

August 20, 2009

Mr. José Emilio González
President
Judiciary Committee
Puerto Rico Senate
Capitol Building
Box 9022228
San Juan, Puerto Rico 009902-2228

Dear Mr. González:

I write in reference to Senate Bill 921 (PS 921) and to outline cell phone safety initiatives that CTIA-The Wireless Association® and wireless carriers and manufacturers have spearheaded to educate children, parents, and teachers about the appropriate use of wireless devices and services. CTIA-The Wireless Association® is the international trade association that represents wireless carriers, device manufacturers, and application providers. PS 921 would make it a crime for those under 18 years old to use a telecommunications device to produce, send, exchange, or distribute nude photos or videos of themselves, other minors, or other minors and adults. Additionally, PS 921 would make it a crime if companies that sell, distribute, or market communication devices failed to warn consumers about these crimes in promotional, advertising, and packaging materials. The wireless industry does have concerns with the mandates to provide legal information about the “sexting” criminal penalties in promotional, ad, and packaging disclosures, including at the retail level.

The wireless industry has been at the forefront of informing consumers about the need to safely use wireless devices and services. The Wireless Foundation, created by CTIA member companies, coordinates *GET WISE ABOUT WIRELESS*, a program to help educators and families teach children to practice safe cell phone behavior. Since 2005, this program’s publications have been distributed to more than 6 million middle school students in conjunction with Weekly Reader Corporation, ConnectSafely, and the National Crime Prevention Council. The Wireless Foundation has also produced a family pamphlet designed to encourage a dialogue between parents and children about the responsible use of wireless technology. These materials are distributed every year for free to middle schools across the country and available at www.WirelessFoundation.org.

In addition to *GET WISE ABOUT WIRELESS*, CTIA President and CEO Steve Largent announced this past May during the National Association of Attorneys General (NAAG) Year of the Child Summit another effort to educate parents about wireless safety. This new effort provides parents with S-A-F-E-T-Y Tips to keep kids safe in a mobile environment. To make it easier to remember, we used the word “SAFETY” as an acronym for **S**mart – **A**ware – **F**amiliar – **E**xperience – **T**alk – **Y**early Review.

Smart – The wireless industry develops and provides numerous technology tools and information to assist parents with keeping their children safe in a mobile environment. While parents want to protect their kids by being with them 24/7, this isn’t usually possible. That’s why education is an integral part of the solution, to help keep kids smart about their wireless behavior.



Aware – Unlike TV, movies, or music, wireless is an interactive service that opens the door to the world. That means that all of us—whether a parent, child, educator, or policymaker—need to understand and become more aware of wireless technologies and how to use these products and services responsibly.

Familiar – There are a variety of parental control and privacy options that wireless carriers offer. To more effectively use these tools, parents should become familiar with:

- A wireless carrier’s plans, policies, and service offerings for voice, data, and texts. 6-1-1 can be dialed from any wireless device to reach customer service.
- A wireless carrier’s parental control tools that limit contacts, downloads, phone functions, and service capabilities such as restricted calling and texting.
- A cell phone’s features and functions for the Internet, camera/video, and downloadable ringtones, games, and applications.
- The privacy settings in social networks, location-based services, and other emerging applications.

Experience – Today’s kids and teenagers think one of the coolest things is getting a new cell phone. They love to communicate with their friends via text or through one of the many available applications or social networks. As parents and policymakers, it is important to experience wireless devices in the same manner. By embracing these new experiences, parents will be better informed to set their family guidelines and rules.

Talk – Keeping an open dialogue is important and it encourages kids to talk to their parents about how they are using their cell phones. Wireless etiquette should be defined by parents and kids. Proper wireless behavior begins with the five W’s of wireless—who, what, when, where, and why:

- Who should they contact?
- What should they be doing on their cell phone?
- When can they use their cell phone?
- Where can they use their cell phone?
- Why is all of this important?

Yearly Review – As technologies evolve and children grow, it is important to keep family guidelines and rules updated annually.

These S-A-F-E-T-Y tips can be accessed on our website at: http://www.ctia.org/consumer_info/safety/index.cfm/AID/11648. We encourage policymakers to freely reproduce these tips to further educate their constituents about the appropriate use of wireless devices and services.

Furthermore, CTIA and representatives from the U.S. wireless industry last year created the Wireless Child Safety Task Force to identify, review, and support actions to address child safety issues on wireless networks and services, including solutions that can be lawfully executed while safeguarding consumer privacy and upholding constitutional protections. To further this goal, CTIA and its member wireless companies are working with the National Center for Missing & Exploited Children (NCMEC) to keep child pornography off wireless

networks by prohibiting websites believed to contain child pornography from being hosted on the wireless companies' servers.

Through these various initiatives and partnerships, the industry is committed to wireless online child safety and it is our goal to give parents and families the choice and control over the content they create and receive when using our mobile devices. We do have concerns, however, with the mandates on wireless carriers, manufacturers, and agents to provide legal information about the crimes proposed in PS 921. We stand committed to working with parents, educators, and policymakers to be a key resource to continue educating all consumers of the seriousness of this issue. If you have any questions about our efforts or would like additional information, please do not hesitate to contact Gerry Keegan, Director of State Legislative Affairs, at 202-736-3238 or GKeegan@CTIA.org.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Dane Snowden", with a long horizontal flourish extending to the right.

K. Dane Snowden
Vice President
External & State Affairs