

Mobile Data Association invites digital experts to join forces with online abuse reporting project

Submitted by: XL Communications

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Single Point Reporting project involving the Police and Home Office to become single hub for reporting abuse over the internet

London, United Kingdom - May 21st 2012: The Mobile Data Association (MDA) (<http://www.themda.org>) is inviting digital communities to participate in a major new initiative aiming to set the standard for the reporting of abusive online behaviour.

For the past two years, the MDA has worked with several stakeholders including The Police and the UK Home Office to create a single mechanism for reporting abuse conducted over the Internet.

“An explosion of social media use across a number of platforms has seen a rapid escalation in the abuse of messaging systems – predominantly through Facebook and Twitter”, explained Mike Hawkes, Chairman of The MDA. “This has resulted in financial scams, fraud, online bullying and trolling.”

Single Point Reporting is targeting a quicker, consistent and more efficient way of reporting abuse, leading to prosecution where necessary.

“Core information required by emergency and prosecution services has already been determined, and the MDA has defined an initial Application Programme Interface (API) for discussion and further development for the relevant systems.” added Hawkes. “We intend to ultimately make the API available under free licence for all developers to be able to integrate into their packages.”

To complete the design and to engage with all interested parties, the MDA is now inviting contributions from the wider digital community to ensure that:

- all factors have been considered
- all required data are included
- all areas of potential abuse have been considered
- existing facilities are brought into the scheme.

Once captured, the data will be forwarded to a triage facility, where each report will be reviewed for forwarding to the appropriate authority and location. Data management and the extraction of statistical information - all within a high security environment - is another key factor of the scheme.

Please visit and register your interest here (<http://www.themda.org/initiatives/spr.php>).

Ends

About The Mobile Data Association

The MDA reflects the common voice of the mobile data industry. The longest established dedicated mobile

trade association in the UK promotes the use and benefits of mobile data throughout industry and business. Press, regular industry conferences and seminars, and the operation of websites (<http://www.themda.org>, <http://www.text.it>, <http://www.charitytext.org> and <http://www.getsettings.org>) help promote a high level of awareness amongst users and advisers, directly influencing operational management.

In addition, the Association provides a forum for members of the industry to meet and share information on technical and business issues.

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