Kids-Friendly Content Guide

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A child-friendly cyberspace should contribute to the positive development and well-being of children around the world and value child voice and participation. While the Kids-Friendly Content Guideline provides the baseline of the prohibited materials on ".kids" websites. This Kids-Friendly Content Guide further offer reference for developing a child-friendly cyberspace, which aims to encourage content providers to deliver appropriate and child-friendly information for children.

The fundamental principles of DotKids Foundation are based on the well-recognized and the most ratified universal treaty, United Nations Convention on the Rights of the Child (UNCRC), to protect, promote the rights as well as ensure the best interest of children. Below are the related articles of UNCRC that set the principles which guides the operation and policy development of the Foundation.

- Children's right to information access (Article 17)
- Best interests of children (Article 3)
- Non-discrimination for every child (Article 2)
- Listening to children and respecting their views (Article 12)
- Protect supportive nurturing, and child-friendly environments (Articles 28, 29, 30, 35)
- Participation of children in community life (Articles 13, 30, 32, 33, 37)

1. Non-Discrimination

- Content or language that provoke any kind of discrimination which may interfere with the psychological emotions and development of child users is discouraged
- Content providers are encouraged to facilitate and develop as well as distribute their content in ways that are equally-accessible to children that are physically disabled.

2. Marketing & Advertising

- Any marketing and advertising activities shall support and respect children's rights with UNCRC as the fundamental principles.
- Registrants shall dedicate effort in ensuring any products or services offered through the .kids domain space are safe and age appropriate.

KIDS' BEST INTEREST DOMAIN.

3. Content Categorization

While the maturity and susceptibility to risks between different age-ranges of children differ, content providers are encouraged to clearly indicate the appropriateness of their content to respective age groups or their specific targeted age group on their websites.

4. Security

Sufficient reminders and warnings to the children users shall be given in special circumstances that might offer risks to their well-being. Examples include a reminder to not disclose their personal information or to seek adult supervision to participate.

5. Policy Development

Specific policy and appropriate guidelines that are tailored in consideration of the uniqueness of children shall be developed within the operation of the registered namespace.

6. Children Participation

- The opinion of children shall be taken into account in matters that affect and are related to them in order to enhance their best interest.
- Registrants are encouraged to engage children and seek their opinion on the development of their contents and websites to maximize the child-friendliness of it.
- Registrants are encouraged to develop space on the website which allows the participation of children and provide a platform for children's voices to be heard.

7. Multi-Stakeholder Collaboration

Registrants are encouraged to work with different parties to ensure and realize a child-friendly Internet. Achieving a child-friendly space may require a collaborated effort among different stakeholders such as teachers, parents, child-development experts, and child advocates.