

Carsten Welp and Marcel Machill:

## **Code of Conduct Transparency in the Net: Search Engines**

1. The Search Engine operators inform the users about the way in which the Search Engine works; particularly the basic criteria of ranking are explained. Also, the Search Engine operators describe which ways of manipulating websites (spamming) lead to exclusion from the result lists in case of doubt.
2. The Search Engine operators design their sites in the most transparent way. Contents whose position on the result list is due to a commercial arrangement are clearly marked.
3. It is the intention of the Search Engine operators to protect children and youths from morally damaging contents. To this purpose, the operators provide family filters and point out to the fact that filters do not guarantee absolute protection for youths and that children should not use the internet without their parents' supervision.
4. Those sites which are regarded illegal according to national legislation will be excluded from the result lists as soon as the operators know about them and have access to the illegal sites on the index.
5. For handling the users' data there is the principle of data-thriftiness.

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