



GIFCT

Global Internet Forum
to Counter Terrorism

Human Rights Training Module 2

Human Rights Policy

Delivered by BSR

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Commitment to Human Rights





Agenda

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WHY IS A HUMAN RIGHTS POLICY IMPORTANT?

2

WHAT SHOULD BE IN A HUMAN RIGHTS POLICY?

3

WHAT FORM SHOULD A HUMAN RIGHTS POLICY TAKE?

4

WHAT ARE SOME OF THE BEST PRACTICES?



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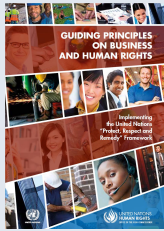
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WHAT FORM SHOULD A HUMAN RIGHTS POLICY TAKE?

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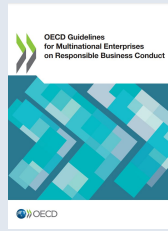
WHAT ARE SOME OF THE BEST PRACTICES?

A human rights policy is the essential foundation for embedding human rights into the operations of a company



UN Guiding Principles on Business and Human Rights (UNGPs): Principle 16

“As the basis for embedding their responsibility to respect human rights, business enterprises should express their commitment to meet this responsibility through a statement of policy”



OECD Guidelines on Multinational Enterprises: Chapter 4

“Have a publicly available policy commitment to respect human rights”



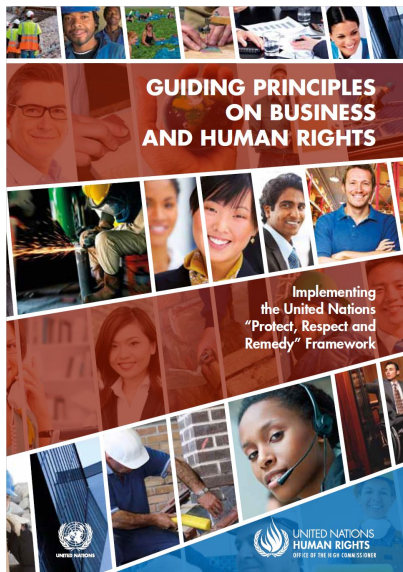
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GIFCT Membership Criteria: Number 5

“A public commitment to respecting human rights in accordance with the UNGPs”



Companies with consistently successful human rights approaches start with a good human rights policy. This policy becomes the foundation for everything else.



UNGPs Principle 16

“The policy statement should be embedded from the top of the business enterprise through all its functions, which otherwise may act without awareness or regard for human rights”

UNGPs Principle 16

“Just as States should work towards policy coherence, so business enterprises need to strive for coherence between their responsibility to respect human rights and policies and procedures that govern their wider business activities and relationships”



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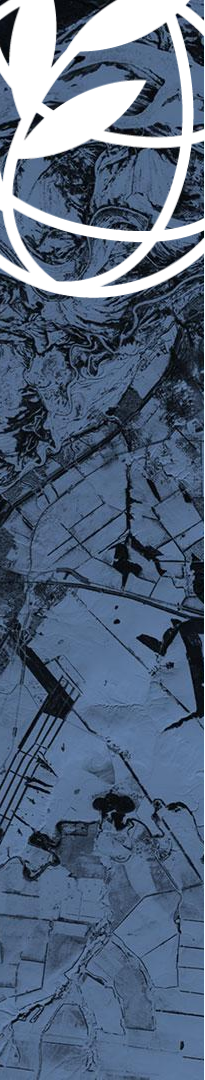
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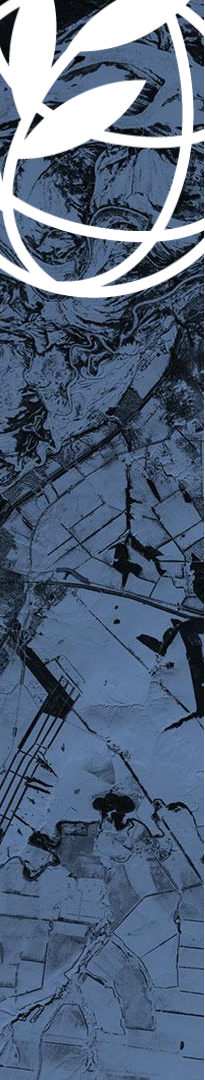
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WHAT ARE SOME OF THE BEST PRACTICES?



Some important elements for a human rights policy **apply to all companies.**

- **Commitment to respect human rights** as set out in the International Bill of Human Rights, consisting of [Universal Declaration of Human Rights](#), [International Covenant on Civil and Political Rights](#), and the [International Covenant on Economic, Social, and Cultural Rights](#).
- **Commitment to undertaking human rights due diligence**, providing access to remedy, and operating consistently with the [UN Guiding Principles on Business and Human Rights](#) and [OECD Guidelines for Multinational Enterprises on Responsible Business Conduct](#).
- **Reference to other relevant [international human rights instruments](#)**, such as those on women, children, and national or ethnic, religious and linguistic minorities.
- **Commitment to and description of governance and oversight** of the human rights policy.



Other elements for a human rights policy are considered **best practice**, and will **vary across companies**.

- Explaining **relevance of the human rights policy for the company's purpose**, mission, and founders.
- **Listing the company's human rights priorities**, such as respecting freedom of expression, protecting privacy, and preventing terrorists and violent extremists from exploiting digital platforms.
- **Linking to other relevant company policies and commitments**, such as content and product policies.
- Given your participation in GIFCT, we assume that **some reference to preventing terrorists and violent extremists from exploiting digital platforms and/or commitment to GIFCT** will be included in the policy.



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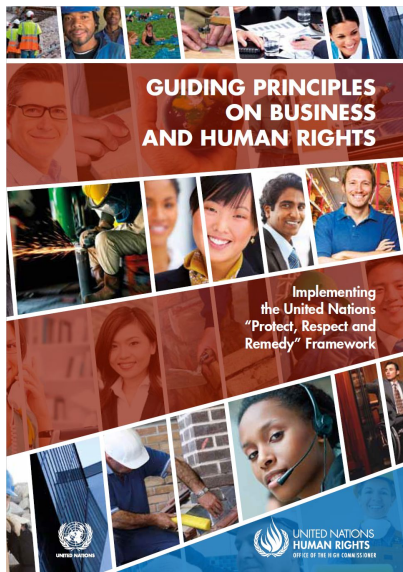
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It does not matter if the policy is called a policy, a statement, a commitment, or none of these. Content and public availability matters more than the name.



UNGPs Principle 16

“The term “statement” is used generically, to describe whatever means an enterprise employs to set out publicly its responsibilities, commitments, and expectations”

UNGPs Principle 16

“The statement of commitment should be publicly available”

UNGPs Principle 16

“The level of expertise required to ensure that the policy statement is adequately informed will vary according to the complexity of the business enterprise’s operations”



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Policies can take on different forms. It is important to do what is authentic for your company.



Human Rights

In their [first letter to shareholders](#), our founders highlighted Google's goal to "develop services that significantly improve the lives of as many people as possible." This vision continues to guide all of us at Google. We believe in technology's power and potential to have a profoundly positive impact across the world.

In everything we do, including launching new products and expanding our operations around the globe, we are guided by internationally recognized human rights standards. We are committed to respecting the rights enshrined in the [Universal Declaration of Human Rights](#) and its implementing treaties, as well as upholding the standards established in the [United Nations Guiding Principles on Business and Human Rights](#) (UNGPs) and in the [Global Network Initiative Principles](#) (GNI Principles).

In addition to actively harnessing the power of technology to advance human rights and create new opportunities for people across the globe, we are committed to responsible decision-making around emerging technologies.

EXECUTIVE OVERSIGHT AND BOARD GOVERNANCE

Google's work on civil rights and human rights is conducted through our Human Rights Program, a central function responsible for ensuring – across Google and all its products (such as hardware, Search, Cloud, and YouTube) – that we are meeting our commitment to the UNGPs, GNI Principles, and other civil and human rights instruments.

Senior management oversees the implementation of the civil rights and human rights work and provides regular updates to the Audit and Compliance Committee of Alphabet's Board of Directors. In 2020, the Board amended the charter of the [Audit and Compliance Committee](#) to explicitly include oversight of civil and human rights issues.

- ✓ Vision and mission
- ✓ Governance
- ✓ Link to civil rights



Corporate Human Rights Policy

Meta's mission is to give people the power to build community and bring the world closer together. We build social technologies to enable the best of what people can do together. Our principles are give people a voice; serve everyone; promote economic opportunity; build connection and community; keep people safe and protect privacy. We recognize all people are equal in dignity and rights. We are all equally entitled to our human rights, without discrimination. Human rights are interrelated, interdependent and indivisible.

OUR COMMITMENTS

We are committed to respecting human rights as set out in the United Nations [Guiding Principles on Business and Human Rights](#) (UNGPs). This commitment encompasses internationally recognized human rights as defined by the International Bill of Human Rights – which consists of the Universal Declaration of Human Rights; the International Covenant on Civil and Political Rights; and the International Covenant on Economic, Social and Cultural Rights – as well as the [International Labour Organization Declaration on Fundamental Principles and Rights at Work](#).

Depending on circumstances, we also utilize other widely accepted international human rights instruments, including the [International Convention on the Elimination of All Forms of Racial Discrimination](#); the [Convention on the Elimination of All Forms of Discrimination Against Women](#); the [Convention on the Rights of the Child](#); the [Convention on the Rights of Persons with Disabilities](#); the [Charter of Fundamental Rights of the European Union](#); and the [American Convention on Human Rights](#).

We specifically recognize that the universal obligation of non-discrimination is a necessary – but not sufficient – condition for real, lived, equality.

We are committed to implementing the [Global Network Initiative \(GNI\) Principles on Freedom of Expression and Privacy](#), and their associated [Implementation Guidelines](#).

- ✓ Reporting commitment
- ✓ Human rights defenders
- ✓ Policy mapping



Microsoft Global Human Rights Statement

Computing, digitally-powered innovation, and connectivity are some of the most influential forces at work today. They lie at the heart of Microsoft's business activities, and we see them transforming the lives of people everywhere. Grounded in the principle proclaimed in the Universal Declaration of Human Rights that "all persons are born free and equal in dignity and rights", we are committed to developing technologies and services that enrich individual and shared experiences across the globe. The Microsoft Global Human Rights Statement describes our approach to advancing human dignity and respecting human rights.

Introduction

Technology should be used for the good of humanity, to empower and protect everyone and to leave no one behind. Respecting human rights is a core value of Microsoft. It is inseparable from our mission to empower every person and every organization on the planet to achieve more with our technologies. We believe that people, organizations, and societies will only use technologies they trust, and they will only trust technologies that respect their rights and advance human dignity, agency, and wellbeing.

While care and respect for others is a core Microsoft value, our approach to advancing human rights across the globe incorporates international law, principles, and norms, including the [Universal Declaration of Human Rights](#), the [International Covenant on Civil and Political Rights](#), the [International Covenant on Economic, Social and Cultural Rights](#), and the work of the United Nations on [good governance](#) and the [rule of law](#).

Microsoft is committed to helping people use technology:

- For the good of humanity

- ✓ Other HR instruments
- ✓ Climate change
- ✓ Multiple languages

Policies can take on different forms. It is important to do what is authentic for your company.

DAILYMOTION

Every day, Dailymotion acts to put into practice our [four core values](#): opening perspectives, building a safer world, being bold, and creating meaning. We firmly believe that all individuals possess equal dignity and rights and this of course excludes any form of discrimination.

We aim to provide different points of view and encourage dialogue, as we believe we should never stop listening to each other. However, it is fundamental to ensure that such dialogue is conducted in a safe environment. In this regard, we invest in concrete measures to prevent abuse on the platform and ensure data privacy. We encourage exploration, pushing boundaries to deliver unique experiences. Finally, we strive to create a positive impact by supporting social causes and adopting responsible practices. For instance, Dailymotion regularly supports non-profit organizations by freely distributing their message to the general public through our platform. Dailymotion also developed a worldwide partnership with [Goodies](#), the first B-corp certified advertising company to fund ecological or humanitarian projects by watching its ads.

These values guide our actions to provide a safe online space that is enriching and engaging for our users.

OUR COMMITMENT

We firmly believe in the inherent dignity and equal rights of all individuals as listed in the [Universal Declaration of Human Rights](#) and recognize the importance of meeting the expectations for businesses as set out in the [United Nations Guiding Principles on Business and Human Rights \(UNGPs\)](#).

The Vivend Group, which Dailymotion is part of, has joined the [United Nations Global Compact](#). In order to support and apply throughout all its entities, the respect of the [30 Principles of the UN Global Compact](#). These fundamental principles are related to human rights, labor law, environmental law, and the fight against corruption.

In terms of labor law, Dailymotion is strongly committed against child labor and forced labor and is committed to respecting rules on working time, wages and benefits, freedom of expression, equal opportunities, etc.

Dailymotion is also committed to respect human rights as stipulated in the following international conventions such as:

- [International Covenant on Civil and Political Rights](#)
- [International Covenant on Economic, Social and Cultural Rights](#)
- [International Labour Organization's Declaration on Fundamental Principles and Rights at Work](#)
- [Convention on the Elimination of all Forms of Discrimination against Women](#)
- [Convention on the Rights of the Child](#)
- [Convention on the Rights of Persons with Disabilities](#)
- [International Convention on the Elimination of all Forms of Racial Discrimination](#)

Pinterest



Pinterest Human Rights Statement

At Pinterest we are committed to creating a positive place online where everyone feels welcomed and can find inspiration to create a life they love. We strive to deliver an experience that reflects our users interests, tastes and cultures – no matter who they are. We cannot deliver that experience if we do not inspire belonging and positivity through our product. To achieve this, we are deliberate about creating and investing in industry-leading product features that foster inclusivity and experiences that are correlated with positive emotional wellbeing outcomes. Upholding human rights and creating belonging for all is foundational to building a sustainable and thriving business.

Our commitment

In furtherance of our mission and core values, Pinterest is committed to operating ethically and responsibly, treating everyone with dignity, and respecting the rights of all individuals. We strive to conduct business in alignment with the [Universal Declaration of Human Rights](#) and the United Nations' [Guiding Principles on Business and Human Rights](#).

Below we've outlined our policies that aim to promote and support the fundamental human rights across our value chain. This statement consolidates our existing commitments and practices relating to the protection of human rights.

Our relevant policies

Our commitment to human rights, encompassing principles of equality, safety, dignity, privacy, and voice, is exemplified through:

- Our [Community Guidelines](#), which outline what we do and don't allow on Pinterest. We seek guidance from subject matter experts to inform and update our guidelines.
- Our [Developer Guidelines](#), which outline what we do and don't allow when building applications and services with Pinterest Materials like developer features, tools and APIs. We

yubo

Our Commitment to Human Rights

At Yubo, we seek to provide a space for young people to express themselves freely, while still prioritising their safety and privacy. We are committed to protecting human rights and to following the principles set up in the [United Nations Guiding Principles on Business and Human Rights](#), and we have made Safety and Privacy our core values.

Our commitment to human rights is a key consideration during the development and drafting of our Community Guidelines, as well as in their day-to-day application, whether in the context of content moderation or proactive detection. These guidelines and processes are informed by academic research, industry and institutional best practices, as well as the expertise of our Safety board; this ensures that specific attention is paid to the impact of these guidelines on more vulnerable or marginalised members of our community.

Our consideration to Human Rights and our values is further reflected in additional ways:

- Our commitment to Safety and Privacy extends to our internal ways of working, through our Privacy Policy, Child Protection Policy and Whistleblowing Policy.
- Our bi-annual Transparency Reports provide visibility on how our community guidelines are applied in practice, as well as data on our collaboration with Law Enforcement in the context of data requests or proactive reporting;
- Our Privacy policy

yubo

- ✓ List of HR instruments
- ✓ Policy mapping
- ✓ Link to values

- ✓ Link to ESG
- ✓ Policy mapping
- ✓ Grievance mechanisms

- ✓ Part of content policy
- ✓ UNGPs commitment
- ✓ Safety board



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