

Schedule 8 - Internet Search Engine Services Online Safety Code (Class 1C and Class 2 Material)

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1 Structure

This Code is comprised of the terms of this Schedule together with the Online Safety Code (Class 1C and Class 2 Material) Head Terms (**Head Terms**).

2 Scope

- (a) This Code applies to providers of internet search engine services, so far as those services are provided to Australian end-users.

Note: This Code applies to any features integrated within the search functionality and the user interface of an internet search engine service, whether enabled by artificial intelligence or otherwise but does not include standalone applications or tools that are not integrated within the search engine service. Artificial intelligence features not integrated within the internet search functionality of a search engine will be subject to the Code or industry standard, as the case may be, most relevant to the purpose of the service, in accordance with the Head Terms, including its Preamble (Identifying the applicable Code). Additional factors may also be relevant in determining whether a feature is integrated into an internet search engine service, including whether the feature has the purpose of producing search results on the internet search engine service.

- (b) This Code does not apply to the provision of search tools to end-users of online services (including app distribution services, relevant electronic services, or designated internet services) or on equipment where:
- (i) the predominant purpose of the search tool is to enable the end-user to submit queries that result in searches for materials that are sourced from materials on the service or stored on the equipment; and
 - (ii) the results that are returned in response to the end-user's query are limited to materials that have been sourced from materials on the online service or stored on the equipment (as opposed to where the results returned are sourced solely or primarily from an index of materials on the WWW more broadly).
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3 Definitions

Unless otherwise indicated, terms used in this Code have the meanings given in the OSA or in the Head Terms or as set out below.

account holder means an Australian end-user who holds an account with the provider of an internet search engine service and is logged into that account when using the service.

eating disorder crisis information partner has the meaning given in [compliance measure 13](#).

eSafety delist notice has the meaning given in [compliance measure 15](#).

internet search engine service includes an electronic service that satisfies all the following conditions:

- (a) the service is designed to collect, organise (index) and/or rank material on the WWW;
 - (b) the service has the sole or primary purpose of enabling end-users to search the service's index of material on the WWW for relevant results in response to the end-user's queries; and
 - (c) the service returns search results in response to end-user queries in (b).
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A **legal delist request** is a valid request to delist URLs that appear within a search results page on the internet search engine service where the delisting is required by law enforcement or a regulator in accordance with applicable law.

models include large language models, multimodal foundation models and other artificial intelligence models.

A provider of an internet search engine service:

- (a) **includes** the licensor of search functionality that enables a licensee to operate a third-party search engine service where the licensor retains legal or operational control of the search functionality; and
- (b) does **not** include the licensee of search functionality for the purpose of enabling the licensee to operate a third-party search engine service in circumstances where the licensee has no legal or operational control of the search functionality.

Note: Providers of internet search engine services do not include any downstream licensees or sub-licensees of an internet search engine that are merely distributing (or sub-licensing) algorithmic web results and paid search results received from that internet search engine service

search functionality means the algorithms that enable the internet search engine service to index materials sourced from the WWW together with the machine learning algorithms and any model(s) that enable an internet engine service to automatically return search results in response to end-user queries.

search results mean search results, whether generated by artificial intelligence or otherwise, and includes results in any or all the following forms:

- (a) text based links;
- (b) image thumbnail links;
- (c) video links to webpages;
- (d) a map of a physical location (with or without accompanying text);
- (e) longer form search results, whether in the form of answers or summaries or other formats; and/or
- (f) any other material.

Note: Longer form search results in (e) can include non-text materials in formats such as images and video generated by artificial intelligence.

WWW means the World Wide Web.

4 Risk profile

Internet search engine services are designed for general public use and have a generally equivalent purpose and functionality and, therefore, have an equivalent risk profile under this Code.

5 Review of risk of internet search engine services

- (a) The provider of an internet search engine must conduct a review of the risk that Australian children will access or be exposed to online pornography, high-impact violence material and self-harm material in search results.

- (b) A provider must take into account the review of risk under (a) when developing appropriate compliance measures to reduce the risk that Australian children will access or be exposed to online pornography, high-impact violence material and self-harm material in search results.
 - (c) When conducting a risk review under (a), a provider of an internet search engine service must take into account, as appropriate:
 - (i) the functionality, purpose and scale of the internet search engine service including any features enabled by artificial intelligence;
 - (ii) the likelihood that the service may be used to directly expose Australian children to online pornography, high-impact violence material and self-harm material including by any artificial intelligence features integrated into the search functionality that may be used to generate material;
 - (iii) the likelihood that Australian children will use the service to access online pornography, high-impact violence material and self-harm material on the service;
 - (iv) relevant guidance and tools published or made available by a government agency or a foreign or international body;
Note: examples of agencies and bodies are eSafety and the Digital Trust & Safety Partnership.
 - (v) a forward-looking analysis of:
 - (A) likely changes to the operating environment for the service, including likely changes in the functionality or purpose of, or the scale of, the service; and
 - (B) the impact of those changes on the ability of the service provider to meet the online safety objectives that apply under this Code;
 - (vi) relevant international laws and regulations applicable to the service that address online safety risks and harms similar to those addressed in this Code; and
 - (vii) where applicable, design features and controls deployed to mitigate relevant risks.
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6 Compliance measures

- (a) The table in clause 7 below contains compliance measures for providers of internet search engine services, so far as those services are provided to Australian end-users.
 - (b) The table in clause 7 also sets out guidance on the implementation of some measures. The guidance and notes are not intended to be binding but rather provide further guidance on the way that a relevant industry participant may choose to implement a measure.
 - (c) Certain compliance measures will only apply to certain types of class 1C and class 2 material, as specified in the table in clause 7.
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7 Compliance measures for class 1C and class 2 material

~~Objective 1: Protect and prevent children in Australia from accessing or being exposed to class 1C and class 2 material.~~

<p>Compliance measure</p>	<p>1) Policies, processes, systems and technologies</p> <p>A provider of an internet search engine service must have, and enforce, clear actions, policies, processes or terms and conditions relating to how the service deals with:</p> <ul style="list-style-type: none"> a) online pornography; b) high-impact violence material; and c) self-harm material. <p>At a minimum, such actions, policies, processes or terms and conditions must deal with:</p> <ul style="list-style-type: none"> d) how- such material is to be dealt with on the service; and e) how the provider reduces the risk that Australian children will access or be exposed to such material in search results. <p>A provider of an internet search engine service must have and implement- systems and technologies to apply and enforce such actions, policies, processes or terms and conditions.</p>
<p>Compliance measure</p>	<p>2) Age assurance or defaults</p> <p>A provider of an internet search engine service must, where technically feasible and reasonably practicable, either:</p> <ul style="list-style-type: none"> a) implement appropriate age assurance measures for account holders and comply with compliance measure Measure 3; or b) implement defaults in accordance with compliance measure Measure 4. <p><u>Note:</u> Internet search engine services are designed for general public use, with or without an account. Providers of internet search engine services are not required to implement age assurance measures for users who are not logged-account holders.</p>
<p>Compliance measure</p>	<p>3) Default tools and/or settings for Australian children where age assurance is adopted</p> <p>A provider of an internet search engine service must apply tools and/or settings, like 'safe search' functionality, at the highest safety setting by default for an account holder its age assurance systems indicate is likely to be an Australian child, designed to protect and prevent Australian children from accessing or being exposed to online pornography and high-impact violence material in search results.</p> <p>At a minimum, such tools and settings must filter out online pornography and high-impact violence material detected in search results.</p> <p><u>Note:</u> A provider of an internet search engine service is not required to comply with this compliance measure Measure 4.</p>

Compliance measure	<p>4) Default tools and/or settings where age assurance is not adopted</p> <p>Where a provider of an internet search engine service cannot reasonably ascertain whether an end-user is an Australian child, or otherwise chooses not to implement appropriate age assurance measures in accordance with compliance measure Measure 3, the provider must apply tools and/or settings, by default to reduce the risk of Australian children accessing or being exposed to online pornography and high-impact violence material in search results.</p> <p>At a minimum, such tools and/or settings measures must include:</p> <ol style="list-style-type: none"> a) the highest safety settings applied by default to filter out images of online pornography and high-impact violence material detected in search results for an account holder the provider knows with reasonable certainty is an Australian child; and b) for all other end-users, default blurring of images of online pornography and high-impact violence material detected in search results. <p><i>Note:</i> A provider of an internet search engine service should use the age information made available to the service as the basis for establishing knowledge of whether an end-user is an Australian child.</p> <p><i>Note:</i> A provider of an internet search engine service is not required to comply with this compliance measure if it complies with compliance measure Measure 3.</p> <p>Guidance:</p> <p><i>Sub-measure (b) applies to, for example, users who wish to engage with the service without being an account holder.</i></p>
Compliance measure	<p>5) Parental controls</p> <p>A provider of an internet search engine service must make available parental controls available to the parent of an Australian child to limit or alter an the Australian child's access to online pornography and high-impact violence material in search results.</p> <p>At a minimum, parental controls this must include the ability for the parent to control settings to blur or filter detected online pornography and high-impact violence material from the Australian child's search results.</p> <p>A provider of an internet search engine service must make available to end-users clear and accessible information about such parental controls. This information must be provided to parents at the time a parent creates a child account and be easily accessible thereafter.</p> <p>Guidance:</p> <p>In determining whether information is accessible, a provider of an internet search engine service should be considerate of the diverse accessibility needs of Australian users.</p>
Compliance measure	<p>6) Active detection of online pornography and high-impact violence material</p> <p>A provider of an internet search engine service must actively detect online pornography and high-impact violence material in order to apply tools and/or settings to that material in accordance with compliance measure Measure 3 or compliance measure Measure 4 (as applicable), compliance measure Measure 5 and compliance measure Measure 9.</p>

<p>Compliance measure</p>	<p>7) Search advertising</p> <p>A provider of an internet search engine service must take appropriate steps to ensure that advertising for online pornography, high-impact violence material and self-harm material is not served on search results pages for an account holder the provider knows with reasonable certainty is an Australian child.</p>
	<p><i>By complying with compliance measure Measure 11, providers of internet search engine services will apply measures to reduce the risk that Australian children will access or be exposed to self-harm material in search results.</i></p>
<p>Objective 2: Online industry must provide Australian end-users with effective information, tools and options to limit access and exposure to class 1C and class 2 material</p>	
<p>Compliance measure</p>	<p>8) Measures to reduce unintentional exposure to online pornography and high-impact violence material for end-users</p> <p>A provider of an internet search engine service must apply measures to protect and prevent end-users from being unintentionally exposed to online pornography and high-impact violence material in search results.</p> <p>At a minimum, such measures must include:</p> <ul style="list-style-type: none"> a) ranking systems and algorithms designed to reduce the risk of online pornography and high-impact violence material appearing in search results for search queries not intended to solicit the material; and b) measures designed to prevent autocomplete predictions that are sexually explicit or violent.
<p>Compliance measure</p>	<p>9) Tools and/or settings for end-users</p> <p>A provider of an internet search engine service must allow end-users who are not Australian children to opt-in at any time to tools and/or settings, such as ‘safe search’ functionality, which restrict their access and exposure to online pornography and high-impact violence material in search results.</p> <p>At a minimum, such tools and/or settings must allow an end-user to choose between blurring and filtering online pornography and high-impact violence material detected in search results.</p> <p>Where an internet search engine service is made available as part of a technological ecosystem of interrelated products and services offered by that internet search engine provider, a provider of an internet search engine service must allow such tools and/or settings to attach to a centralised end-user account with the provider.</p> <p>Note: Compliance measure 5 sets out parental controls available for Australian children.</p>

Compliance measure	<p>10) User choice about algorithms</p> <p>A provider of an internet search engine service must take appropriate steps to empower end-users who are not Australian children to make choices about filtering and/or other algorithms to reduce the occurrence of online pornography and high-impact violence material appearing in or being accessible in search results.</p> <p>At a minimum, such end-users must be able to enable settings to filter webpages containing online pornography and high-impact violence material from search results.</p> <p>Note: Compliance measure 5 sets out parental controls available for Australian children.</p>
Compliance measure	<p>11) Measures to reduce unintentional exposure to self-harm material</p> <p>A provider of an internet search engine service must apply measures to protect and prevent end-users from being unintentionally exposed to self-harm material in search results.</p> <p>At a minimum, such measures must include:</p> <ul style="list-style-type: none"> a) ranking or other algorithmic protections that promote trustworthy and authoritative content over self-harm material; and b) measures to prevent autocomplete predictions that will result in search queries seeking self-harm material.
Compliance measure	<p>12) Crisis prevention information – suicide and self-injury</p> <p>A provider of an internet search engine service must employ means to detect and provide crisis prevention information in response to search requests that contain:</p> <ul style="list-style-type: none"> a) general queries regarding suicide or an act of deliberate self-injury; and b) queries seeking specific, practical or instructive information regarding suicide methods, about suicide or relating to an act of deliberate self-injury. <p>The crisis prevention information must:</p> <ul style="list-style-type: none"> c) be prominently displayed to users in search results; d) be comprehensible and suitable in tone and content for as many users as possible, including children; and e) provide the following: <ul style="list-style-type: none"> i) a helpline associated with a reputable mental health organisation, suicide prevention organisation, or organisation with expertise in acts of deliberate self-injury that is able to provide support relevant to children; and ii) link(s) to information and support that is freely available and relevant to children through a reputable mental health organisation, suicide prevention organisation, or organisation with expertise in acts of deliberate self-injury.
Compliance measure	<p>13) Crisis prevention information – expansion to eating disorders</p> <p>A provider of an internet search engine service must take reasonable steps to identify a reputable organisation with expertise in eating disorders that is able to provide support relevant to children and which operates a helpline, provides information and support that is freely available and relevant to children and is a</p>

	<p>suitable and willing partner for the provider of an internet search engine service to provide crisis prevention information in respect of eating disorders (“eating disorder crisis information partner”).</p> <p>Within a reasonable period of timing following the provider of a search engine service identifying an eating disorder crisis information partner, the provider of an internet search engine service must detect and provide crisis prevention information in response to search queries regarding an eating disorder or behaviours associated with an eating disorder.</p> <p>The crisis prevention information must:</p> <ul style="list-style-type: none"> a) be prominently displayed to users in search results; b) be comprehensible and suitable in tone and content for as many users as possible, including children; c) provide the following: <ul style="list-style-type: none"> i) a helpline associated with the eating disorder crisis information partner; and ii) link(s) to information and support made available by the eating disorder crisis information partner.
<p>Other supporting measures</p>	
<p>Compliance measure</p>	<p>14) User feedback</p> <p>A provider of an internet search engine service must provide tools which enable end-users to provide feedback about the accessibility of class 1C and class 2 material in search results.</p> <p>Feedback tools must be easily accessible and simple to use.</p> <p>Guidance:</p> <p><i>A provider of an internet search engine service should consider feedback from end-users as part of its ongoing investment in technology, guidance for ranking algorithms and when making decisions about tools, systems, processes and policies.</i></p> <p><i>In determining whether a mechanism for user feedback is accessible, a provider of an internet search engine service should be considerate of the diverse accessibility needs of Australian users.</i></p>
<p>Compliance measure</p>	<p>15) End-user legal delist request process for illegal content</p> <p>A provider of an internet search engine service must have a process for end-users to make legal delist requests for webpages that contain class 1C or class 2 material that is illegal.</p> <p>Such a process for making legal delist requests must:</p> <ul style="list-style-type: none"> a) be easily accessible and simple to use; and b) be accompanied by plain language instructions on how to use it. <p>A provider of an internet search engine service must:</p> <ul style="list-style-type: none"> c) implement policies, processes, systems and/or technologies to enable the automated, human or hybrid triaging, and review and action (as appropriate) of legal delist requests; and

	<p><u>d) implement policies, processes, systems and technologies to enable the handling of complaints by Australian end-users about the response by the provider of the internet search engine to legal delist requests made under this compliance measure; and</u></p> <p>e) communicate the status or outcome of legal delist requests to the end-users who made them. ensure that an end-user who makes a legal delist request made in accordance with this measure receives a response to the legal delist request within a reasonable time.</p> <p>Guidance:</p> <p><i>In determining whether a mechanism for making legal delist requests is accessible, a provider of an internet search engine service should be considerate of the diverse accessibility needs of Australian users.</i></p> <p><i>Policies, processes, systems and/or technologies that are implemented to satisfy this measure should enable the internet search engine provider to take appropriate action in response to such legal delist requests taking into account factors such as urgency and scope of potential harm that is related to the reported material, the efficacy of different types of intervention that are available on the service, and the source of <u>the</u> legal delist request.</i></p> <p><u>A provider of a search engine service may communicate the status or outcome of a legal delist request to an end-user either by directly responding to the user or by displaying the status of the report to the user via a dashboard or similar interface.</u></p>
<p>Compliance measure</p>	<p>16) eSafety delist notices</p> <p>Where:</p> <ul style="list-style-type: none"> a) the provider of a webpage has failed to comply with a Code in respect of the webpage; b) eSafety has notified the provider of the webpage of the failure and the failure has not been remedied within 30 days after the date of the notice; and c) eSafety notifies the provider of an internet search engine service that the webpage has failed to comply with Australian law and must be removed from search results ('eSafety delist notice'), <p>the provider of an internet search engine service must cease providing a link to that webpage.</p> <p>The provider of an internet search engine service may provide a link to a webpage the subject of an eSafety delist notice if eSafety notifies the provider that it revokes the eSafety delist notice.</p> <p>An application may be made to the Administrative Review Tribunal for a review of a decision of eSafety to give an eSafety delist notice.</p>
<p>Compliance measure</p>	<p>17) Process to report material</p> <p>A provider of an internet search engine service must provide a tool to enable end-users to report webpages that contain online pornography and high-impact violence material that are not filtered from or blurred in search results when tools and/or setting, such as 'safe search' functionality, are on.</p> <p>Such reporting tools must:</p> <ul style="list-style-type: none"> a) be easily accessible and simple to use; and b) be accompanied by plain language instructions on how to use them.

	<p>A provider of an internet search engine service must:</p> <ul style="list-style-type: none"> c) implement policies, processes, systems and/or technologies to enable the automated, human or hybrid triaging, and review and action (as appropriate) of such reports; and d) communicate the status or outcome of such reports to the end-users who made them. <p>Guidance:</p> <p><i>In determining whether a tool is accessible, a provider of an internet search engine service should be considerate of the diverse accessibility needs of Australian users.</i></p> <p><i>Policies, processes, systems and technologies that are implemented to satisfy this measure should enable the internet search engine provider to take appropriate action in response to such reports taking into account factors such as urgency and scope of potential harm that is related to the reported material, the efficacy of different types of intervention that are available on the service, and the source of the report.</i></p> <p><i>A provider of a search engine service may communicate the status or outcome of a report to an end-user either by directly responding to the user or by displaying the status of the report to the user via a dashboard or similar interface.</i></p>
<p>Compliance measure</p>	<p>18) End-user complaints</p> <p>A provider of an internet search engine service must provide tools which enable end-users to make complaints about the provider’s non-compliance with this Code.</p> <p>Such complaints tools must:</p> <ul style="list-style-type: none"> a) be easily accessible and simple to use; and b) be accompanied by plain language instructions on how to use them. <p>A provider of an internet search engine service must implement policies, processes, systems and/or technologies to:</p> <ul style="list-style-type: none"> c) consider and take appropriate action in response to such complaints; and d) enable the handling of complaints by end-users about the response by the provider of the internet search engine to complaints made in accordance with this measure. <p>Guidance:</p> <p><i>In determining whether a tool is accessible, a provider of an internet search engine service should be considerate of the diverse accessibility needs of Australian users.</i></p> <p><i>Policies, processes, systems and technologies that are implemented to satisfy this measure should enable the internet search engine provider to take appropriate action in response to such complaints taking into account factors such as urgency and scope of potential harm that is related to the reported material, the efficacy of different types of intervention that are available on the service, and the source of the complaint.</i></p> <p><u>A provider of a search engine service may communicate the status or outcome of a complaint to an end-user either by directly responding to the user or by displaying the status of the complaint to the user via a dashboard or similar interface.</u></p>

Compliance measure	<p>19) Timely referral of unresolved complaints to eSafety</p> <p>A provider of an internet search engine service must promptly refer to eSafety complaints from end-users concerning a material non-compliance with this Code by the provider, where the provider is unable to resolve the complaint <u>within a reasonable timeframe</u>.</p> <p>For the avoidance of doubt, a material non-compliance with this Code will relate to a substantial issue with the provider of an internet search engine service's age assurance measures, tools, settings, policies, processes or terms and conditions as required by this Code.</p> <p>Guidance:</p> <p>The timeframes within which service providers should seek to resolve complaints of non-compliance with this Code and refer issues to eSafety under this measure should be based on the scope and urgency of potential harm that is related to the complaint and the source of the complaint. For example, a complaint that an end-user cannot access relevant features or settings may take longer to resolve, where for example it requires the provider to deal with a technical problem.</p>
Compliance measure	<p>20) Information for end users</p> <p>Providers of internet search engine services must publish clear and easily accessible information that explains the actions they take to limit access or exposure to online pornography, high-impact violence material and self-harm material in search results.</p> <p>A provider of an internet search engine service must at a minimum:</p> <p>a) make available to end-users information about tools and/or settings made available by the provider to reduce access and exposure to online pornography and high-impact violence material in search results;</p> <p>b) make available to end-users information about default measures applied by the provider to reduce the risk of harm to end-users from accessing or being exposed to self-harm material in search results;</p> <p>b)c) <u>make available to end-users clear and accessible information about parental controls to limit or alter an Australian child's access to online pornography and high-impact violence material in search results. This information must be provided to parents at the time a parent creates a child account and be easily accessible thereafter;</u></p> <p>e)d) where relevant, provide information to end-users about how any search engine features using generative artificial intelligence to generate longer form answers, summaries or materials, protects Australian children from exposure to online pornography and high-impact violence material;</p> <p>d)e) establish or maintain a hub, portal or other online location that houses online safety information that can be accessed by end-users or refers end-users to where they can find appropriate online safety information;</p> <p>e)f) provide information to end-users about the actions they may take to:</p> <ol style="list-style-type: none"> a. provide feedback about the service under <u>compliance measure</u> Measure 14; b. submit a legal delist request under <u>compliance measure</u> Measure 15; and c. submit a report under <u>compliance measure</u> Measure 17;

	<p>fg) provide information on how an end-user can make a complaint under compliance measure Measure 18 and contact eSafety where a complaint made under compliance measure Measure 18 is not resolved to that end-user's satisfaction; and</p> <p>gh) provide information to end-users about the role and functions of eSafety, including how to make a complaint to eSafety under the OSA.</p> <p>Guidance:</p> <p><i>In determining whether information is accessible, a provider of an internet search engine service should be considerate of the diverse accessibility needs of Australian users.</i></p>
Compliance measure	<p>21) New features or functionality posing increased risk</p> <p>Where a provider of an internet search engine service implements a new feature or functionality of the service that is likely to significantly increase the risk that Australian children will access or be exposed to class 1C and class 2 material in search results, the provider must:</p> <p>a) conduct additional reviews of the risk that Australian children will posed to Australian children from access or be exposed exposure to class 1C and class 2 material in search results prior to implementing the new feature or functionality; and</p> <p>b) take reasonable steps to mitigate any additional risks that to Australian children will access or be exposed to concerning class 1C and class 2 material that result from the new feature or functionality, subject to the limitations in section 6.1 of the Head Terms.</p> <p>Guidance:</p> <p><i>When conducting an assessment under this measure, the provider of an internet search engine service should consider whether any of the age assurance measures, tools, settings, policies, processes or terms and conditions covered by this Code need to be updated in light of such new feature or functionality. In implementing this measure, the provider of the internet search engine service may, for example:</i></p> <p>a) <i>use the safety by design tools published by eSafety to assess the safety risks associated with a new feature or functionality; and</i></p> <p>b) <i>consult additional guidance related to safety risks published by eSafety.</i></p>
Compliance measure	<p>22) Update eSafety on changes</p> <p>A provider of an internet search engine service must update eSafety on any significant changes to the functionality of the service that are likely to have a material positive or negative effect on the access or exposure to class 1C and class 2 material by Australian children, such as significant changes to its machine learning algorithms and/or models (including large language models and multimodal foundation models) that reduce the risk that Australian children will access or be exposed to class 1C and class 2 material in search results.</p> <p>Updates under this measure must be provided:</p> <p>a) in the case of new features or functionality that has a material negative effect on risk, within 42 days of a written request by eSafety; and</p> <p>b) in the provider's report under compliance measure 26 Measure 27.</p> <p>In implementing this measure, a provider of an internet search engine service is not</p>

	<p>required to disclose information to eSafety that is confidential.</p> <p>Guidance:</p> <p><i>Changes that have a material negative effect should ideally be communicated before a public announcement of the relevant changes.</i></p>
Compliance measure	<p>23) Engagement</p> <p>A provider of an internet search engine service must appropriately engage annually with safety and community organisations (such as civil society groups, public interest groups and representatives of marginalised communities), academics and government to gather information to help inform the measures taken for the purposes of protecting or preventing children from accessing or being exposed to class 1C and class 2 material.</p> <p>A provider of an internet search engine service must consider information obtained through such engagement.</p> <p>Guidance:</p> <p><i>Engagement may occur within and/or outside Australia as relevant to the issue under consideration.</i></p> <p><i>Engagement may occur regularly in the course of ongoing relationships with organisations, academics or government, during development of new service features or in other appropriate circumstances.</i></p>
Compliance measure	<p>24) Ongoing improvements</p> <p>A provider of an internet search engine service must take appropriate steps to improve the effectiveness of its machine learning algorithms and/or model(s) operating within an internet search engine service in reducing the risk of Australian children accessing or being exposed to class 1C and class 2 material in search results.</p> <p>At a minimum, a provider of an internet search engine service must take appropriate steps to:</p> <ul style="list-style-type: none"> a) if the provider implements age assurance measures for account holders, test and monitor the effectiveness of its age assurance measures over time; a)b) invest in ongoing improvements to its systems to automatically detect online pornography and high-impact violence material and automatically apply protections in accordance with the provider’s policies and processes; b)c) regularly review and/or test the performance of algorithms in reducing the accessibility or discoverability by Australian children of online pornography and high-impact violence material in search results; e)d) following review and/or testing in sub-measure b), where appropriate, adjust algorithms to reduce the risk that online pornography and high-impact violence material is accessible or discoverable in search results by Australian children; e)e) deploy appropriate mitigations, such as tuning, classifiers, adversarial testing or meta prompts, to mitigate the risk online pornography and high-impact violence material are returned in search results for Australian children;

	<ul style="list-style-type: none"> e)f) make ongoing improvements to its systems and technologies including machine learning algorithms and/or models or technologies with the aim of reducing the accessibility of online pornography and high-impact violence material in search results for Australian children; f)g) make ongoing improvements to ranking or other algorithmic protections to promote trustworthy and authoritative content over self-harm material; g)h) invest in ongoing improvements to its systems to automatically detect queries seeking self-harm material and automatically apply protections in accordance with the provider’s policies and processes; h)i) improve systems, processes and/or technologies that aim to reduce the safety risks to end-users concerning synthetic materials generated by artificial intelligence that may be accessible via the internet search engine service, and i)j) research detection technologies that assist end-users in identifying deep fake images that are accessible from the service.
<p>Compliance measure</p>	<p>25) Invest in and sufficiently resource teams</p> <p>A provider of an internet search engine service must measurably invest in and sufficiently resource:</p> <ul style="list-style-type: none"> a) trust and safety teams dedicated to implementing regulatory requirements and implementing policies which enhance safety for users on internet search engine services; and b) moderation teams who conduct human review of reported material and can consider material including factors like context where automated consideration of such factors is not technically feasible or reasonably practicable. <p>A provider of an internet search engine service must ensure such teams complete annual training in the provider’s relevant policies and processes addressing how the service deals with online pornography, high-impact violence material and self-harm material.</p>
<p>Compliance measure</p>	<p>26) Reporting on Code compliance</p> <p>Where eSafety issues a written request to a provider of an internet search engine service to provide a Code report, the provider named in the request must submit a Code report which includes the following information:</p> <ul style="list-style-type: none"> a) the steps that the provider has taken to comply with the compliance measures; and b) an explanation as to why such measures are appropriate. <p>A provider of an internet search engine service who has received such a request from eSafety is required to submit a Code report within 2 months of receiving the request, but for the first request no earlier than 12 months after this Code comes into effect. A provider of an internet search engine service will not be required to submit a Code report to eSafety more than once in any 12-month period.</p>