MODEL GUIDELINES
ON AGE-APPROPRIATE DESIGN FOR ONLINE SERVICES

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INVITATION: LAUNCH EVENT
Wednesday 15 September 2021
09:00 GMT / 10:00 WAT / 11:00 SAST / 12:00 EAT

EndCode and the **Centre for Human Rights**, University of Pretoria, will co-host the launch of the Model Guidelines on Age-Appropriate Design for Online Services — an Impact Amplifier Africa Online Safety Fund project, funded by Google.org, Google's philanthropic arm.

The **Model Guidelines on Age-Appropriate Design for Online Services**, which are the first of their kind in Africa, are a set of principle statements and recommendations on how to ensure that online services appropriately safeguard children's privacy and personal information. They are a set of Guidelines to consider, consult and benchmark against when designing, structuring, and assessing online services with children's privacy rights in mind. The Model Guidelines take a proactive approach in addressing the safety and privacy of children online by focusing on the design-stage of online products and services.

The Guidelines have been developed for all organisations (both public and private) who have an interest in regulating online services with children's privacy and South Africa's data protection and privacy requirements in mind. As a relevant stakeholder, we kindly request that you **click here** to register for the event and we thank you in advance for your participation.

Register on Zoom

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LAUNCH EVENT
AOSF MODEL GUIDELINES
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The launch event will include:

(i)   a presentation on issues relating children's privacy online by Dr Elvis Fokala of the Centre for Human Rights;
(ii)   a presentation on the Model Guidelines, by Alon Alkalay, Senior Technology Law Advisor at EndCode;
(iii)   an artistic interpretation of the Model Guidelines by Tanya Munyua of Obsidian Circus; and
(iv)   an endorsement and discussion session on the Model Guidelines.

We look forward to hosting you.

EVENT AGENDA

TIME	DESCRIPTION	SPEAKER / ORGANISATION
11:00 – 11:10	Opening & Introductions	Ms Pria Chetty *EndCode (Facilitator)*
11:10 – 11:35	Presentation: Issues relating to children's privacy online	Dr Elvis Fokala *Centre for Human Rights,* *University of Pretoria*
11:35 – 12:00	Presentation: Model Guidelines	Mr Alon Alkalay *EndCode*
12:00 – 12:10	Visual Artist – Presentation of Work	Ms Tanya Munyua *Obsidian Circus*
12:10 – 12:15	Live Endorsement Session / Guidance on Endorsing post-launch	Mr Alon Alkalay *EndCode*
12:15 – 12:30	Discussion / Q&A Session	Ms Pria Chetty *EndCode (Facilitator)*