



## **MOBILE OPERATORS SIGN UP TO VOLUNTARY CODE OF CONDUCT**

*FIRST EVER VOLUNTARY RULES  
DESIGNED TO PROTECT CHILDREN*

*Rome, February 16, 2005* – The CEOs of Italy’s mobile operators, Marco De Benedetti (TIM), Pietro Guindani (Vodafone), Tommaso Pompei (Wind) and Vincenzo Novari (3), today signed the industry’s first ever “Voluntary code of conduct for premium services and child protection”. The event was attended by the Minister of Communications, Maurizio Gasparri.

The signing marks the first *voluntary code of conduct* to be adopted by Italian mobile operators. The code sets out a series of voluntary rules designed to guarantee the right to information and freedom of expression, whilst ensuring the protection of children.

By adopting the code, the four operators are reinforcing their commitment to transparent and timely customer communications, above all with regard to pricing, content and the means of accessing “premium services”.

The new form of self-regulation, which was jointly developed by all the operators, will enable customers to use certain services only once they have been informed about the nature and content of the related commercial offering.

In some cases, moreover, forms of selective or prohibited access may be introduced for content considered to be “sensitive”.

The mobile companies are to publicise the code’s rules in their service charters and on their corporate web sites.

Finally, an Authority is to be set up with responsibility for regulating all mobile content.