



Safer Internet Day: “Think B4 U post”, also when playing games.

PEGI Online system – a vital addition to the PEGI age rating system

Brussels, 9th February 2010 – To promote safer and more responsible use of online technology and mobile phones, today is officially hailed as Safer Internet Day in more than 60 countries for the seventh year already (www.saferinternetday.org). This year’s theme is *Think B4 U post*, aiming to raise awareness about the fact that the Internet does not “forget” things that are posted there.

Playing videogames on the internet is a fast growing pastime, appreciated by young and old. To help parents understand the full scope of this environment and its risks, the PEGI Online system was created. By providing a certification label to websites, PEGI Online allows operators to show that the website does not contain unsuitable content and has appropriate reporting mechanisms in place. Moreover, website operators agree to maintain an effective privacy procedure and a responsible advertisement policy to provide the necessary protection for young people.



Later this year, PEGI S.A. will roll out a specific parent-oriented programme - Parents for PEGI -, specifically aimed at bringing parents closer to the videogames world of their children. Since videogames often have an online dimension, the messages of Safer Internet Day about caution and responsibility will echo through in the Parents for PEGI campaign.

Useful links: www.pegionline.eu and www.pegi.info.

The online community platform www.sidfair.org includes a portal for PEGI & PEGI Online with detailed information about the system: <http://www.sidfair.org/web/pegi/home>.

More information on Safer Internet Day:

The 27 national centers in the Insafe network and its partners in almost 40 countries are bringing young people and adults together in local, regional, national and online events all around the world to reflect on the publication of images online.

New technologies have turned all of us, including very young people, into publishers of information, pictures, and videos. We are able to manage our online identity in a way which may turn us into "celebrities". While bringing about new opportunities for personal expression and creativity, new technologies may also lead to embarrassing or even traumatic situations. Any content, once posted online, remains online and can be seen by anybody, even years after having been posted. As a result, this content can have consequences for the way a potential employer considers a job application, even much later. Therefore, children and teenagers need to be empowered to manage their online identity in a responsible way.



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