Developing truly participatory policies for Social Networking Sites: Conceptualising the involvement of users and consumer organisations

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Difficult to find

Standard contracts in general

Rarely read

Difficult to understand

Unbalanced

↔ European legislation

Exploratory!

“Visual Law Lab”
Broader context

• Public participation?
  → Supplement to representative democracy
  → Promotion of responsive and effective policy decisions that are better adapted to users’ expectations
Power to the people?

- Collective User Action
- People's Terms of Service Contract
- Ad hoc action

Provider(s)

User(s)

Mechanisms provided by the platform
- Reporting mechanisms
- Voting (e.g. Facebook Governance Page)

To this end, we are calling on Facebook users to contact advertisers whose ads on Facebook appear next to content that targets women for violence, to ask these companies to withdraw from advertising on Facebook until you take the above actions to ban gender-based hate speech on your site. (We will be raising awareness and contacting advertisers on Twitter using the hashtag #FBrape.)

http://www.womenactionmedia.org/facebookaction/open-letter-to-facebook/
Thank you for providing feedback to the proposed updates to our Data Use Policy and Statement of Rights and Responsibilities. After we released our proposal we received interesting questions and comments so we wanted to take the time necessary to answer all questions, and process feedback to ensure we got this right. Based on your input, we made a few additional edits to make our policies and practices easier to understand. We encourage you to read the blog post for a summary of changes or the redlined documents to see exact changes. The updates go live today. Thank you for your participation.
Individuals: lack of resources, free-riding, etc.

Consumer organisations

- resources (?)
- expertise
- Information
- ex ante and ex post measures

E.g. BEUC, Consumers International
High or low level of privacy?

Collective
- Ex post remedies
- Collective redress mechanisms
- Pre-approval of contracts
- Negotiated contracts

Collective + Individual
- Option: Interactive
- Option: Interactive

High or low level of privacy?
Recommendation CM/Rec(2014)6 of the Committee of Ministers to member States on a Guide to human rights for Internet users

(Adopted by the Committee of Ministers on 16 April 2014 at the 1197th meeting of the Ministers’ Deputies)

1. Council of Europe member States have the obligation to secure for everyone within their jurisdiction the human rights and fundamental freedoms enshrined in the European Convention on Human Rights (ETS No. 5, the Convention). This obligation is also valid in the context of Internet use. Other Council of Europe conventions and instruments, which deal with the protection of the right to freedom of expression, access to information, the right to freedom of assembly, protection from cybercrime and of the right to private life and to the protection of personal data, are also applicable.

2. The obligations of States to respect, protect and promote human rights include the oversight of private companies. Human rights, which are universal and indivisible, and related standards, prevail over the general terms and conditions imposed on Internet users by any private sector actor.
Mutual understanding

Meaningful consultation

Ex ante

Ex post

Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) refers to companies taking responsibility for their impact on society. As evidence suggests, CSR is increasingly important to the competitiveness of enterprises. It can bring benefits in terms of risk management, cost savings, access to capital, customer relationships, human resource management, and innovation capacity.
United Nations

Convention on the Rights of the Child

Committee on the Rights of the Child

General comment No. 36 (2013) on State obligations regarding the impact of the business sector on children’s rights*

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*First adopted in 2013

Youth Manifesto: have your say...

The first stage of the Youth Manifesto initiative is now closed. We have collected ideas on how to make the internet better for young people from 35 countries across Europe through an extensive online and street-based process on Twitter, a crowd-sourcing tool. These ideas were also sent to the Youth and Children’s Committee on Children’s Rights and reviewed by them within their mandate.

You can vote on the ideas you think are the most relevant until 31 November 2014. The top ten ideas will form the Youth Manifesto and will be presented to high-level policymakers in February 2015.

This is your chance to make a difference! Make your vote count and ensure that the very best of the ideas shaping the Youth Manifesto will make a better internet.

Using a mobile device to vote? To make it more convenient for you, we have created a mobile-friendly version of the page. Click here to vote.

Vote for the proposals

Accessibility

User-friendly

Design your own

Awareness raising

We want more awareness-raising initiatives on online issues - for both us, and our parents.

Guidelines for Industry on Child Online Protection

2014 edition

www.itu.int/cop

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Conclusion

- Momentum!
- Taking human rights & users’ interests seriously
- Increased guidance
Thank you!

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