





# Preface

Currently, nine out of ten Irish people have a mobile phone, and over the last five years, we 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 mobile operators Meteor, O2, Vodafone and 3 Ireland, 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.





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## Introduction

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

Firstly, 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), enable users to access the Internet and email and even allow video calling.

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). We also explain how some services accessible through mobile phones, such as gambling services, are more suitable for an older audience. The options available to parents, such as dual access, to prevent and report inappropriate communications are detailed in subsequent sections.

All Irish mobile operators maintain industry-wide standards and 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, premium-rate services, illegal material and safety related matters. For your reference, we have listed a number of key regulatory authorities responsible for these areas in the appendix.

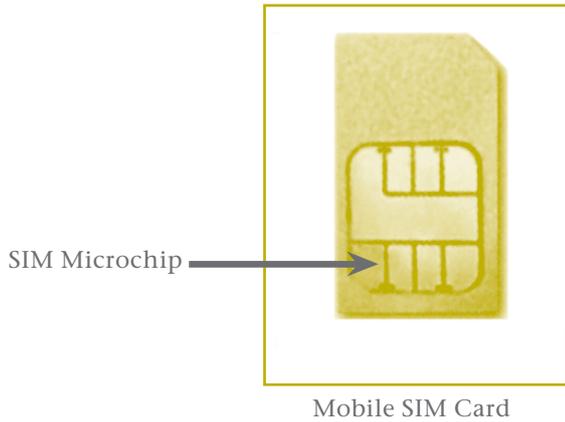
While the mobile operators acknowledge that change is the only constant in the evolving world of mobile phones, we commit to reviewing and continuously updating the scope of our existing parental controls in line with advances in technology.

## Basics of a mobile phone handset



## 2.1 Bill-payment options

There are two ways to pay for your mobile phone calls, texts and other mobile services - through paying a monthly bill or through regularly topping up your phone with credit. If you pay for your calls with a bill, you are a contract or a post-pay customer. If you top up your phone with credit, you are a top up or prepay customer. In Ireland, the majority of customers are pre-pay customers.



## 2.2 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. Some SIM cards can also store other information, such as sent or received text messages, picture messages, video clips, phone numbers dialled and calls received. If you move the SIM card to another handset, all the information saved to the SIM goes with it.

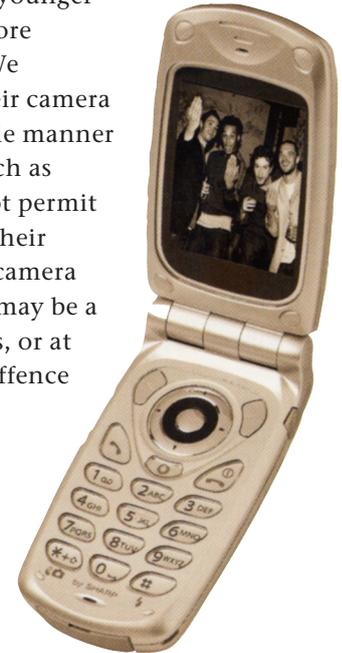
## 2.3 IMEI

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 should quote this IMEI number to their mobile operator so that the handset cannot be used on any Irish network. If you have not taken note of your IMEI number, your operator is still able to place a bar on your account once your phone number is provided, if your handset is stolen or lost.

## 2.4 Camera phones

Many mobile phones allow users to take and send pictures. These pictures can be sent through a service called Multi-Media 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, more interactive communication. We 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 local regulations, or at any rate, may cause 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. SMS can also be used for other purposes such as purchasing ringtones and obtaining information, for example, sports results. 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 most mobile phones manufactured since 2003. They would more than likely have a colour screen. MMS is a standard feature

on the latest range of camera phones. MMS allows users send each other high quality graphics and photos, and longer length text messages. It is worth noting that you can still receive images even if you don't have an MMS enabled mobile phone.

### Video Messaging Services (VMS)

The latest range of third generation phones (3G), and some GPRS (General Packet Radio Service also known as 2.5G) phones feature Video Messaging Services. The video capability of these phones allows you to call friends and view them as you speak on your phone. The user on the other end will also be able to view you. You can also record and send video messages.

### Data services

Increasingly, you will hear mobile operators refer to "data services". This basically means all services you can access on your phone other than making and receiving voice call. Examples of data services are: SMS, MMS, VMS, games, music downloads, email, access to the Internet, etc.,

## 3.2 Access to information

### Internet

Access to the Internet is now a standard feature on mobile phones and is an increasingly popular aspect of data services. As the technology advances, access speeds have increased and accordingly, full 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 pays for the service according to the amount of data they actually use. Parents should check whether their child's mobile phone allows access to the Internet and email. Parents should be able to check this by scrolling down through the menu options on the phone to see if there are options such as "applications" or "services" offered.

### Email

Mobile operators offer email accounts to all users,

which are either directly accessible via the mobile phone, or through the operators' websites.

Certain handsets, in addition to being mobile phones, have extra features or capabilities built-in, which are similar to the features you would find on a standard personal computer. Email, which is a standard feature on PCs, is now also increasingly popular on mobile phones.

If your child has access to the Internet on their phone and if there are features such as email, you should be aware of this and know what the capabilities of the phone are.



## 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 basically a means of getting two mobile phones or a mobile phone and a PC “talking” to each other, but without using a cable to connect them. Instead, using Bluetooth, a short-range radio link allows devices to communicate with each other. With Bluetooth, the other device generally has to be within 10 metres, but this distance may increase in time. Bluetooth can also be used as a mechanism to broadcast to other such enabled handsets. If a child is using a Bluetooth phone, we would recommend that the phone’s identification be restricted so that they will not receive these broadcast messages.

These technologies can expand the range of uses of a mobile phone, and because of this, parents should

understand how these devices work and how they can be used to interact or communicate with other devices. Parents should ask their mobile operators about the latest technologies if they are unsure about what it does or how it works.

## 3.3 Services

### Games

Increasingly, with the introduction of larger colour screens on mobile phones, games are becoming more sophisticated and interactive. Some of these games can be played by one person on their own or with friends. Other games can only be played if the mobile phone is connected to the mobile network or the Internet. As a general rule, access to certain games is dependent on the handset being WAP, Java or GPRS enabled. It is important that you know what kind of games your child can access and the way these games are priced when downloaded from the Internet.

## Premium-rate services

A premium-rate service (PRS) is one which is supplied via a phone but which costs more than the standard call charge. In Ireland, such services are subject to separate and specific regulation controlled by the Regulator for Premium Services (Regtel). This is a statutory body that approves 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. All mobile operators adhere to Regtel's code of practice.

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, starting with the digits 15(15XXXXXXXX) for voice calls and five digit numbers for example, 5XXXX for text messages. Specific codes e.g. 59xxx are only used for age-restricted services, and services of an adult nature must only be available on this number. If you are concerned that your child has received an



inappropriate premium-rate message for their age, you can report it to Regtel on 1850 741 741. If the service is deemed to be inappropriate for children and should be age restricted, Regtel has an obligation to close the service if it is operating on any code other than 59XXX. Regtel must ensure that all service providers have the correct age-verification system in place for age-restricted services.

Many premium-rate service providers now operate subscription-based services, or clubs, for ringtones, logos and wall papers which involve paying a weekly subscription charge for the service. Parents should advise their children to carefully check whether or not they are entering into such a club when they are purchasing a ringtone. All advertisements should clearly state whether it is a subscription service and what the recurring weekly charge is. If a child has entered into such a subscription service, they should be able to unsubscribe by replying with the word "stop" plus the keyword they used to activate the service. As these subscription-based services are operated by premium-rate service providers, the

mobile operators are not able to unsubscribe the customer directly but will endeavour to assist customers where possible. Those having difficulty unsubscribing should contact the premium-rate service provider or Regtel.

Some operators enable parents who are concerned about their child's mobile phone usage to register for dual access to their child's account.



## Parental Access



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

To ensure that this procedure is safe and secure, you will need to complete a number of validation steps in order to set up dual access. While it is not compulsory for pre-pay 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 the dual access service.

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 and 1850 20 87 87 if Ready to Go



## Safety Issues and Advice for Parents

## 5.1 Bullying and Malicious Communications

Regrettably, mobile phones afford senders of bullying or malicious communications new ways of harassing a person even when they are no longer within sight. This can take the form of 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. In the case of threatening calls or text messages, you should report these to the Gardaí in the first instance. 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 until they have calmed down and had time to think
- They can request their operator to provide them with a new mobile phone number for free if they are being bullied or harassed

It is important also to note that if your child's phone is in your name, and if abusive messages or calls are made from it, you may be subject to any investigations concerning these calls or messages.

## 5.2 Theft

Mobile phones are valuable items, which unfortunately are sometimes targeted by 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 and should not be displayed prominently in public places.

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 database of all stolen phones. By reporting your mobile phone stolen and quoting your IMEI number or your mobile

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.

Some mobile operators host 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 Regtel and the Data Protection Commissioner for further investigation.

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

Meteor	forward the message to 50002
O2	forward the message to 50455
Vodafone	forward the message to 50005
3	call 333 from your 3 handset and report it to 3 Customer Services

## 5.4 Illegal images and video clips

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

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). This 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 it provides a beneficial source of information and is an important educational tool, parents need to be aware that the Internet allows access to services which are not suitable for children such as chat rooms and gambling sites.

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 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 frightening, threatening, rude or makes them uncomfortable in any way.
- To be aware that people on-line may not be who they say they are, for example, adults pretending to be children, etc.
- 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, for example, in 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
- Apply for dual access to your child's account.
- Report any offensive or illegal images to the Gardaí.
- 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 to them.
- Retain the IMEI number so that if stolen or lost, you can report it 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 bold, lowercase, sans-serif font. The letter "o" is stylized with a small star above it and a circular graphic element.The logo for O2, consisting of a large, bold, sans-serif letter "O" with a smaller "2" positioned directly below it.The logo for Vodafone, featuring a white speech mark icon inside a dark blue rounded square, with the word "vodafone" in lowercase white letters below it.The logo for the number 3, rendered in a stylized, three-dimensional, metallic-looking font with a blue and silver gradient.

## 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)



### O2 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:** O2 Customer Care Centre  
O2 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)



## 3 Customer Services

**Tel:** From your 3 mobile 333  
From other phones 083 333 3333

**Fax:** 083 333 3334

**Post:** Hutchison 3G Ireland Ltd,  
PO Box 333,  
Dublin 2

**Email:** [customer.services.ie@3mail.com](mailto:customer.services.ie@3mail.com).

**Web:** [www.3ireland.ie](http://www.3ireland.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 1656 01 605 1533 01 605 1616	01 638 1656	<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 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>



The ICIA (Irish Cellular Industry Association) is an alliance of the mobile operators – Meteor, O2 and Vodafone and 3 (Ireland)\*, 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>

