

Minor protection: CONTENT CLASSIFICATION

5 age categories



8 content descriptors

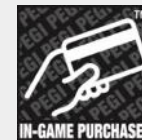
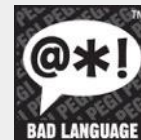
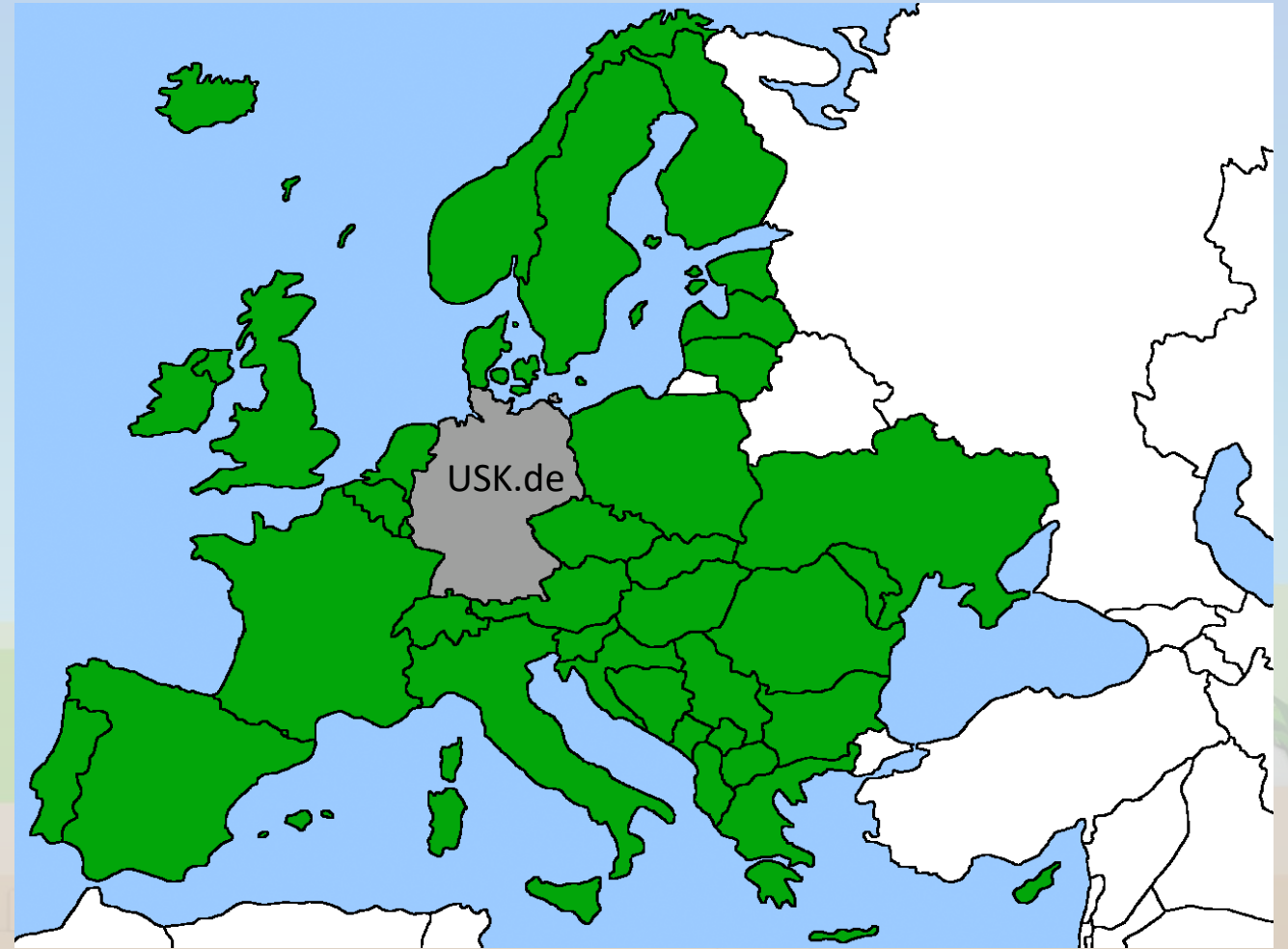
Where?

Legal status =
different in every country

Co-regulation

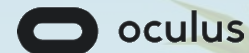
Official acknowledgment

De facto market standard



Digital storefronts

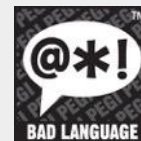
CONSOLE



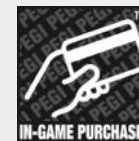
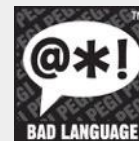
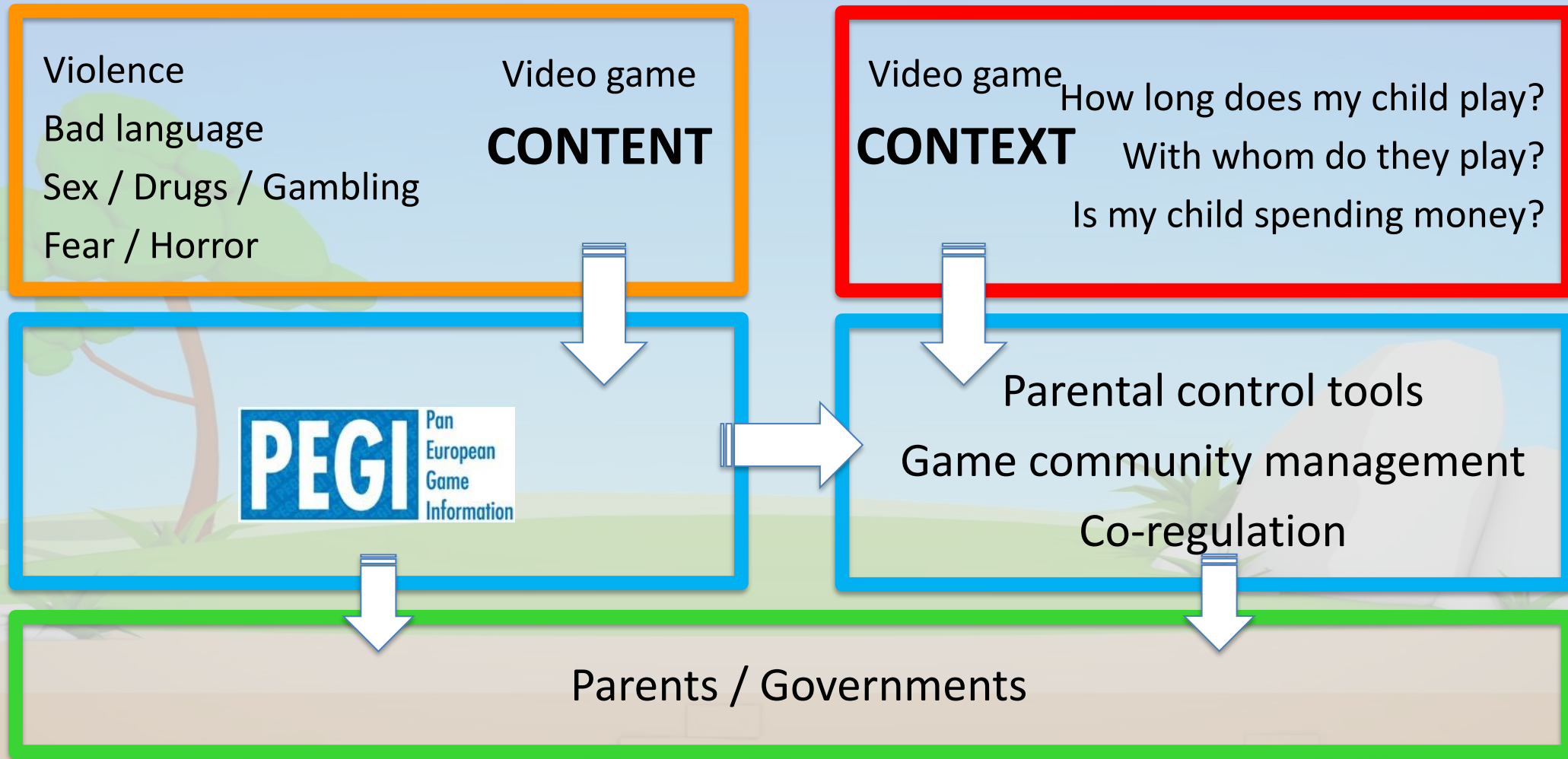
VR



MOBILE & TABLET



Solution for shifting concerns

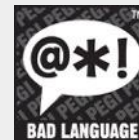


Dynamic regulatory environment

MINOR PROTECTION

CONSUMER PROTECTION

DATA PROTECTION



Dynamic regulatory environment

MINOR PROTECTION

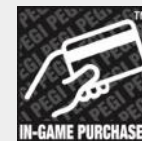
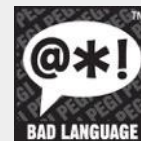
PEGI age classifications designed to protect minors, parental control tools designed to empower parents, 18+ products and services

CONSUMER PROTECTION

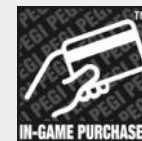
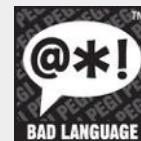
Regulation to ensure all consumers, but especially vulnerable ones, are protected from false or misleading practices

DATA PROTECTION

to ensure that children's data is not exploited commercially
to give consumers a say in what happens with their data



The perception problem of self-regulation



The PEGI Code of Conduct

The PEGI Code of Conduct

The PEGI System is based on a Code of Conduct - a set of rules to which every publisher using the PEGI system is contractually committed. The Code deals with age labelling, promotion and marketing and reflects the video games industry's commitment to provide information to the public in a responsible manner.

PEGI CODE OF CONDUCT

**FOR THE VIDEO GAMES INDUSTRY IN EUROPE REGARDING AGE RATING LABELLING,
PROMOTION AND ADVERTISING OF VIDEO GAMES AND MAINTENANCE OF SAFE ONLINE
GAMEPLAY**

Article 1: SCOPE

1.1 This Code shall apply to all video game products including games which, in each case, are intended for play in territories where the PEGI System applies, are distributed electronically by whatever means or for retail sale on a physical carrier, by all publishers or other organisations that enter into an agreement with Video Games Europe to comply with this Code ("Members").

1.2 The rules contained in this Code shall apply to the labelling of video game products, as well as to associated advertising, promotion, and distribution by any means.

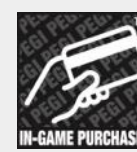
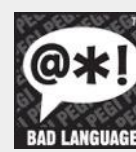
1.3 All capitalised terms in this Code have the meanings given to them in the standard PEGI Agreement unless otherwise indicated in this Code.

Article 2: PURPOSE

This Code reflects the video games industry's commitment to provide information to the public on the content of video game products in a responsible manner and also to ensure safe online and offline



<https://pegi.info/pegi-code-of-conduct>



PEGI Code of Conduct: recent updates

- If a game contains paid random items, signatories have to show PEGI :
 - that their game explains the **probability** to consumers of receiving each random item
 - the **policy** that explicitly prohibits that items acquired in-game can be transferred into monetary value for use in unlawful gambling or betting activities
- if a game has an online gameplay environment, signatories have to show PEGI that they have:
 - a **privacy policy**
 - **Community standards** that prohibit illegal and/or harmful behavior or content by consumers.
 - **Reporting mechanisms** in order to address such behavior or content.

