



## Sulake's #Pledge2Youth

During 2020, BiK Youth Ambassadors were involved in the #Pledge2Youth campaign working alongside industry members of the Alliance to better protect minors online to consider and run a design challenge, focusing on an aspect of age-appropriate design or data privacy, exploring innovative ways to give children and young people a space to express their views and ensure their voice is listened to and acted upon. The protocols for the challenge were derived from Lundy's Model of Participation and guidance from the TTC Labs Design Jam Toolkit. This enabled a decentralised but coordinated programme of work where industry members were free to shape the co-design consultations as they deemed appropriate while complying with the protocols.

Six Alliance industry members took part in the #Pledge2Youth challenge: Facebook/TTC Labs, the LEGO Group, Samsung, Sulake, SUPER RTL and Twitter. This information sheet describes the specific activities of Sulake.

Further information is available in the [best-practice guideline on age-appropriate design with youth](#).

See also the [Better Internet for Kids \(BiK\) portal for the latest information on the Youth Pledge initiative](#).

### Focus of the challenge

In their challenge, Sulake focused on users' understanding of terms and conditions (T&Cs), and the visibility of these on Sulake services such as Habbo and Hotel Hideaway. Their aims were to empower users to make informed decision by increasing the transparency and visibility of the T&Cs, as well as to consider ways to both simplify these T&Cs and increase user engagement with them. These areas were explored through co-creation sessions within the Habbo game environment by Sulake staff.

## What happened?

Sulake is a social entertainment company focused on providing a safe and fun online space for self-expression through its products, Habbo (ages 13+) and Hotel Hideaway (ages 17+). These spaces allow young people to socialise using customised avatars and to chat, play games and customise their space.

As part of the #Pledge2Youth challenge, Sulake wanted to empower users to make informed decisions when playing by increasing the transparency and visibility of their Terms and Conditions (T&Cs). Topics in the T&Cs that affect the experience of young people include the community rules, ownership of user-generated content, and users' rights regarding data processing.

In order to engage with their users on this issue, Sulake worked with a range of young people to host co-design sessions with ten users aged 14-23 years old within their Habbo product. By running the sessions in this way, they provided space (a familiar and safe environment known to the young people), voice (tools in-game were used to allow young people to freely express their views) and audience (the sessions were hosted and run by Sulake staff). In these sessions, users were asked to give their views on the T&Cs. Feedback from many highlighted the T&Cs to be 'too repetitive', 'too long', 'too complex', 'boring', 'not engaging' and that they didn't match the games' look and feel.

Users were also asked how to improve the readability and visibility of T&Cs. Suggestions included creating a shorter version of the T&Cs (using images, bullet points and simpler text), creating a short explainer video that focused on the most important terms, building a game/tutorial into Habbo and Hotel Hideaway to help users learn the T&Cs, rewarding users with in-game items for engaging with the T&Cs through a game, and training a small group of users to become T&Cs Ambassadors within the communities. Sulake is actively considering these suggestions.

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**"As well as being funny and creative, the direct, inclusive, team-based approach of the young people I worked with was extremely refreshing. The experience has given my team and I real insight into how our products can better serve the needs of our players."**

**Raquel Alvarez**  
**Customer Experience & User Safety Director, Sulake**