



## **Application form to become a full member of the Council**

### **Introduction**

The Byron Review recommended the creation of the UK Council for Child Internet Safety (UKCCIS).

Established by and reporting to the Prime Minister, UKCCIS is a stakeholder advisory group enabling Government Departments and stakeholders – including industry and the third and public sectors – to come together and contribute jointly to the development and delivery of a strategy for child internet safety.

### **Points to consider before applying**

Council membership carries no legal commitment, but, prospective Council members must be prepared to:

- 1) Take an active role in one or more of the working groups to be commissioned by the Executive Board of the Council
- 2) Act as voluntary ambassadors for children's internet safety
- 3) Support the decisions and outputs of the Council

We do not expect any of the above conditions to be particularly onerous in terms of time commitments or financial costs. Please note though that membership of the Council is on an unpaid, non-executive basis and members are not eligible for any form of remuneration in connection to any of their work for, or on behalf of, the Council

Applicants that are not willing or able to fulfil the above conditions are encouraged to become part of the Council mailing list that will provide regular updates on the work of the council and other events in the world of young people's internet safety. If you wish to only join the mailing please e-mail [ukccis.secretariat@dcsf.gsi.gov.uk](mailto:ukccis.secretariat@dcsf.gsi.gov.uk)

If applicant organisations already have partner organisations or are members of trade associations that are members of the council, it may be easier to feed views through them instead of applying for full council membership.

**Information about applicant**

Name / Name of organisation

Radha Burgess, Phorm, Inc

Full Contact details including postal address and e-mail address

Postal address:  
Liberty House  
222 Regent Street  
London W1B 5TR

Email Address: [REDACTED] SECTION 40 APPLIES

Telephone numbers:  
W: 020 7297 2355  
M: [REDACTED] SECTION 40 APPLIES

Category of organisation: Government, industry or third sector or other

Industry – technology company

Background information: please describe your organisation and its work

Phorm is an advertising technology company. Phorm has agreements with 3 major UK Internet Service Providers – BT, Virgin Media and TalkTalk, which together compromise almost 70% of the UK broadband market. Phorm has innovated in two key ways: it's the first "behavioural targeting" (i.e. intelligently profiling user data to deliver the right ad to the right person at the right time, the right number of times) firm to work with ISPs; it has created a system that guarantees user privacy (see Privacy Impact Assessment, E&Y Privacy Attestation, also statements by ICO, BERR etc on [www.phorm.com](http://www.phorm.com)). We believe Phorm's system can have important social implications, among them:

- Bringing ISPs into the advertising market for the first time, ie a new revenue stream which can fund services for customers and – perhaps – help fund the fibre network crucial for UK Plc, competitiveness and digital inclusion

[REDACTED]

SECTION 43(2) APPLIES

Please describe your particular areas of knowledge, interest and expertise in child internet safety

I have worked for Phorm for 2.5 years during which Phorm's technology has evolved to help combat online dangers, eg "phishing" protection.

SECTION  
43(2)  
APPLIES

I would be an imaginative, driven and committed member of UKCCIS if selected.

#### **Annex: Questions about membership**

*Who are the founding members of the Council?*

Initially the council comprised those who contributed to the Home Secretary's Task Force on Child Internet Safety and people/organisations who provided help to the Byron Review.

*Can individuals join or just as representatives of organisations?*

Individuals may join the council but we encourage organisations to apply and provide one point of contact rather than submitting multiple applications

*What are the criteria for selecting members?*

The council already has good representation in most areas of interest and in order for the council to remain a manageable size admission will be on the basis of:

- (i) expertise that will be of benefit to the council and its working groups and standing groups;
- (ii) capacity to influence and
- (iii) commitment and enthusiasm for supporting the council's work and decisions it makes.

*Does being a council member give automatic right to join working groups and sub-groups?*

No. Council members should apply to working groups and sub-groups as

appropriate to their expertise and interest but spaces in the groups will be limited. Council members who are not part of working groups are encouraged to feed their views in through other members and the member of the Executive Board that represents their sector(s).

*What happens if an application is unsuccessful?*

If it is decided that an applicant does meet the criteria to be a full member of the council, they will be added to the council mailing list.