

Code of Conduct to promote lawful behaviour on the Internet

DECLARATION OF INTENT

Background for the Code

This Code of Conduct has been drawn up in connection with the Danish Ministry of Culture's Dialogue Forum, which aims to promote agreements between players on the Internet and in this way to make the use of legal products an easy and simple choice for users.

Users and consumers nowadays have access to a large and dynamic catalogue of books, films, music and other creative content products on the Internet. Options on the Internet have meant that products can be experienced in new ways and on new platforms, and as a result of this there will be a constant creation of new and legal business models and content services such as Netflix, and Spotify. However, the new business models are threatened by the systematic copyright infringements that take place on some digital platforms, and which have been attractive to organised economic crime, because creative content products attract many people and thus a lot of traffic to the websites. In this way, websites, which, for example, offer illegal film and music services or sell illegal furniture, become a means to operate large-scale organised criminality.

The Dialogue Forum arising out of the Danish Ministry of Culture's Copyright package of 20 June 2012, and which complements several other voluntary initiatives, including the Code of Conduct that the telecommunications industry and RettighedsAlliancen (The Rights Alliance) has entered into, after which members of the telecommunications industry, respectively DI/ITEK, in other words, all major Danish internet service providers, entrepreneur voluntary blocking of websites, when a court has ordered that an individual company blocks DNS access to a website.

The Code of Conduct reflects a common interest in making a determined effort that the Internet should be a safe and economically sustainable marketplace in order to create better conditions for growth and innovation for legitimate businesses on the Internet and to create security and transparency for the users.

The aim of this Code is that it will constitute a common framework that participants support. With the aim of the Code being that participants, based on the means and methods that reflect each participant's role and presence on the Internet, will work to enter into sectoral collaborations that can be partly for consumers to prioritise and promote the Internet's legal services and options, and partly to restrict, disrupt and stop criminal activities on the Internet of criminal enterprises and backers. The Code complements the initiatives taken on at an international level.

The Code's content

The parties behind this Code want to contribute to the parties' services, companies and products are not going to finance criminal activities by either supporting criminal services with money in the form of, for example, exposure, ad revenue or payment services or otherwise to "legitimise" criminal services. The companies and organisations that are party to this Code, want to ensure that their companies are not associated with economic crime that is based on copyright infringement.

With this Code, the parties wish:

1. to contribute to make the Internet a safe and legitimate platform for consumers and businesses
2. to emphasise that copyright is an important foundation stone for growth and innovation
3. to collaborate to reduce financial crime, based on copyright infringement
4. to collaborate in promoting the spread of legal products
5. to contribute to efficient processes that can help to limit copyright infringement and crime associated therewith.

