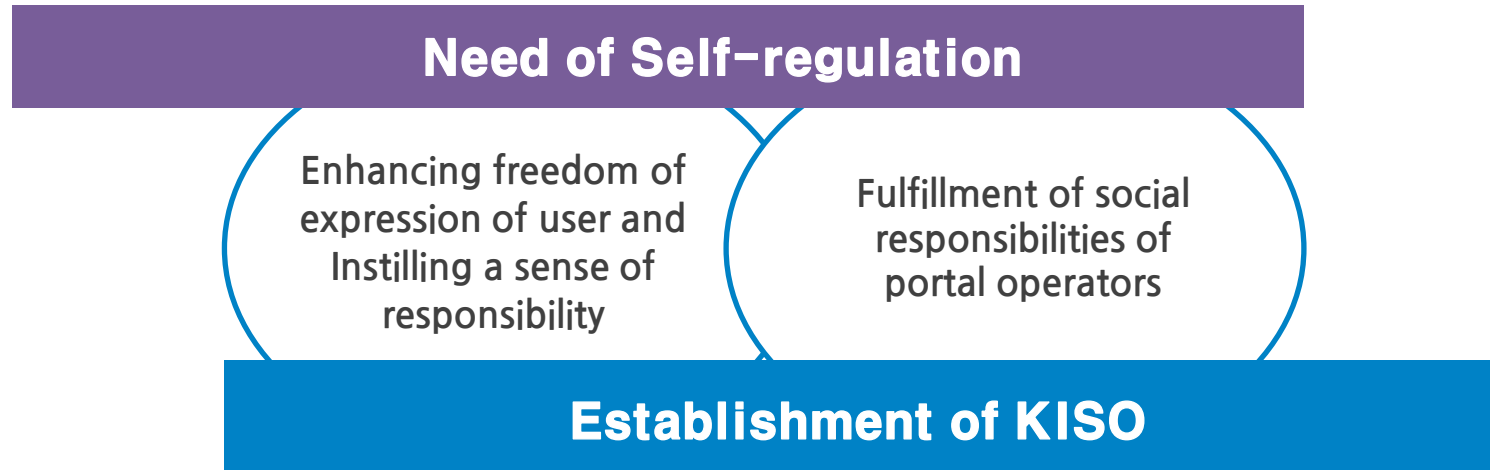

Korea Internet Self-governance Organization

Korea Internet Self-governance Organization



Continuous Legal and Institutional Challenges Related to Internet Posts

- Issues such as the limited real-name verification system and interim measures have raised concerns over freedom of expression for users.
- Increased public concern about users' responsibility for malicious comments and defamatory posts.
- The absence of clear standards after implementing interim measures has added technical and social burdens to internet service providers and intensified user confusion.

Proactive Self-regulation Initiatives in Other Countries

- Other nations actively promote self-regulation and adopt co-regulation models that reflect their social, cultural, and political environments.
- Governance being established to address issues such as harmful content targeting youth and privacy protection.
- The UN emphasizing freedom of expression on internet as a fundamental right, which has led to a reduction in governmental regulations globally.

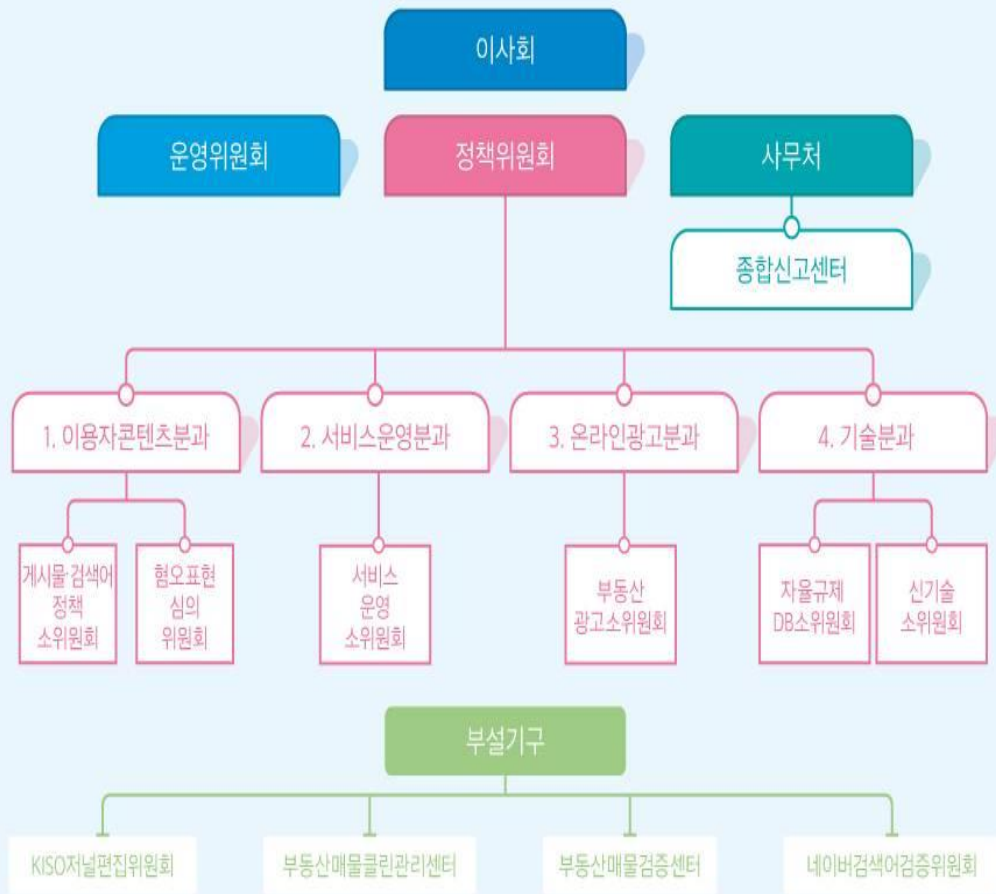
History of KISO

연혁

2008	12	Launch of the Council for Portal Self-regulation and Joint Announcement
2009	3	Launch of the Organization and the 1st Policy Committee
2011	9	Launch of the 2nd Policy Committee
2012	9 11	Launch of the 1st Keyword Verification Committee Establishment of the Real Estate Listings Clean Management Center
2013	3	Launch of the Online Advertising Review Committee
2014	2 4	Launch of the Online Youth Protection System Development Committee Establishment of the Real Estate Listings Verification Center
2016	5	Launch of the 2nd Keyword Verification Committee
2018	4	Enactment of a Policy for False Posts in the Format of News Reports
2020	10	Implementation of a Subcommittee System Through Internal Restructuring
2021	5 4	Launch of the 3rd Keyword Verification Committee Enactment of Special Policies on False and Manipulated Information Related to COVID-19
2022	3	Release of User Protection Guidelines for Dictionary Services
2023	4 9 11	Release of Self-regulation Guidelines for Hate Speech Release of Ethical Guidelines for Chatbots Release of Search Term Guidelines for Youth Protection

KISO Organizational Structure

Organizational Structure



- Board of directors** 의사결정 기구 (주요 회원사 대표로 구성)
- Steering Committee** 이사회 보좌, 기구운영 협의
- Policy Committee** 정책 결정 및 분과 소위 운영
- User Content Division** 게시물-검색어 및 혐오표현 심의
- Service Operations Division** 인물정보, 개인정보 보호 등 서비스 운영 관련 사항 논의
- Online Advertisement Division** 부동산 매물 검증 및 허위매물 신고 관리
- Technology Division** 신기술 및 기술적 보호 조치 등 논의
- KISO Journal Editorial Board** 인터넷 자율규제 전문지 KISO 저널 제작 및 기획 편집
- Naver Search Word Verification Committee** 네이버 검색어 처리의 적정성 검증

Key Functions of KISO

Key Functions

- Support for self-regulation of posts by member companies through policy-making/deliberation decisions

Articles of Association Article 4. (Key Functions)

- ❖ Establishment of instrument code and guidelines
- ❖ Managing issues concerning policies related to Internet posts requested by members, etc
- ❖ Exchange and cooperation with international self-regulatory organizations and participation in activities of international organizations
- ❖ Publishing of books or periodicals related to self-regulatory activities on the Internet
- ❖ Other businesses that serve the purpose of the organization
- ❖ Other profitable businesses that serve the purpose of the organization

Current Status of KISO

Member Companies

네이버㈜	㈜카카오	SK커뮤니케이션즈㈜	㈜씨엘커뮤니케이션즈
㈜이스트에이드	㈜뽀뽀커뮤니케이션	㈜케이티알파	㈜스캐터랩
㈜소프트리에이아이	씨나인	㈜인벤	㈜인비전커뮤니티
심심이㈜	㈜비빔블	㈜튜넵	

Key Functions

- **Support policy decisions and deliberation decisions**
 - Enactment and amendment of policy regulations
 - Decision on the agenda requested by the subcommittee/subcommittee
 - Establishment, abolition, and composition of subcommittees
 - Matters concerning the publication of policies and reports, etc

Making Decisions

- Policy Decision: Unanimous System (should be proposed by subcommittee after consultation)
- Decision on deliberation: Majority vote (2/3 of the registered members)
- A decision is made after a sufficient deliberation process
 - ※ If necessary, social opinions would be gathered by holding seminars or etc.
(If a fast action is required, a quick decision can be made)

Policy Decision as a Code of Conduct

Temporary measures

Search word

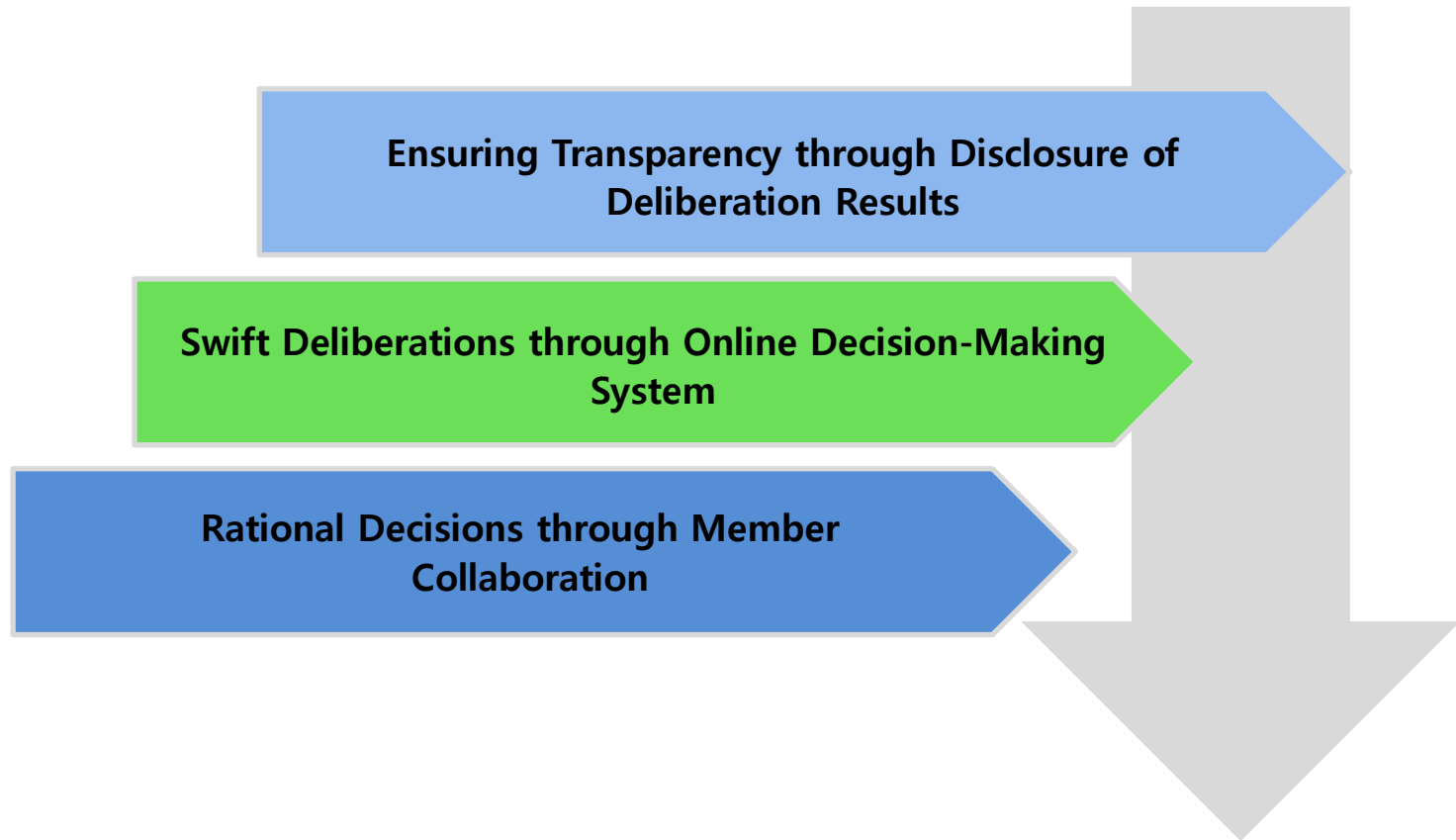
Requests from the State

Promotion of the public good

Information Provision during
the Election period

**Protection of user's freedom of expression
and practicing public good**

Deliberation Decisions

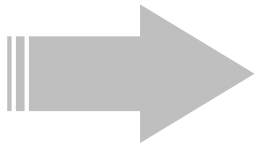


Purpose

KISO reviews whether to apply temporary measures, re-post permissions, or delete related search terms based on member company proposals (Article 30 of the KISO Policy).

Role

- Provides shared solutions for individual cases and supports member companies.
- Offers interpretative criteria for KISO policy regulations (e.g., defining the scope of public figures, evidence requirements for false claims).



Provision of standards for handling self-regulation, such as provisional measures system

Significance

- Offers judgment criteria for businesses when addressing similar cases → Significantly influences the handling of similar posts by businesses
- Systematization of the Temporary Measures System (Article 44-2 of the Telecommunications Network Act)

KISO Subcommittee Structure

- Expanding Self-regulation in IT Services
- Subcommittees flexibly apply policies according to member companies' needs.

<p>User Content Subcommittee</p> <ul style="list-style-type: none"> • Creates policies related to user-generated content and search terms. • Reviews specific cases, including hate speech responses. 	<p>Online Advertising Subcommittee</p> <ul style="list-style-type: none"> • Implements self-regulation for online real estate advertisements. • Manages the Real Estate Listings Verification Center and policies for false advertisements.
<p>Service Operation Subcommittee</p> <ul style="list-style-type: none"> • Consultation and deliberation on the operation of member companies' services • Support for establishing joint rules among similar service providers, etc. if necessary • Establishment of Self-Regulatory Cooperation Network 	<p>Technology Subcommittee</p> <ul style="list-style-type: none"> • Self-regulation related to new technologies such as AI algorithms • Self-Regulation DB Operation for Technical Protection Measures • Abusive / Youth Protection Search Word DB Operation

KISO Report Center

- Processing of reports on false manipulation information and harmful posts posted on the member company's site

User Content Subcommittee

- Establish policies on posts and search terms generated by users and deliberate on specific issues

(Performs policy making and deliberation function related to posts and search terms of previous policy committee)

- Responding to issues such as hate speech

Subcommittee on Posting and Search Word Policy

▶ Key functions: Developing policies related to posts and search terms, Deliberation.

▶ Major Activities

- Responding to policies related to temporary measures concerning posts such as defamation and infringement of rights, etc
- Review of related and automatic completion search term policies

Hate Speech Review Committee

▶ Key functions : Developing policies related to hate speech, Deliberation

▶ Major Activities

- Specification of policy regulations to mitigate discriminatory expressions
- Implementation of Guidelines for Self-regulation Policy for Hate Speech
- Deliberation on hate speech and recommendation of measures

Service Operation Subcommittee

- Consultation and deliberation on specific services provided by member companies
- Support member companies' self-regulation by making policies through accumulating cases of deliberation and consultation on various IT services

Service Operation Subcommittee

▶ Key Functions: Review and consultation on the legality and social feasibility of a member company's services

(if necessary) establish self-regulatory standards through consultation between similar service providers

▶ Major Activities: Operation of Person Information Service Guidelines (currently being used as a standard for Naver and Kakao operations)

Online Advertising Subcommittee

- Perform autonomous regulations for online real estate advertising
 - Implementation of online real estate advertising autonomous regulations
 - Various real estate policies related to advertisements
- Verification of real estate sales and management of false sales reports

Real Estate Advertisement Subcommittee

- ▶ Key Functions: Making policies related for fairness in online real estate advertising and deliberation
- ▶ Major Activities
 - Establishment of relevant standards, such as self-regulation and guidelines for online real estate advertisements
 - Protection of consumer rights and interests by investigation of violations of real estate advertisements and corrective measures, etc
 - Major domestic real estate information service providers such as Naver Pay Real Estate, Kakao, Dabang, KB Real Estate, and Maekyung Real Estate join the self-regulation by joining as participants

Technology Subcommittee

- Self-regulation related to new IT technologies such as AI, algorithms, etc
- Realizing social responsibility by integrating DB provided by member companies and providing DB for technical protection measures

Subcommittee on DB Self-Regulation


- ▶ Key functions: Establish policies on abusive language, youth protection search terms, etc. and share and utilize DB among member companies
- ▶ Major Activities:
 - Deliver timely DB through real-time API data delivery
 - Reduce the risk of member companies by preparing relevant standards
 - Distribution of KISO Anti-Cursive System (KSS / KISO Safeguard System)
 - Using KISO's abusive integrated DB, provide the requestor with the corresponding DB in API format
 - Establishment of a search term DB for youth protection (implementation of search term guidelines for youth protection)


New Technology Subcommittee

- ▶ Key functions: Research on policies for various new technologies such as artificial intelligence (AI)
- ▶ Major Activities: Implementation of Chatbot Ethics Guidelines

Thank you

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