



Telefónica



## Upholding children's rights in our business activities

The Telefónica Deutschland Group has made a commitment to protecting in particular children and young people in all of its business activities. We are committed to upholding children's rights as defined in the United Nations Convention on the Rights of the Child and in the Conventions of the International Labour Organization (ILO). We have defined the prohibition of child labour and the protection of minors as a human rights area of action for our company. In our Human Rights Policy, we exclude child labour in our own business activities and oblige all of our suppliers to exclude child labour throughout our supply chain.

### Our commitments to children's rights

Our actions are guided in particular by [UNICEF's Children's Rights and Business Principles](#) <sup>➤</sup>. These ten principles define measures that companies can effect in order to uphold and promote children's rights in their activities.

In our business activities, we believe we are called upon in particular to contribute to Principles 1, 2, 3, 4, 5, 6, 7, 9 and 10. Principle 8 is not applicable to our line of business.

**Principle 1:** all businesses should meet their responsibility to respect children's rights and commit to supporting the human rights of children.

Telefónica Deutschland is committed to upholding internationally recognised human and children's rights. We express our commitment and disclose our human rights due diligence process in our Declaration of Principles on Respecting Human Rights. We have defined the prohibition of child labour and the protection of minors as a human rights area of action for our company.

In the context of complying with Germany's Supply Chain Due Diligence Act (LkSG), which will apply to our company starting in 2023, we will report annually on the implementation of our human rights due diligence and the measures effected.

[Link to Telefónica Deutschland's Declaration of Principles on Respecting Human Rights](#) ↗

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**Principle 2:** all businesses should contribute to the elimination of child labour, including in all business activities and business relationships.

Child labour is unacceptable to us. We therefore oblige all of our suppliers to exclude child labour in their supply chains as part of our Supply Chain Sustainability Policy. We also exclude child labour in our own business activities in our Human Rights Policy.

[Link to the Supply Chain Sustainability Policy](#) ↗

[Link to the Human Rights Policy](#) ↗

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**Principle 3:** all businesses should provide decent work for young workers, parents and caregivers.

Telefónica Deutschland wishes to be a family-friendly employer. We have set ourselves the goal of shaping tomorrow's working world – by transitioning to a hybrid work environment, we want to afford our employees greater flexibility and foster diversity through digital collaboration, thereby making it easier to reconcile work with a range of lifestyles. Our initiatives "Working anywhere", "Working anytime" and "Outcome-based leadership" are designed to enable parents to adapt their work to their day-to-day lives on their own terms and with maximum flexibility. The comprehensive additional benefits that the Telefónica Deutschland Group offers its employees are another important component. Depending on the Group company and the employee group, these include company pension subsidies, discounts on public transport, insurance policies, meal subsidies, a family service and employee credits for our products and services. We offer all the employees a family service in cooperation with famPLUS. This includes assistance for working parents with organising qualified childcare. Backup support is another of the services, its aim being to mitigate emergencies in the event of the unforeseen absence of regular childcare.

[Link to Corporate News "5 Bold Moves – digital working world"](#) ↗

**Principle 4:** all businesses should ensure the protection and safety of children in all business activities and facilities.

Telefónica Deutschland employs a small number of minors who are undertaking vocational training. We very much endeavour to be an attractive employer for our employees who are still undergoing training. For example, we gauge how many of our trainees remain with the company upon completing their training. We had a retention rate of 71 % in 2021 and are aiming to achieve a rate of 91 % by 2022.

With our Youth and Trainee council at Telefónica Deutschland, we ensure that the interests of all our young employees under the age of 18 and of all the trainees under 25 are represented. This also conducts youth and trainee meetings and cooperates closely with the works council.

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**Principle 5:** all businesses should ensure that products and services are safe, and seek to support children's rights through them.

Telefónica Deutschland assumes responsibility for young media users – we have been working to strengthen children's media skills for years and we support parents with guides and pamphlets. At events and online, we teach children and young people about safe and responsible media usage, such as how to deal with cyberbullying. Via contractual provisions, Telefónica Deutschland ensures that youth protection is integrated into the product and offering design of our business partners. For over 15 years, we have had an internal Youth Protection Officer, who is appointed in accordance with Section 7 (1) of Germany's Interstate Treaty on the Protection of Minors in the Media (JMStV) and reports directly to the Chief Officer for Legal and Corporate Affairs. The Youth Protection Officer provides advice and support, so much so that we can be sure products and applications meet the strict legal requirements. We have also been committed to the voluntary self-regulation of mobile communications media protection for young people since 2007. The protection of children and young people online and the promotion of the responsible use of technology and offerings are additionally enshrined in our [Human Rights Policy](#) as clear obligations. We also take this into account in the design of tariffs for young mobile communications users and with regard to security solutions for protection against digital risks and content which is harmful to young people.

[Link to the web page on the protection of children and young people](#)

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**Principle 6:** all businesses should use marketing and advertising that respect and support children's rights.

We explicitly reference the protection of children and young people in our guidelines for ethically responsible communication. We undertake to avoid using content in our communications which could harm children and young people or could exploit their easier manipulability. In addition, we want to use initiatives and communication to foster awareness of human rights and the rights of children and young people. The communications policy applies to all of Telefónica Deutschland's internal and external communication measures.

[Link to the guidelines for ethically responsible communication](#)

**Principle 7:** all businesses should respect and support children's rights in relation to the environment and to land acquisition and use.

The world we protect today is the world in which the children of the future will live. Telefónica Deutschland recognises the importance of preserving the planet for future generations by curbing climate change and with other environmental protection measures. The assumption of responsibility is a basic principle of Telefónica Deutschland and is at the very heart of our climate strategy – we have set ourselves the target of net zero carbon emissions by 2025. What this means in concrete terms is that we will no longer be causing any greenhouse gas (GHG) emissions (Scopes 1 and 2) as a company by 2025 at the latest. We therefore want to reduce the part we play in climate change as far as possible. We have set ourselves a target of net zero carbon emissions for our supply chain (Scope 3) too and intend to achieve this by 2040.

[Link to the web page on climate responsibility ↗](#)

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**Principle 8:** all businesses should respect and support children's rights in security arrangements.

Telefónica Deutschland does not employ any security services so this principle does not apply to us.

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**Principle 9:** all businesses should help protect children affected by emergencies.

Telefónica Deutschland observes all the relevant laws and regulations regarding conduct in an emergency. We want to do our bit in the course of our business activities to ensure that children do not find themselves in emergency situations. For example, we work with child protection initiatives and with initiatives that promote the responsible use of digital media by children and young people. In this way, we wish to teach people about problematic content and cyberbullying and assist parents in adopting a trusting approach to their children's mobile freedom. WAKE UP! is one such initiative. As children and young people are encountering hate messages and cyberviolence more and more frequently online, we want to offer assistance in dealing with cyberbullying. The purpose of WAKE UP! is to boost young people's digital sovereignty and strengthen social cohesion.

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**Principle 10:** all businesses should reinforce community and government efforts to protect and fulfil children's rights.

Telefónica Deutschland complies with all the legal requirements relating to the protection and implementation of children's rights. But our corporate responsibility also goes above and beyond this – as a modern telecommunications company, we see it as our responsibility to support children and young people in their day-to-day digital lives, for example with our initiatives in the area of cyberbullying (see also Principle 5).

**Publisher**

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