



The ICIA (Irish Cellular Industry Association) is an alliance of the mobile operators – Meteor, O<sub>2</sub> and Vodafone, and the mobile handset manufacturers Nokia and Siemens. The ICIA is affiliated to the Telecommunications and Internet Federation, which is part of ICT Ireland, the voice of technology within IBEC.

**meteor**

**O<sub>2</sub>**



## The Knowledge

A Parents Guide to Mobile Phones



## Preface

Currently, eight out of ten Irish people have a mobile phone and over the last 5 years they have become increasingly dependent on the new and evolving mobile products and services on offer. In particular, mobile phones are often given to children for security purposes enabling parents to keep in touch and to make sure they are safe.

To keep parents informed of the ever-changing services available on mobile phones, the three mobile operators Meteor, O<sub>2</sub> and Vodafone, under the auspices of the Irish Cellular Industry Association (ICIA), have devised this easy reference guide.

While the guide sets out the basics of mobile phones in terms of their uses and services, its primary aim is to inform parents of some key safety tips that will encourage responsible and secure use of mobile phones by their children.

meteor\*

O<sub>2</sub>





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## Introduction

Mobile phones are a well-established fact of modern life in Ireland and young people are major users of mobile phones. They value their mobile phones highly, often viewing them as one of their most treasured and important possessions. Fashion plays a part in it but, more significantly, young people also seem to love the sense of independence that their mobile phone provides. Mobile phones provide an excellent instant way for parents to stay in touch with their children and are being increasingly employed as a means of security for parents.

Through this booklet, the Irish mobile operators aim to raise awareness of the services available through mobile phones. It also offers guidelines to parents that will encourage responsible use of mobile phones by their children and help keep them safe. In the following sections, we discuss the options and services available on mobile phones

and the recent advances in mobile technology. We hope that parents will find this booklet useful and will keep it as a handy reference guide.

To begin with, mobile phones are communication devices that allow users to connect to others through voice (calls) and text messages (SMS). Recent advances in technology have delivered a new generation of mobile phones with new capabilities that allow users of mobile phones to avail of services such as the sending and receiving of picture messages (MMS) and enable users to access the Internet and email.

In addition to setting out what mobile phones are now capable of, this booklet also sets out some important safety tips for parents including advice on how to deal with issues such as bullying or Spam (unsolicited commercial communications). The options available to users to prevent and report these communications are discussed in subsequent sections.

Some services that are accessible through mobile phones

may be more suitable for an older audience such as open access to the Internet. To allow parents to supervise their child's access to mobile services, all three mobile operators provide dual access to the child's mobile account, which allows parents to view certain information on their child's account.

All Irish mobile operators maintain industry wide standards and always strictly comply with any existing regulation. Typically the kinds of issues that are subject to regulation or codes of practice in Ireland are advertising, data protection and privacy, payments, direct marketing, illegal material and safety related matters. For your reference, we have listed a number of key regulatory authorities responsible for these areas in the annex.

While the mobile operators acknowledge that change is the only constant in the evolving world of mobile phones, we commit to reviewing and updating the scope of our existing parental controls in line with advances in technology.

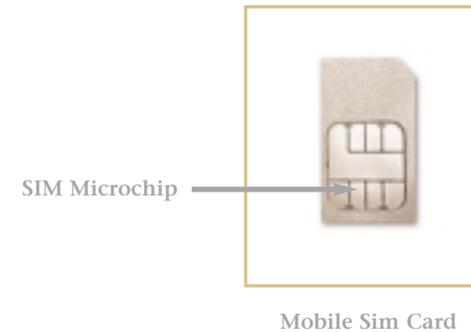
## Basics of a mobile phone handset



### 2.1 SIM

All mobile phones have two major components: the Subscriber Identification Module card, or SIM card, and the handset. The SIM card has a microchip, which contains the mobile phone number.

The SIM card can also store other information, such as sent or received text messages, picture messages, phone numbers dialed and calls received. If you move the SIM card to another handset all the information saved to the SIM goes with it.



### 2.2 IMEI

Every handset has its own unique serial number, known as an International Mobile Equipment Identity (IMEI) number. This number can be found behind the battery in your mobile phone below the barcode, or can be accessed by keying `*#06#` into most mobile phones. To disable a handset that is lost or stolen, users must quote this IMEI number to their mobile operator so that the handset cannot be used on any Irish network. Your operator is still able to place a bar on your account without the IMEI number, if your handset is stolen or lost.

## 2.3 Camera phones

Many mobile phones allow users to take and send pictures. These pictures can be sent through a service called multimedia messaging service (MMS). Commonly known as picture messages, these images can either be stored on a mobile phone, later copied onto a computer, or can be sent directly from one mobile phone to another.

These new capabilities have obvious attractions to all mobile phone users, and particularly younger people, allowing for richer, interactive communication. We would encourage everyone to use their camera phone in a safe and responsible manner and note that some places, such as sports and fitness clubs, do not permit the use of camera phones on their premises. Unsuitable use of a camera phone in such circumstances may be a breach of the law, or at any rate, may cause great upset or offence to others.



What mobile phones can do

## 3.1 Connection

### Voice

Mobile services allow mobile phone users to communicate with each other via voice, text, pictures or data. The use of mobile phones for voice communication remains the most popular service today.

### Text

Short Messaging Services (SMS) or text messages have proven to be hugely popular with young people. SMS can also be used for other purposes such as purchasing ringtones and obtaining information. In addition, SMS has enabled millions of people to take part in voting, for example, text voting for someone taking part in a competition on TV.

### Multi-Media Messaging Services (MMS)

MMS is available on GPRS (General Packet Radio Service) enabled mobile phones and allows users to send each other pictures, with sound and longer length text messages. Camera phones use MMS to send and receive picture messages.

## 3.2 Access to information

### Internet

Since the development of the Wireless Application Protocol (WAP) it has been possible for some mobile phones to access the Internet. More recently, with the development of General Packet Radio Service (GPRS), access speeds have increased and accordingly Internet and email access via mobile phones is becoming more popular and widespread. With a GPRS enabled handset, access to the Internet is always on and the user will generally only pay for the service according to the amount of data they actually download. Parents should check whether their child's mobile phone allows access to the Internet and email.

### Email

Mobile operators offer email accounts to all users, which are either directly accessible via the mobile phone, or through the operator's home web page.

Certain handsets in addition to being a mobile phone have extra features or capabilities built-in, which are similar to applications on a standard personal computer. For example, a Personal Digital Assistant (PDA) device is also specially designed to send and receive emails and access the Internet.

If your child has access to such a device it would be important to be aware of the capabilities of this device.

### Bluetooth

For some time, it has been possible to swap information between mobile phones, or between mobile phones and computers, either by using cable connection, short range infra-red or radio link.

Increasingly mobile phones will come with Bluetooth functionality built in. Bluetooth is based on a short range

radio link and is just another way of allowing electronic devices such as mobile phones, computers, printers and PDAs, to communicate with each other. With Bluetooth the other device generally has to be within 10 metres, but this distance may increase in time.

These technologies can expand the range of uses of a mobile phone, and because of this, parents should understand how these devices work, what they can interact with and apply the appropriate security settings.



### 3.3 Services

#### Games

Increasingly, with the introduction of larger colour screens on mobile phones, games available are becoming more sophisticated and interactive. Some of these games can be played solo or with friends on the handset. Other games can only be played if the mobile phone is connected to the mobile network or the Internet. Access to certain games is dependent on the handset being WAP, Java or GPRS enabled.

#### Premium Rate Services

A Premium Rate Service (PRS) is one which is supplied via a mobile phone but which costs more than the standard call charge. In Ireland, Premium Rate Services are subject to separate and specific regulation controlled by the Regulator for Premium Services (Regtel). This is a statutory body that authorises and supervises the content and the promotion of all Premium Rate Services in Ireland. In

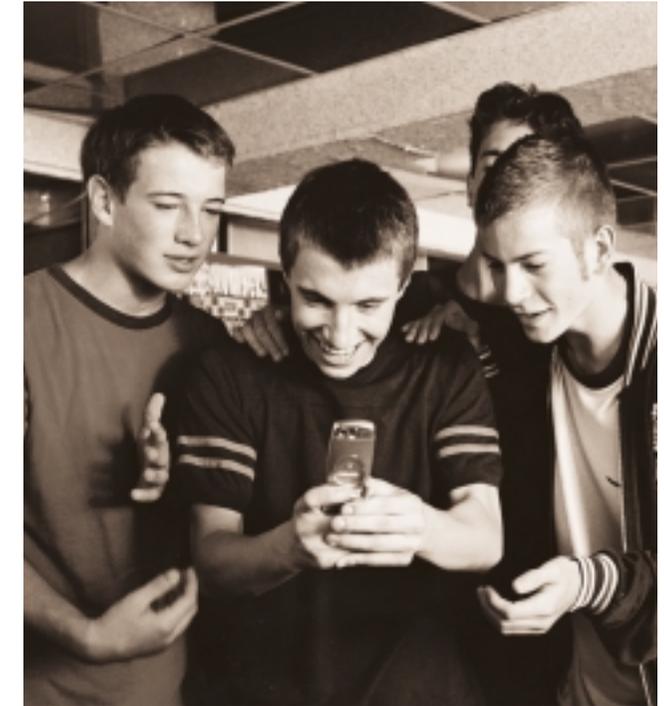


addition, Regtel classifies the categories of Premium Rate Services offered in the Irish market.

A Premium Rate Service is generally used for the purchase of value added services such as ringtones, entry to competitions and various types of promotions. These services are run on special premium rate numbers, 10 digit numbers (15XXXXXXXX) for voice calls and 5 digit numbers (5XXXX) for text messages.

Through accessing Premium Rate Services it is possible, for example, to take part in voice based dating services, have interactive conversations or place a bet. These services may be more appropriate for an older or adult audience and as such, parents need to be aware of the Premium Rate Services that their child may access from their mobile phone.

If you are concerned that your child has received an inappropriate premium rate message, you can report it to Regtel on 1850 741 741 who operate a strict code of practice for all Premium Rate Service providers.



## Parental Access



If you are concerned about your child's mobile phone usage, you can register with the relevant mobile operator for dual access to your child's account.

Dual access allows both the parent and child to have access to the records held by the mobile operator regarding the child's account, including; numbers called, account balances, and the services available on the child's mobile phone.

To ensure that this procedure is safe and secure you will have to complete a number of validation steps in order to set up dual access. While it is not compulsory for prepay users to register their details with their mobile operator, it is necessary for you and your child to be registered with the mobile operator to avail of dual access.

Parents who wish to discuss setting up dual access to their child's account should contact their operator who will discuss how this is done and what information can be provided.

To contact your operator to request dual access call:

**Meteor**

Call 1905

**O<sub>2</sub>**

Call 1909 if bill paying or 1747 if Speakeasy

**Vodafone**

Call 1907 if bill paying or 1850 20 87 87 if Ready to Go



## Safety Issues and Advice for Parents

### 5.1 Bullying and Malicious Communications

Regrettably mobile phones have given senders of bullying or malicious communications new ways of harassing a person even when they are no longer within sight. This might mean offensive phone calls, texts or images. It is very important that parents are aware of this new kind of electronic bullying and harassment in order to be able to advise children on how best to deal with it.

All mobile operators have a policy of zero tolerance of bullying and the sending of offensive messages. In some instances the sending of offensive or malicious communications is a criminal offence. If you are concerned that your child has, or might, receive a bullying, offensive or harassing message, it is very important that you encourage them to discuss it with you. If your child has received such a message, you should take the steps that you consider appropriate. All mobile operators have well-developed procedures to deal with cases of bullying or

malicious communications and can be contacted for advice.

The following are some useful tips that you can give your child if they receive bullying or malicious communications:

- Not to reply to text or picture messages that they did not want to receive
- Be careful of who they give their mobile phone number to
- If they receive abusive messages or calls they should keep a note of the times and dates, save the message to their mobile phone and always tell a parent or teacher
- Advise them to try not to send messages to someone when they are angry or upset but rather wait till they have calmed down and had time to think
- They can request their operators to provide them with a new mobile phone number for free in cases of bullying or harassment

## 5.2 Theft

Mobile phones are valuable items, which unfortunately are sometimes the targets for thieves. For that reason every mobile phone user, irrespective of their age, should be aware of the circumstances in which they use or keep their mobile phones. Ideally mobile phones should be treated with the same care as any valuable item.

If a mobile phone is stolen it is very important to report it as soon as possible to your mobile operator so that they can block calls being made from that mobile phone.

The operators have established a central blacklist database of all stolen phones. By reporting your mobile phone stolen and quoting your IMEI number to your operator, they will be able to disable your number, and your handset will not work on any mobile network in Ireland. When you or your child buy a new mobile phone, make sure to make a note of the IMEI number and register it with your operator, so that the operator can quickly deactivate the handset on request.

## 5.3 Spam

Spam is any unsolicited and generally unwelcome commercial communication used for direct marketing purposes where the person who receives the message has no existing or prior relationship with the sender of the message. In the case of mobile phone customers, Spam can take the form of unwanted text messages, picture messages and emails.

Most companies or individuals that send Spam are trying to sell something or promote a new product, service or competition. For example, some will announce that you have been lucky enough to win a prize in a competition and that all you need to do is ring a premium rate number to learn what it is and how to collect it.

Each mobile operator hosts a dedicated Spam reporting line where customers can forward suspected Spam free of charge. After investigation, mobile operators will report cases of suspected Spam to the appropriate authorities such

as the Regulator of Premium Rate Services (Regtel) and the Data Protection Commissioner for further investigation.

The free of charge Spam reporting lines for each operator are:

Meteor	forward the message to 50002
O <sub>2</sub>	forward the message to 50455
Vodafone	forward the message to 50005

## 5.4 Illegal Images

If you have any reason to believe that a particular image you or your child has received might be illegal, you should report it immediately to the Gardai.

The Child Trafficking and Pornography Act 1998 makes it illegal for anyone to produce, forward, publish, send, show or possess any child pornography in Ireland. Details of how to report such illegal images are available on each mobile operator's website through their link to [www.hotline.ie](http://www.hotline.ie).

[www.hotline.ie](http://www.hotline.ie) is a service provided by the Internet Service Providers Association of Ireland (ISPAI) that enables you to report any instances of child pornography on the Internet in a secure and confidential environment.



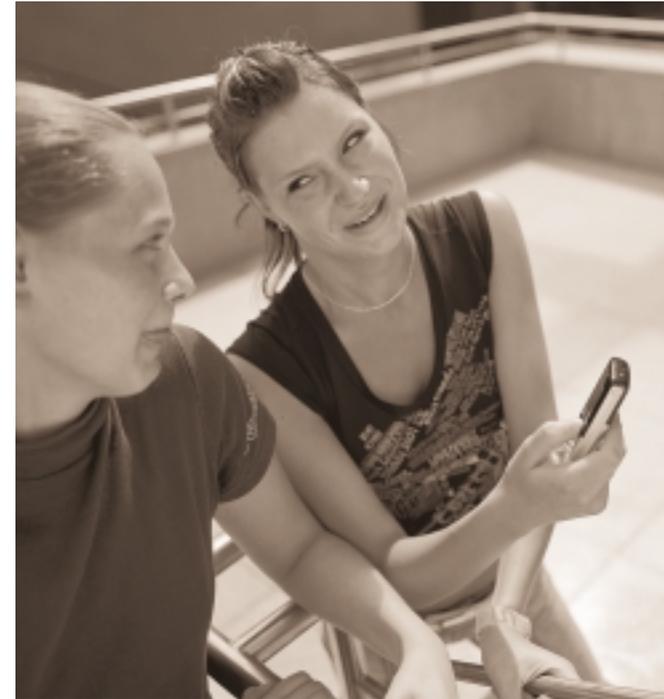
## 5.5 Internet Awareness

Mobile operators provide a means of access to the Internet, however, they have no control over the content or services accessed by mobile phone users through open access to the Internet. While the Internet provides a beneficial source of information and educational tool for users, parents need to be aware that the Internet allows access to services which are suitable for adults such as chat rooms and gambling sites, for example.

It is very important for children to understand the dangers surrounding the anonymity offered by the Internet through its interactive services. In particular, children must be made aware of the importance of not giving out personal information over the Internet that might help someone identify who they are, where they live, or what school they attend.

If your child's mobile phone can access the Internet the following are useful tips and advice to discuss with your child:

- Never to give out their personal details that could be used to identify them such as their name, address, telephone number, school, location, parent information, photographs, passwords, credit card details without permission from you
- Always tell you if they receive an email message that is scary, threatening, rude or makes them uncomfortable
- Be aware that people on-line may not be who they say they are
- Never to arrange to meet someone they meet on-line without your permission and supervision



## 5.6 Responsible use

There are certain places where sensitive equipment may be in use, such as in hospitals or on aeroplanes, and all mobile phones should be switched off in these areas. There are also other locations where the use of a mobile phone would be inappropriate, this includes libraries, theatres or cinemas. If the mobile phone has a camera built in, it may even be unlawful to use the camera in places such as changing rooms or other places where people may be undressed. Generally, locations will indicate that mobile usage is prohibited by displaying "no mobile" signs, and all users should be aware of these signs and act accordingly.

It is important for parents to discuss the reasons why these restrictions or expectations exist so that young people will more readily understand and observe them.



## Top Tips for Parents

- Ensure that your child has registered their details with their mobile operator, and apply for dual access to their account for yourself
- Report any offensive or illegal images to the Gardai
- Warn children not to give out their personal details
- Advise children to tell you if they receive bullying or malicious texts or calls
- Children should not respond to texts or calls they receive when the number is unfamiliar
- Retain the IMEI number so that if stolen or lost, you can report the IMEI number to your mobile operator to disable the mobile phone and number
- Forward suspected cases of Spam to your mobile operator's reporting line
- Be aware that it is not appropriate to use mobile phones in certain places
- Advise children to be aware of their surroundings when using their mobile phone in public to reduce the risk of theft
- Understand what your child's mobile phone can do, what services it can access, any existing settings and how to make it secure



Change is the only constant

Technological advances present new opportunities and challenges. It is always a good idea to periodically check that you are aware of all the new services and products that are accessible through your child's mobile phone. Checking with your mobile operator may be the easiest and quickest way of doing this.

The logo for Meteor, featuring the word "meteor" in a lowercase, sans-serif font. The letter "o" is stylized as a globe with latitude and longitude lines, and a small asterisk is positioned above it.

The logo for O2, consisting of a large, bold, sans-serif letter "O" with a smaller "2" positioned directly below it.



## Mobile Operator Contact Details



### Meteor Customer Care

**Tel:** 1905 (Pay Later and Pay As You Go customers)

**Fax:** +353 (0) 1 430 7013

**Post:** Customer Care  
Meteor Mobile Communications Ltd.  
4030 Kingswood Ave.  
Citywest Business Park  
Naas Road  
Dublin 24

**Email:** [info@meteor.ie](mailto:info@meteor.ie)

**Web:** [www.meteor.ie](http://www.meteor.ie)



### O<sub>2</sub> Customer Care

**Tel:** 1909 (Bill Paying customers)  
1747 (Speakeasy)  
1850 601 747 (from a landline)

**Fax:** 1800 322 086 (Post pay customers)  
1850 60 86 86 (Speakeasy)

**Post:** O<sub>2</sub> Customer Care Centre  
O<sub>2</sub> Communications (Ireland) Ltd.  
Mc Laughlin Road  
National Technological Park  
Limerick

**Email:** [cust.care@O2.com](mailto:cust.care@O2.com)

**Web:** [www.O2.ie](http://www.O2.ie)



## Vodafone Customer Care

**Tel:** 1907 (Bill paying customers)  
1850 20 87 87 (Ready to Go)

**Fax:** +353 (0) 1 203 7778

**Post:** Vodafone Customer Care  
The Ramparts  
Dundalk  
Co. Louth

**Email:** [care@vodafone.ie](mailto:care@vodafone.ie)

**Web:** [www.vodafone.ie](http://www.vodafone.ie)

## Annex – Key contacts

Organisation	Address	Telephone	Fax	Email	Web
Commission for Communication Regulation (ComReg)	Block DEF, Abbey Court, Irish Life Centre, Lower Abbey St., Dublin 1	01 804 9600 or LoCall 1890 22 9600	01 804 9680	Email details available on <a href="http://www.comreg.ie">www.comreg.ie</a>	<a href="http://www.comreg.ie">www.comreg.ie</a>
Data Protection Commissioner (DPC)	3rd Floor, Block 6, Irish Life Centre, Lower Abbey St., Dublin 1	01 874 8544	01 874 5405	<a href="mailto:Info@dataprotection.ie">Info@dataprotection.ie</a>	<a href="http://www.dataprivacy.ie">www.dataprivacy.ie</a>
Hotline.ie	26 Upper Baggot Street, Dublin 4,	1890 610 710	1890 620 720	<a href="mailto:Report@hotline.ie">Report@hotline.ie</a>	<a href="http://www.hotline.ie">www.hotline.ie</a>
Internet Advisory Board (IAB)	72-76 St. Stephens Green, Dublin 2	01 602 8661	01 602 8634	<a href="mailto:Iabsec@justice.ie">Iabsec@justice.ie</a>	<a href="http://www.iab.ie">www.iab.ie</a>
Irish Cellular Industry Association (ICIA)	84 – 86 Lower Baggot Street, Dublin 2	01 605 1533 01 605 1616 01 6051653	01 638 1653	<a href="mailto:Icia@ibec.ie">Icia@ibec.ie</a>	<a href="http://www.icia.ie">www.icia.ie</a>
Internet Service Providers Association of Ireland (ISPAI)	26 Upper Dublin 4 Baggot Street, Dublin 4	01 663 0099	01 663 0008	<a href="mailto:Info@ispai.ie">Info@ispai.ie</a>	<a href="http://www.ispai.ie">www.ispai.ie</a>
Regulator for Premium Rate Services (RegTel)	Crescent Hall, Mount Street Crescent, Dublin 2	1850 741 741	1850 741 747	<a href="mailto:Info@regtel.ie">Info@regtel.ie</a>	<a href="http://www.regtel.ie">www.regtel.ie</a>