Mobile Marketing Winner$

Week 12, March 2009

Mobile Internet Child Protection

Dear Mobile Marketing Winner$ Team Member,

Mobile Marketing Winner$ are a network of marketing and PR specialists. We are dedicated to educate and coach, consult and support to save you time and money when it comes to engineering your mobile marketing campaign.

There were a number of articles in recent weeks on the sale of nude pictures via MXit.

So today we give you some tools on how to protect your children from mobile internet predators.

Hope you use them!

Until next week...

Best wishes,
Your Mobile Marketing Winner$ Team

Mobile Internet Child Protection

Over the last few weeks and months we read articles, saw reports on television and listened to radio show hosts talking about how mobile internet predators repeatedly use various services to coerce children into selling e.g. nude pictures of themselves. But it doesn't stop there. Videos, often taken with mobile phone video cameras, of children and teen agers having sex were posted.

More often than not, the Instant Messaging (IM) service MXit was named as the culprit.

Let us make one thing clear from the start. We don't believe that anyone can blame a service like MXit for what is happening here. MXit merely provides a service. It is up to the users of these servivces to act in a responsible and legal manner when accessing and using such services. Imagine a road user causes an accident and a pedestrian gets injured or killed. Who is to blame? The mortorist or Government, who build the roads, providing its sensible use to all citizens?

This example should make clear that you cannot blame a service provider like MXit. They are acting within the law and merely make the "road" available to users. It is the users who are responsible for the way in which they use these "communication avenues".

When it comes to children and teenagers, the ultimate responsibility of how they use a service as provided by e.g. MXit lies with their parents. When your child throws a stone into a window, breaking it, it is the responsibility of the parent to fix the damage. Moreover it is the responsibility of the parent to prevent such an occurence in the first place.

When it comes to the internet, most of us are aware of how e.g. to block certain undesirable content so that children cannot access it. But what about the mobile internet?

While the mobile internet is in many ways totally different to the internet that you access from your computer, some basic principles are the same. On the mobile inernet you can also block undesirable content. The difference is that for the mobile internet you have to follow specific instructions from your network provider to block content. Obviously this changes from one network provider to another and is furthermore country

specific.

We have compiled some general as well as country specific information that you will find useful to protect your children. To access this information, simply click Mobile Internet Parental Control Information.

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