## Our Vision: Young People

### Our vision is that the Australian online industry:

- Enables users to **control** their online experiences and safety through the provision of tools and features that provide them with choices.

- Develops a strong set of easy-to-understand, highly visible, **ground rules** that have user safety at their core.

- Ensures users can easily **block and report** both people and content, placing control in the hands of the individual. This allows users to manage their online experiences and to help shape a more positive environment.

- Implements impactful **consequences and sanctions** for those who violate rules. This will reassure other users that their 'safety and security are priorities, and sets clear expectations about how users should behave.

- Uses **developments in technology** to identify and minimise exposure to threats, risks, problems or content that is triggering, harmful or inappropriate. These precautions will help prevent harm or abuse, while also ensuring help is provided to those at risk.

- Provides users with **information and awareness** about safety features because knowledge leads to greater understanding, confidence, trust and, ultimately, use.

- Uses **human moderators**, alongside algorithms, to create a safe but not restrictive environment. Abuse and hatred should not be tolerated, and moderation would help prevent these from spreading.

- Provides users with **support**, and support networks, when they need it — especially when they are feeling low or do not feel safe. This will make users feel that they are not alone, that there are people and systems to help.

- Ensures **privacy settings** are comprehensive and set at the highest levels of protection by default. Also that users know how to maintain and control their privacy, safety and security.

- Enforces some means of **verification** to make sure that people are real, are who they say they are and are accountable for their actions.

- Is aware of, and responsible for, the safety of users by valuing them above all else, **understanding the issues** they face and protecting their privacy and safety.

- **Empowers** users to interact freely online and to enjoy the benefits that the online world offers — without fear and without their rights or safety being put at risk.