Membership Principles and Guidelines of the Association of Internet Mediation Services

Purpose

The purpose of this document is to outline the principles that underpin the AIMS membership body and the guidelines that define its constituent members.

Principles

AIMS and its individual members:-

➜ Are positive about the opportunities afforded to individuals and society by digital technology

➜ Take a principled approach to the development and operation of AIMS that is based on shared values and objectives

➜ Focus on their shared goals and are committed to developing the structure and function of the AIMS organisation only insofar as is required to achieve its objectives

➜ Have equal status in respect of the terms of membership, governance and operation of the AIMS organisation

➜ Acknowledge and value the diversity of its/other member organisations and the communities they serve

➜ Recognise and apply universally accepted principles such as those articulated in the Declaration of the Rights of the Child[1]

➜ Cooperate on the basis that collective action is required to minimise the harm caused by incidents of HDC

➜ Conduct the business of AIMS professionally, in good faith and on the basis of mutual respect and inclusivity

Individual members

➜ Are free to leave the organisation at any time without prejudice

---

[1] Adopted by UN General Assembly Resolution 1386 (XIV) on 10 December 1959

Membership Guidelines

Service delivery and scope

All member organisations:-

➔ Actively manage an internet safety support service (for example, helpline or contact centre) that:-

   ◆ Is widely recognised by users and other stakeholders in the jurisdiction or territory of operation

   ◆ Specifically manages incidents related to harmful digital communications.

➔ Actively manage a mediation service facilitating the takedown of online content on behalf of internet users targeted by HDC

➔ Provide services to all internet-using members of the society that they serve without discrimination on the basis of race, culture or religious beliefs[2]

➔ Provide these services solely for the public good i.e. to provide benefit to society without profit

➔ Work inclusively with other organisations in their jurisdiction or territory of operation to support them achieve shared objectives related to minimising harm from digital challenges

➔ Have established links with national and international stakeholders including operational relationship with local law enforcement agencies and a track record of working with Internet content and service industry

---

[2] Note that members operating a service that targets a specific age group are not excluded from membership to AIMS

Organisational Characteristics

All member organisations:-

➔ Are subject matter experts in the area of 'harmful digital communications'

➔ Have a structure that is formally recognised within the jurisdiction or territory in which it operates (i.e. government agency, trust, society, charity or company)

➔ Are governed and operated independently of any business or government policy influence i.e. any conflicts of interest related to working for public good are well managed

➔ Are governed and operated transparently with robust accountability to stakeholders (for example published annual report, funding and governance arrangements, contact details, complaint procedure etc.)

AIMS governance and operation

All member organisations:-

➔ Agree and adhere to the all aspects of the prevailing AIMS Cooperation Framework

➔ Support, through their actions, the principles underpinning the governance and operation of AIMS

➔ Actively contribute to achieving the objectives of AIMS through the development and delivery of the Statement of Priorities.