your data being collected for any purposes.

If you are curious to know more and see what other rights you have, check out:

#### UN Convention on the Rights of the Child

Have fun while being online, and remember your rights so you can make a choice.

## eNACSO

The European NGO Alliance for Child Safety Online – is a European Children's Rights NGO network working on child and young people safety online.

The network, which was set up in 2008, currently has 28 members from across Europe ([www.enacso.eu](http://www.enacso.eu)).

### eNACSO Mission

Based on 1989 UN Convention on the Rights of the Child (UNCRC), its mission is to promote and support actions at national, European and international level, to protect children and promote their rights in relation to new technologies.

eNACSO is currently working to stimulate debate and action to protect children from a range of online business practices that have a negative impact on the realisation of their rights as set out in UNCRC, including, for example, article 3, 12, 13 and 17.



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# Your Right to Choose

on line



## What is a COOKIE?

A cookie is a small file which is being placed on your computer by a website. This file can identify you, so that the website can recognize you. Some cookies collect your history online and the websites might sell this information about you to others.

## What is an ADVERGAME?

There are many games which can be played online that are actually hidden advertising.

Product or brands are the story in the game. So therefore you are exposed to advertising.

Other games - like football games - might look realistic with advertising in the background - but it is still advertising.

## What is IN-APP PURCHASE?

These apps can be games, cookbooks and much more, where you can download them for free, but have to pay if you want the full experience of the app. This means that you actually pay a lot of money for an app which at first hand seems free.

## What is DATA = \$?

Every time you look at a webpage, like stuff or buy online you are leaving behind a trace of data. This information is very valuable for businesses who wants to sell products to you, because they will know what to advertise for you. This data is collected by company A who sells this information to company B who then focus advertising to you.

## YOU HAVE RIGHTS!

You might not know this, but when you are under 18 there are special rights for you. These rights are different from adults and are there to look out for your wellbeing.



### What actually happens

While playing the game, Marie is confronted with images from brand X. What brand X is trying to accomplish is to get Marie to buy their products. By repeatedly sending images of their products will stick to Marie's brain and next time she is in the shops she is more likely to buy their product because she can recognize the brand.

### RIGHT TO INFORMATION (Art. 13)

As a child, Marie has the right to be informed that the game she is playing is actually advertising. Company X has failed to inform her and therefore is not respecting her right. If not informed, Marie is not able to make a choice if she would play a game with advertising or not.

After playing the advert game Marie is bored. So she logs on to Facebook. Marie is a great fan of Facebook, where she keeps in touch with her friends. There she can see the advertising from brand X, the producer of the advert game that she played just before going on Facebook.

### What actually happens

While playing the advergaming earlier, her digital data (such as Marie's behaviour online, which websites she visits, etc.) was tracked and collected by company Y. They use this information about Marie to profile her and focus advertising on her profile based on the data collected.

### PROTECTION OF PRIVACY (Art. 16)

Marie has a right, as a child, to her privacy. In this case her private data is collected and because she is not informed of this, company X is not respecting her right. She was not given a choice to decide if she was fine with company X collecting her data and for what purposes.

Marie's mum comes into the room and wants to borrow her computer - she needs to buy a present for a friend's baby. Next day Marie and her friends are hanging out after school. A friend wants to show the group a video online and can see online advertising for baby toys. Her friend comments: Hey Marie - aren't you a bit too old for playing with baby toys?

### What actually happens

While Marie's mum is shopping online, her data is collected. Because it is from the same computer that Marie is using, the data collected "thinks" that Marie has been shopping the evening before. So, therefore, the advertising focused on Marie his baby toys.

### PROTECTION OF PRIVACY (Art. 16)

Marie's mum is not given a choice either, but in this case it has consequences for Marie the next day. So Marie's mum should be more aware of the choices she makes online when borrowing Marie's computer.



### What actually happens

Marcus has downloaded a game which might seem free, but you actually have to pay real money in the game to have the whole experience of the game. The lollipops in this case - are not real, but a currency in the game.

### RIGHT TO INFORMATION (Art. 13)

Marcus has a right to be informed that playing the app game actually cost real money. Because he is not informed about this and just downloads "a free game", his rights have not been respected by the company who made the game. If he had been informed, he could have made a choice to download the game or not.

Marcus doesn't think too much about it. He wants to keep on playing because it is fun and he wants to move up a level and quick. So every time the game ask him if he wants to buy lollipops he just taps yes. On his way home he wants to download a song using his gift card, he discover that all the money has been used. He goes on Facebook to write an update, but returns to the app game to

Likes to check out the latest app in App Store. He downloads a lot of free games, especially the ones with cartoons he knows. He got a gift card for his latest birthday, which he now have made an account for in app store. He is sitting on the bus on his way to school and is playing a free app game on his Smartphone. At one point the game ask him if he wants to **BUY** lollipops so that the cartoon character can move up a level.

### What actually happens

The so-called free app game is using the money from his gift card. While playing, people tend to forget that they actually are paying real money for a product which they cannot even touch. Furthermore he is tracked and his data is collected when he goes on Facebook. His data is shared between Facebook and the app game. If he invites his Facebook friends to play and they agree, then the app-game will earn money from his friends too.



### PROTECTION OF PRIVACY (Art. 16)

Marcus is not aware that his private information is being shared between Facebook and the app game, because the app game failed to inform him. Therefore the app game is not giving him a choice if he wants to share his information or not.

