

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

SEVENTEENTH CONGRESS
Second Regular Session

HOUSE BILL NO. **6601**



Introduced by Representative Michael L. Romero

EXPLANATORY NOTE

Today, in the Republic of the Philippines, there are very few situations where it is useful or even desirable to be **anonymous outside of explicitly anti-social or criminal behavior**. The standard examples of corporate leaks, personal confessions, honest reviews, etc., do not benefit from true anonymity. Instead, people want to expose some subset of their identity and nothing more. Likewise, if someone confesses something about their personal life, they want to do it with a supportive community and not to strangers who do not care about or have a lasting relationship with them.

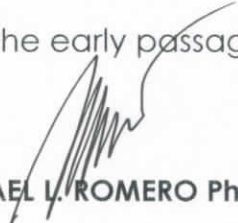
It is not about being anonymous or even pretending to be someone else. It is about controlling which subsets of true facets of a person are relevant in different social contexts. This is fundamentally not deceptive but actually enables one to be authentic.

Outside of the Internet, it is extremely difficult to find out information about a person so that we can easily and naturally compartmentalize our experiences. This person is not a different person in these settings, it is always the same person, but different parts of their identity are relevant.

With this comes in the form of hyper-targeted advertisements. This is a scary proposition.

This House Bill seeks to regulate and set the proper standards and adequate protocols of all social media identity schemes, information sharing and dissemination, security mechanics and overall interaction.

Thus, the early passage of this bill is earnestly requested.



MICHAEL L. ROMERO Ph.D.

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AN ACT

CREATING THE **PHILIPPINE SOCIAL MEDIA REGULATORY BOARD**,
DEFINING ITS POWERS AND FUNCTIONS, AND FOR OTHER
PURPOSES

*Be it enacted by the Senate and House of Representatives of the Philippines in
Congress assembled:*

SECTION 1. DECLARATION OF POLICY – it is hereby declared a policy of the state to protect and uphold the social media security of any person or organization.

It is also a policy of the state to create a regulatory board that will oversee, regulate and create an effective control mechanism for all this social media stuffs.

It shall hereby be declared a policy of the state to create a **SOCIAL MEDIA REGULATORY BOARD**.

SECTION 2. COMPOSITION OF THE SOCIAL MEDIA REGULATORY BOARD:

1. Philippine National Police (PNP);
2. National Bureau of Investigation (NBI) cyber crime division;
3. Department of Justice (DOJ);
4. A representative from the private sector;
5. An executive director, appointed by the Office of the President (OP);
and
6. All Internet Service Provider (ISP) host like *Facebook, Twitter and Google* shall compose the regulatory board.

The Regulatory Board shall choose its official home base, and organize a staffing protocol to aid and carry out its functions.

SECTION 3. POWERS AND FUNCTIONS OF THE REGULATORY BOARD:

1. Remind employees to familiarize themselves with the employment agreement and policies included in the employee handbook;
2. State that the policy applies to multi-media, social networking websites, blogs and wikis for both professional and personal use;
3. Internet postings should not disclose any information that is confidential or proprietary to the company or to any third party that has disclosed information to the company;
4. If an employee comments on any aspect of the company's business they must clearly identify themselves as an employee and include a disclaimer;
5. The disclaimer should be something like "the views expressed are mine alone and do not necessarily reflect the views of (your companies name);

6. Internet postings should not include company logos or trademarks unless permission is asked for and granted;
7. Internet postings must respect copyright, privacy, fair use, financial disclosure, and other applicable laws;
8. Employees should neither claim nor imply that they are speaking on the company's behalf;
9. Corporate blogs, Facebook pages, Twitter accounts, etc., shall require approval when the employee is posting about the company and the industry; and
10. That the company reserves the right to request the certain subjects are avoided, withdraw certain posts, and remove inappropriate comments.

SECTION 4. PROTOCOLS AND GUIDELINES:

List of social media policies that shall be created:

- Employee Code of Conduct for Online Communications
- Employee Code of Conduct for Company Representation in Online Communications
- Employee Blogging Disclosure Policy
- Employee Facebook Usage Policy
- Employee Personal Blog Policy
- Employee Personal Social Network Policy
- Employee Personal Twitter Policy
- Employee LinkedIn Policy
- Corporate Blogging Policy
- Corporate Blog Use Policy
- Corporate Blog Post Approval Process

Corporate Blog Commenting Policy
Corporate Facebook Brand Page Usage Policy
Corporate Facebook Public Comment/Messaging Policy
Corporate Twitter Account Policy
Corporate YouTube Policy
Corporate YouTube Public Comment Policy
Company Password Policy

SECTION 5. APPROPRIATION -

The amount determined by the SOCIAL MEDIA REGULATORY BOARD for the implementation of this Act shall be charged under the existing General Appropriations Act.

Thereafter such amounts necessary for the successive and continuous implementation of this Act, including the operational, organizational and developmental funding shall be automatically appropriated in the General Appropriations Act.

SECTION 6. TRANSITORY PROVISION – Existing industries, businesses and offices affected by the implementation of this Act shall be given six **(6)** months transitory period from the effectivity of the IRR or such other period as may be determined, to comply with the requirements of this Act.

SECTION 7. IMPLEMENTING RULES AND REGULATIONS – The departments and agencies charged, to be lead by the PNP and NBI with carrying out the provisions of this Act, shall within sixty **(60)** days after the effectivity of this Act, formulate the necessary rules and regulations for its effective implementation.

SECTION 8. REPEALING CLAUSE – All laws, decrees, executive orders, rules and regulations, or parts thereof inconsistent with the provisions of this Act are hereby repealed or modified accordingly.

SECTION 9. SEPARABILITY CLAUSE – If, for any reason, any section or provision of this Act is held unconstitutional or invalid, the other sections or provisions hereof shall not be affected thereby.

SECTION 10. EFFECTIVITY CLAUSE – This Act shall take effect after fifteen (15) days from its publication in the Official Gazette or in at least two (2) national newspapers of general circulation whichever comes earlier.

Approved,