

Online safeguarding updates 2026

Information gathered and shared through Cheshire East Training from Andy Cornall
Cheshire Constabulary.

Disclaimer

Some of the content we will share is upsetting.

If you need to leave at any time please do so.

We are available after the meeting to offer any help or support we can.

Digital Safeguarding



**DIGITAL
SAFEGUARDING**



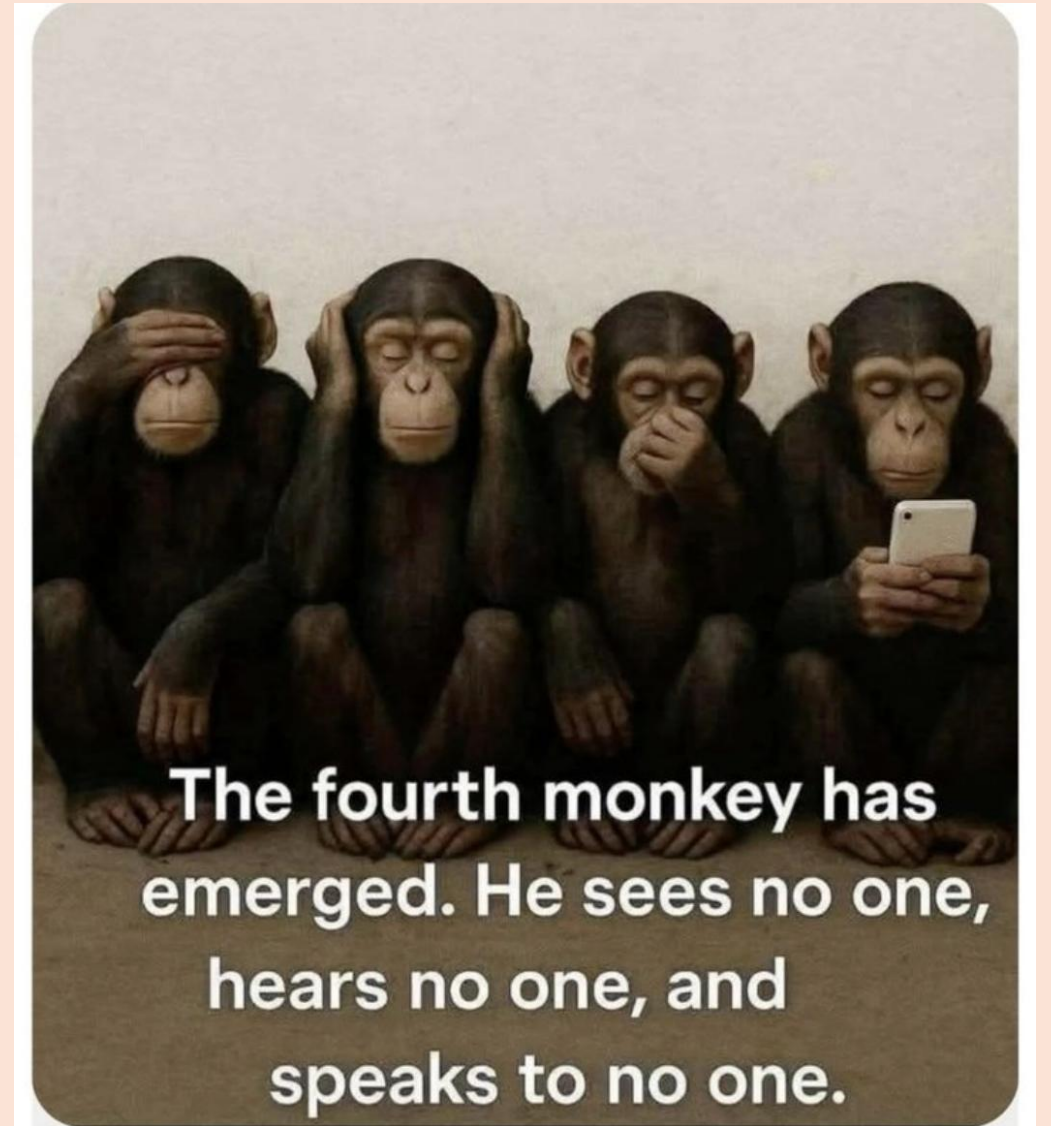
Dean Valley
Community Primary

Welcome to Our Digital Safeguarding Webpage

At Dean Valley Primary School, we are dedicated to ensuring children develop the skills and awareness they need to stay safe online. This page is designed to provide parents, carers, and educators with essential tools, advice, and resources to navigate the digital world responsibly and confidently. Below, you'll find helpful links grouped by topic to make it easier to access the information you need.

Meeting objectives:

- Law and guidance
- Safeguarding statutory guidance.
- Updates
- Social media
- Smartphones
- AI
- Online safety
- Impact in school



The Online Safety Act 2023

The Online Safety Act

- Making it more difficult for young people to access harmful content online;
- Imposing new legal responsibilities on companies; and
- Providing adults with greater choice over the content they see



Protections for young people

- Enforcing minimum age requirements
- Publishing risk assessments
- Protecting children from harmful content
- Properly applying the Terms and Conditions



Protections for adults

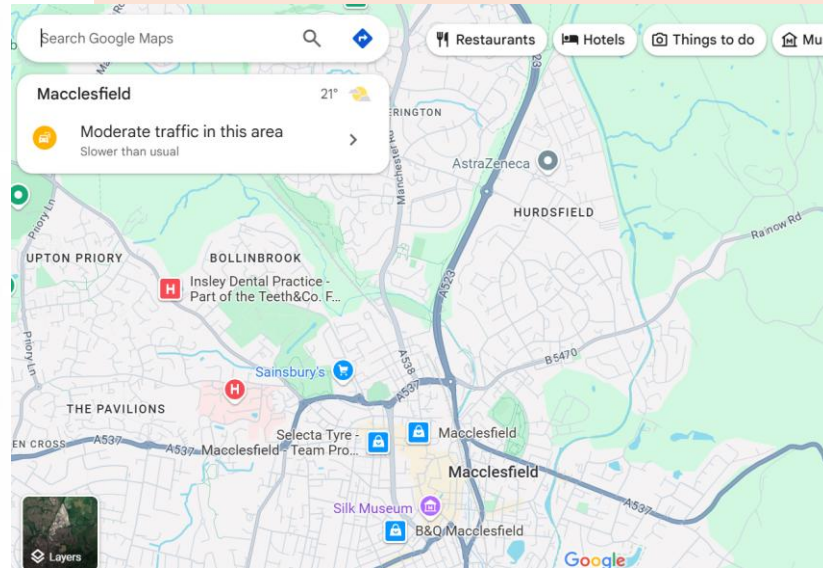
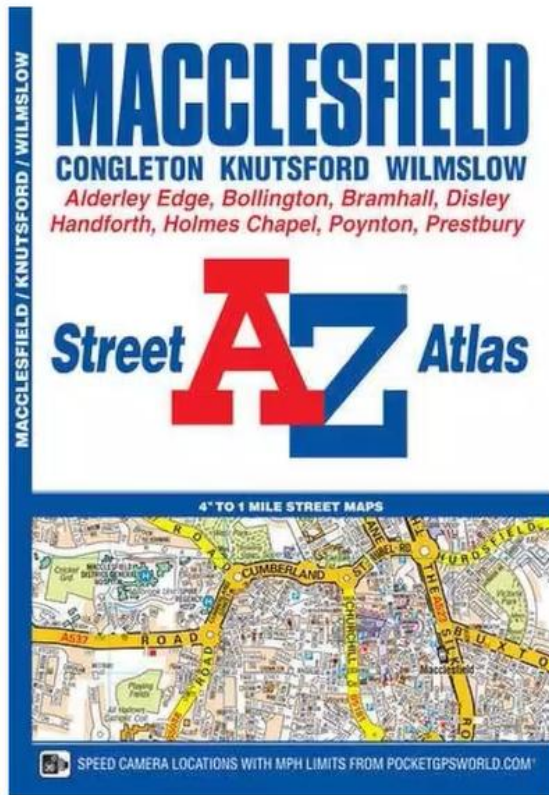
- Ability to customise your feed
- Block online trolls
- Criminalising certain content
- Remove content that is already illegal

How will the Act be enforced?



- Ofcom will
- Investigate
 - Issue financial penalties
 - Issue guidance

Then and now



New offences

CSAM

Child sexual abuse material

CSA

Child Sexual Abuse

OCSA

Online Child Sexual Abuse

SGII

Self-generated Indecent Images

FMSE

Financially Motivated Sexual Extortion

Introduced a series of new communications offences which came into force from 31st January 2024...

A false communications offence (Section 179 OSA 2023)

A threatening communications offence (Section 181 OSA 2023)

An offence of sending/showing flashing images electronically (sometimes known as epilepsy trolling) (Section 183 OSA 2023)

An offence of encouraging or assisting serious self-harm (Section 184 OSA 2023)

An offence of sharing or threatening to share intimate photographs or film (Section 66B(1)-(4) SOA 2003 [as inserted by Section 188 OSA 2023])

An offence of sending photographs or film of genitals (cyber-flashing) (Section 66A Sexual Offences Act 2003 [as inserted by Section 187 OSA 2023])

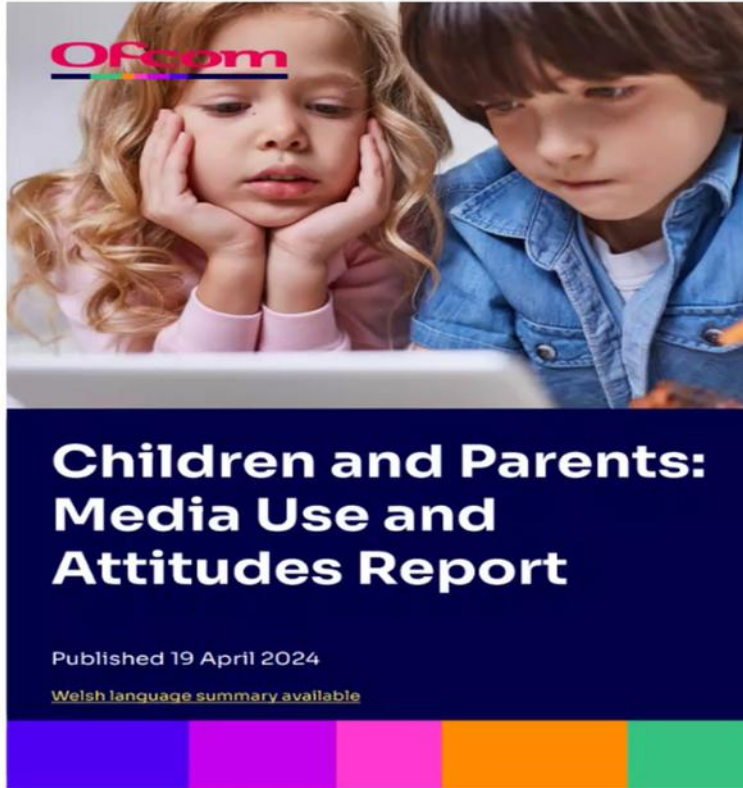
AUSTRALIA BAN FOR UNDER-16S

SOCIAL MEDIA PLATFORMS AFFECTED



DEVELOPING STORY

AUSTRALIA'S AGE-RESTRICTED SOCIAL MEDIA BAN NOW IN EFFECT



Published: 24 April 2025

- **Ofcom finalises child safety measures for sites and apps to introduce from July**
- **Tech firms must act to prevent children from seeing harmful content**
- **Changes will mean safer social feeds, strong age checks and more help and control for children online**

Children in the UK will have safer online lives, [under transformational new protections finalised by Ofcom today.](#)

Smart phones and health



Championing youth voices in
groundbreaking smartphone
research

20 October 2025



Department for Education

804,298 followers

1mo

Children who spend less time on screens have better spoken vocabulary.

We are working on guidance to support parents in making informed choices

https://www.linkedin.com/posts/uk-department-for-education_children-who-spend-less-time-on-screens-have-activity-7416520675718389760-Nke8?utm_source=share&utm_medium=member_android&rcm=ACoAAF-_I-wBjGlG2eGdfRZh4ff2nV3pSEZGmi8

School curriculum

m+ Child phone use is now a public health emergency, doctors say amid growing fears over damage to physical and mental health

The Department for Education has released a new research brief titled Children of the 2020s: home learning environment and screen time at age 2.

Several findings stood out to me:

- Almost all two year olds use screens daily, with average use exceeding two hours a day.
- Screen time at this age is well above World Health Organization guidelines.
- Higher levels of screen use are associated with lower early vocabulary and increased emotional and behavioural concerns.
- Children experiencing socioeconomic disadvantage are more likely to have higher screen exposure.
- In contrast, shared activities such as reading, singing, playing and talking are strongly linked to better early language outcomes.

The report is careful not to claim causation. However, as a primary educator, my view is clear. Too much screen time, particularly when it replaces human interaction and play, is harmful for children's development.

Follow our lead

No mobile phones at Dean Valley.
No mobile phones at Tytherington High

Cheshire school says students are happier and more sociable when their phones are locked away

GRANADA | MOBILE PHONES | SECONDARY SCHOOLS | PHONE BAN

🕒 Wednesday 8 October 2025 at 4:39pm



<https://www.itv.com/news/granada/2025-10-07/students-are-talking-to-each-other-more-school-hails-success-of-phone-pouches>

Social media and smartphones

Florida's GOP-controlled House passes strict social media restrictions for minors

"These dopamine hits [from social media] are so addictive, it's like a digital fentanyl," said state Rep. Fiona McFarland.



Florida's legislation appears to be stronger than laws that passed in other states recently such as Utah, where a new policy requires social media companies to receive parental consent before minors under 18 can open or maintain an account. | Manan Vatsyayana/AFP via Getty Images

By **ANDREW ATTERBURY**
01/24/2024 06:29 PM EST
Updated: 01/25/2024 01:26 PM EST



EE tells parents: don't give under-11s smartphones



Lucy Hooker
Business reporter, BBC News

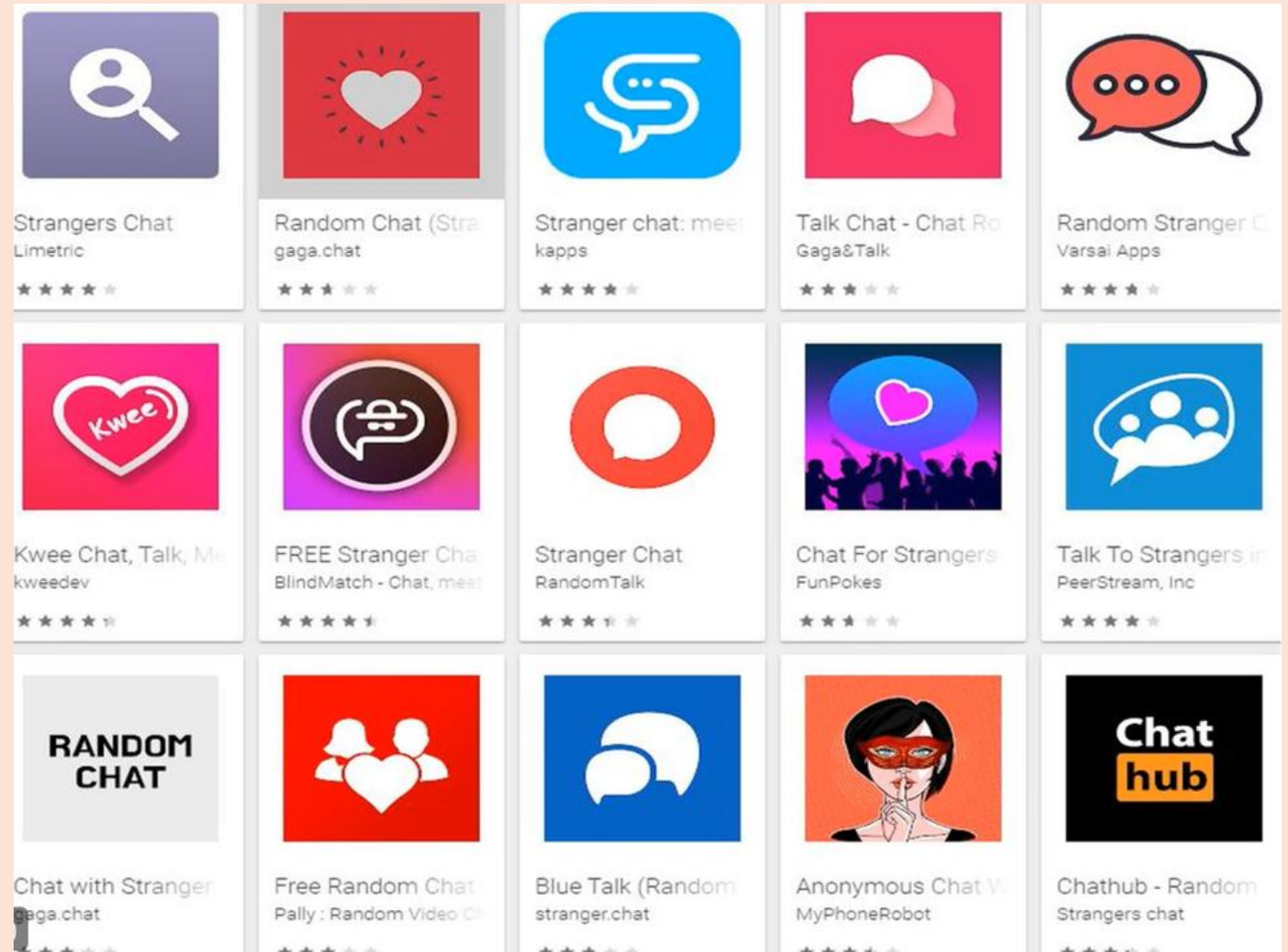
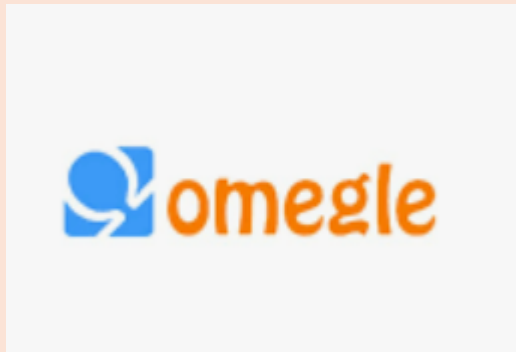
25 August 2024

One of the UK's largest mobile network providers is advising parents not to give primary school-aged children their own smartphone.

EE, which is owned by BT, said it aims to improve children's "digital wellbeing" after receiving increasing requests for guidance from parents.

It said that under-11s should be given "non-smart" devices that have similar capabilities as old brick phones.

Omegle – live chat



AGE RESTRICTIONS ON SOCIAL MEDIA



Macclesfield headteacher calls on social media platforms to do more to protect children and school staff

By Matthew Hancock-Bruce 17th Mar 2025

Local News



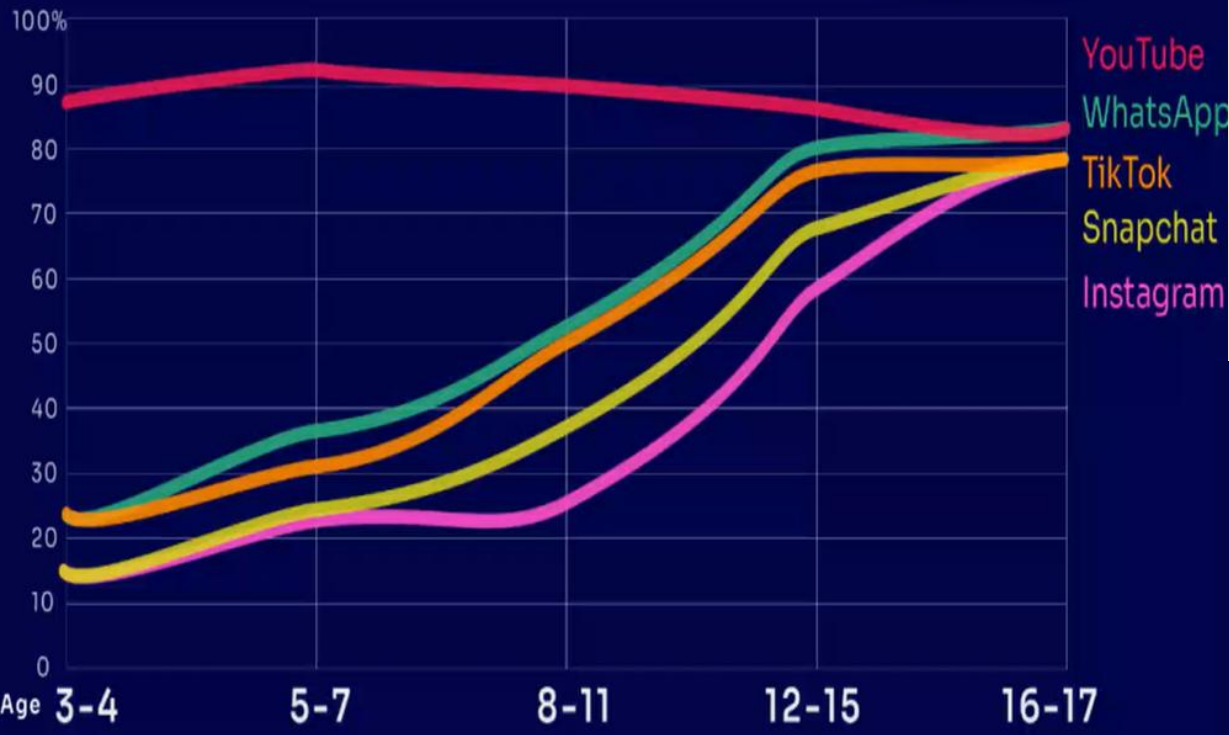
Why is the age for most social media set at 13?

The age limit is 13 because of the Children's Online Privacy Protection Act (COPPA), which was passed in 1998.

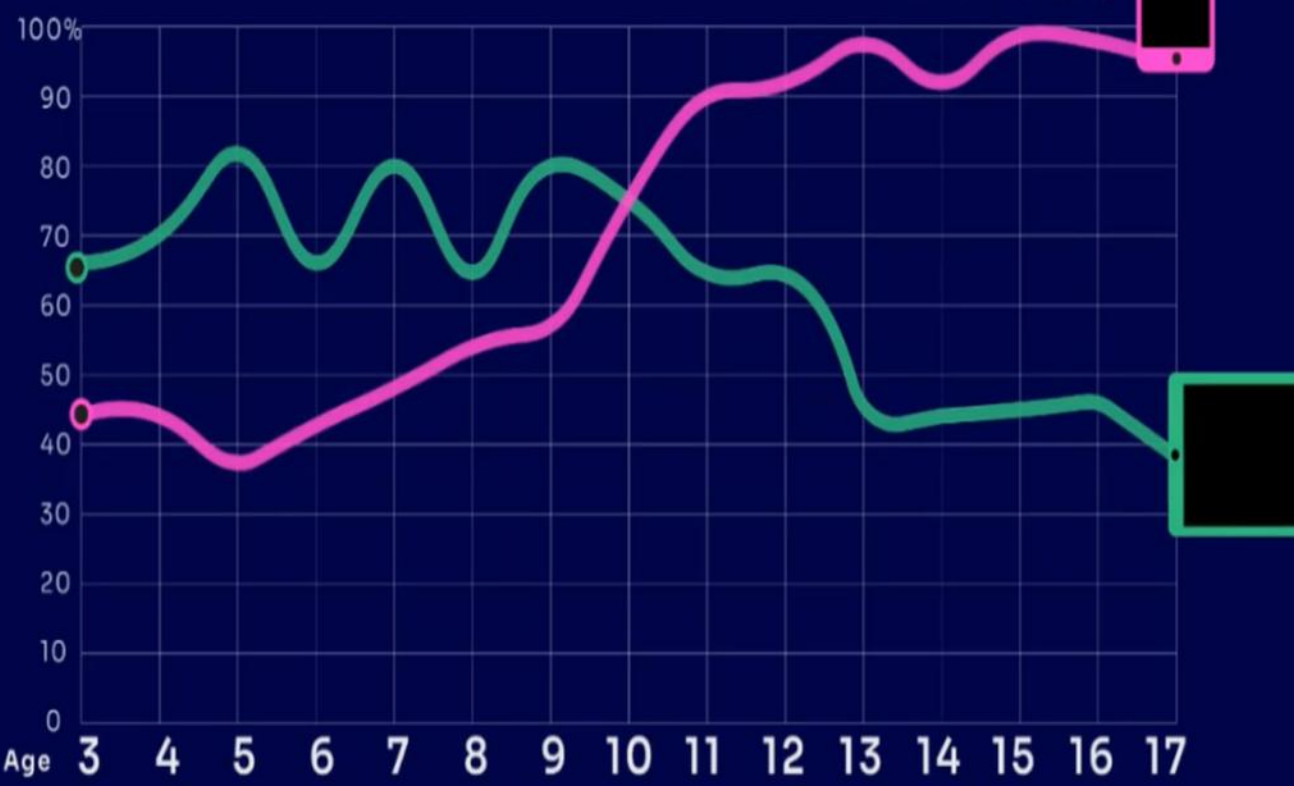
COPPA restricts websites from tracking and harvesting data from children under 13, which is why most apps do not want children younger than 13 to join.



Top 5 apps/sites used across all categories - by age group



Use of **mobile phone** or **tablet** to go online: by age

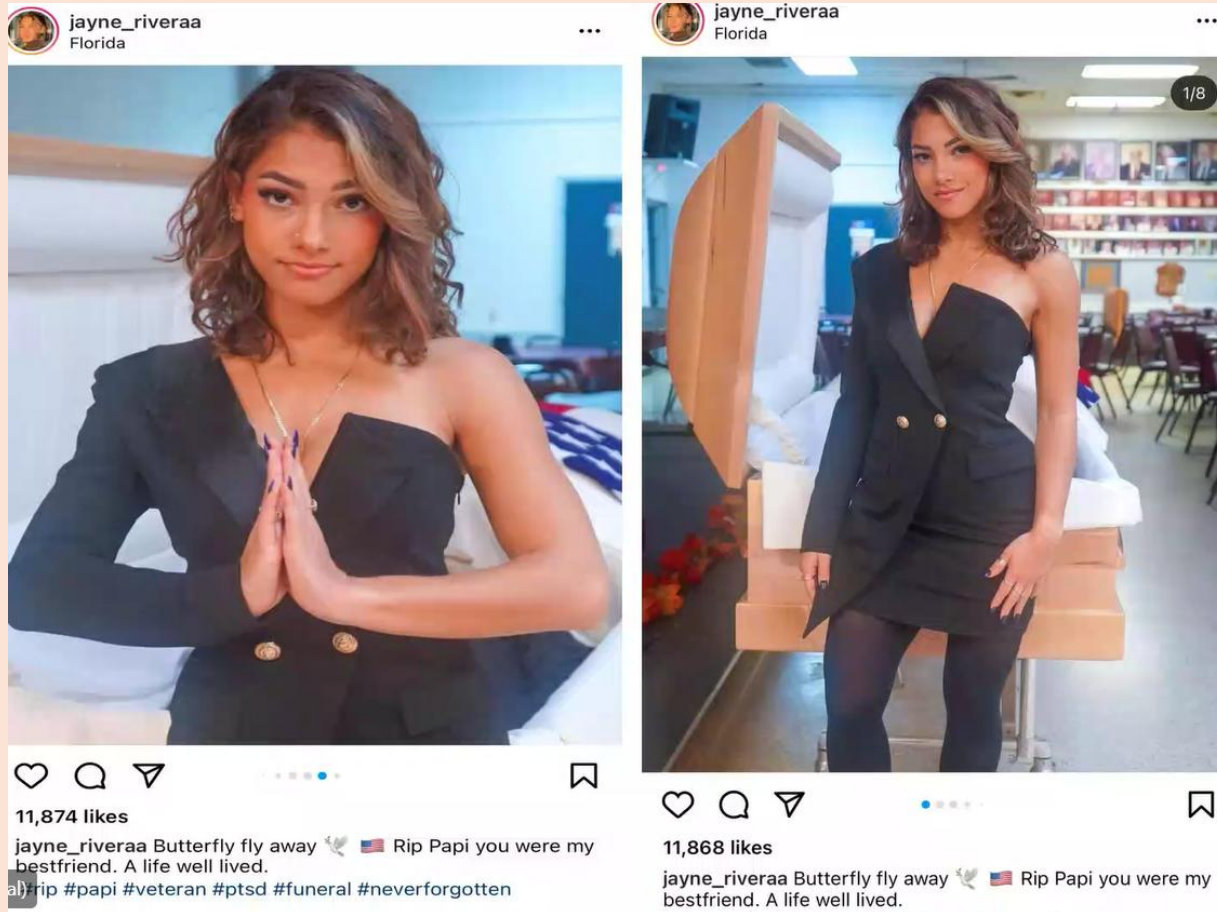


Social:

Transitions

Dining

Support appropriate use



Tik Tok

3.5 billion downloads worldwide

1 billion+ videos viewed a day

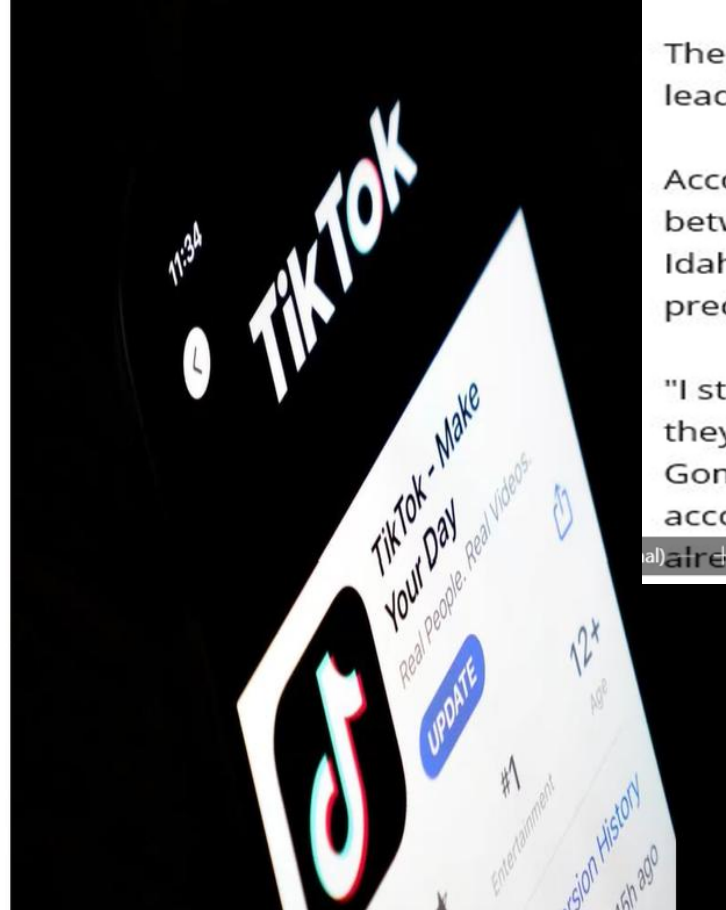
'For you' page plays videos based on the user's previous views

Viral challenges

Child sex offenders present

Takes time for unpleasant and grotesque content to be taken down

Desensitises and reprograms values



Predators using Tik Tok to solicit photos of children's feet

by KNIN/KIVI via Fox News Edge | Wednesday, April 15th 2020



BOISE, Idaho - Officials are issuing a new warning for parents about the popular Tik Tok app, saying predators are using the app to solicit photos of children's feet.

The photos are often traded for money and many times eventually lead to the sharing of more explicit pictures and videos.

According to investigators, children and teens are offered anywhere between \$10 to \$900 for photos and videos. The commander of Idaho's Internet Crimes against Children Task Force says once the predator has the photo, the threats come in.

"I started seeing a lot of girls posting pictures of their feet saying they were getting \$20," Boise County School Resource Officer David Gomez said. "A lot of these young girls profiles had their Venmo accounts already listed so that predators already know who is accepting money for what."

TikTok's algorithm is promoting sexual content, drugs and alcohol to children as young as 13, shocking investigation reveals

- An investigation by the Wall Street Journal explored the TikTok for you page
- It involved 31 'automated' accounts registered as 13 to 15 year old teenagers
- As the bots scrolled through the for you page they lingered on some videos
- Very quickly the for you page became dominated by adult orientated content
- This included from accounts clearly labelled as being for adults only
- TikTok says it is working on a filter tool to restrict content for teenagers

By [RYAN MORRISON FOR MAILONLINE](#) 

PUBLISHED: 17:18, 8 September 2021 | **UPDATED:** 18:08, 8 September 2021

New trends

'IT'S HORRIFYING' Megan is Missing leaves TikTok users 'traumatised' as 'disgusting' 2011 horror film goes viral on app

Liam Llewellyn

18 Nov 2020, 12:26 | Updated: 18 Nov 2020, 12:33



Comment now

MEGAN is Missing has left TikTok users 'traumatised' and they have branded the movie 'disgusting'.

The 2011 horror film has regained popularity after it surfaced on the app and viewers watched it for the first time.



TikTok users have been traumatised by 2011 movie Megan is Missing Credit: YouTube

Is this the scariest movie EVER? Gen Z TikTok users are left 'traumatized' by 'disturbing' 2011 horror flick 'Megan is Missing' as it goes viral on the app - reducing many viewers to TEARS

- 'Megan is Missing' follows a 14-year-old girl who meets up with a guy she met online and is met with a violent ending
- The film, which was originally released in May 2011, started earning attention on TikTok as Gen Z viewers shared their horrified reactions while watching
- None revealed the plot, leaving more curious viewers to watch it and respond with equal horror
- Many are saying they are traumatized, with some warning others not to watch it, not matter what TikTok users say
- The movie first hit headlines after being banned in New Zealand in October 2011 because of its 'objectionable' nature

By CARLY STERN FOR DAILYMAL.COM

UPDATED: 10:51, 29 April 2023



Megan Is Missing 2011 Full Movie(free)

1.7K views • 2 days ago



Megan Is Missing Full Movie in English

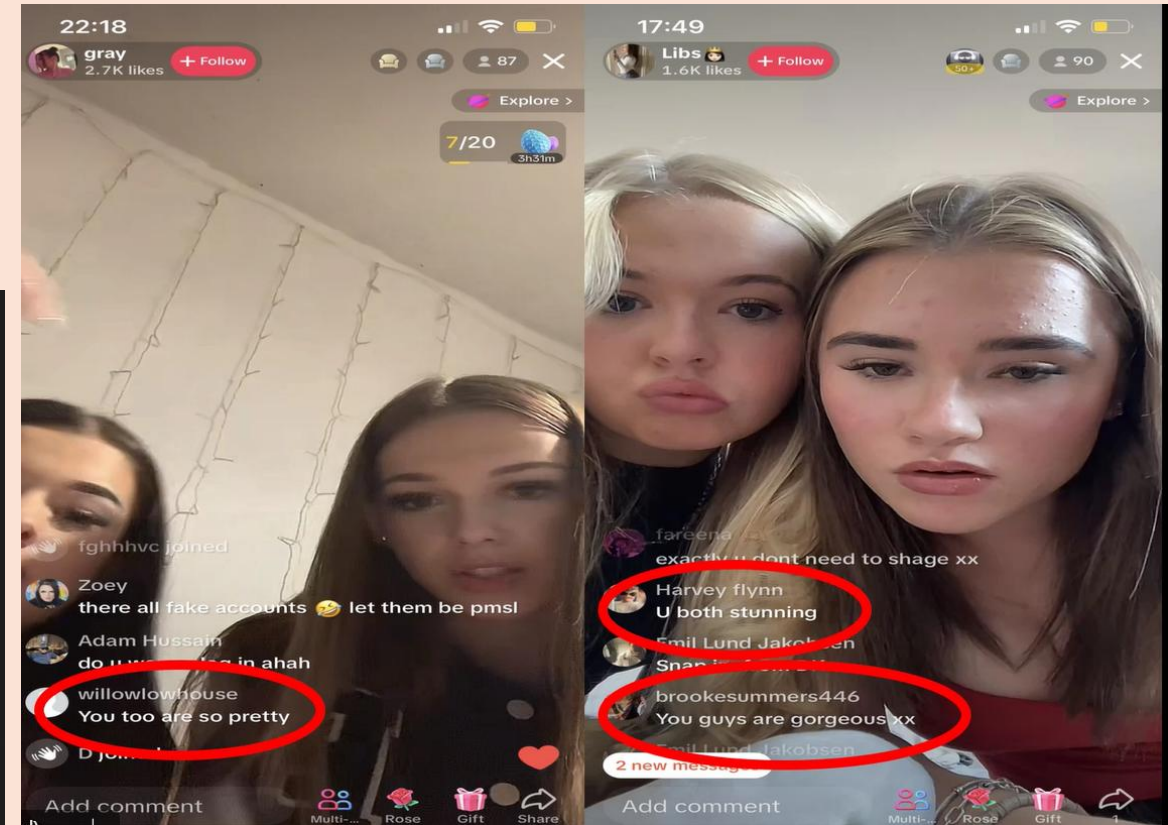
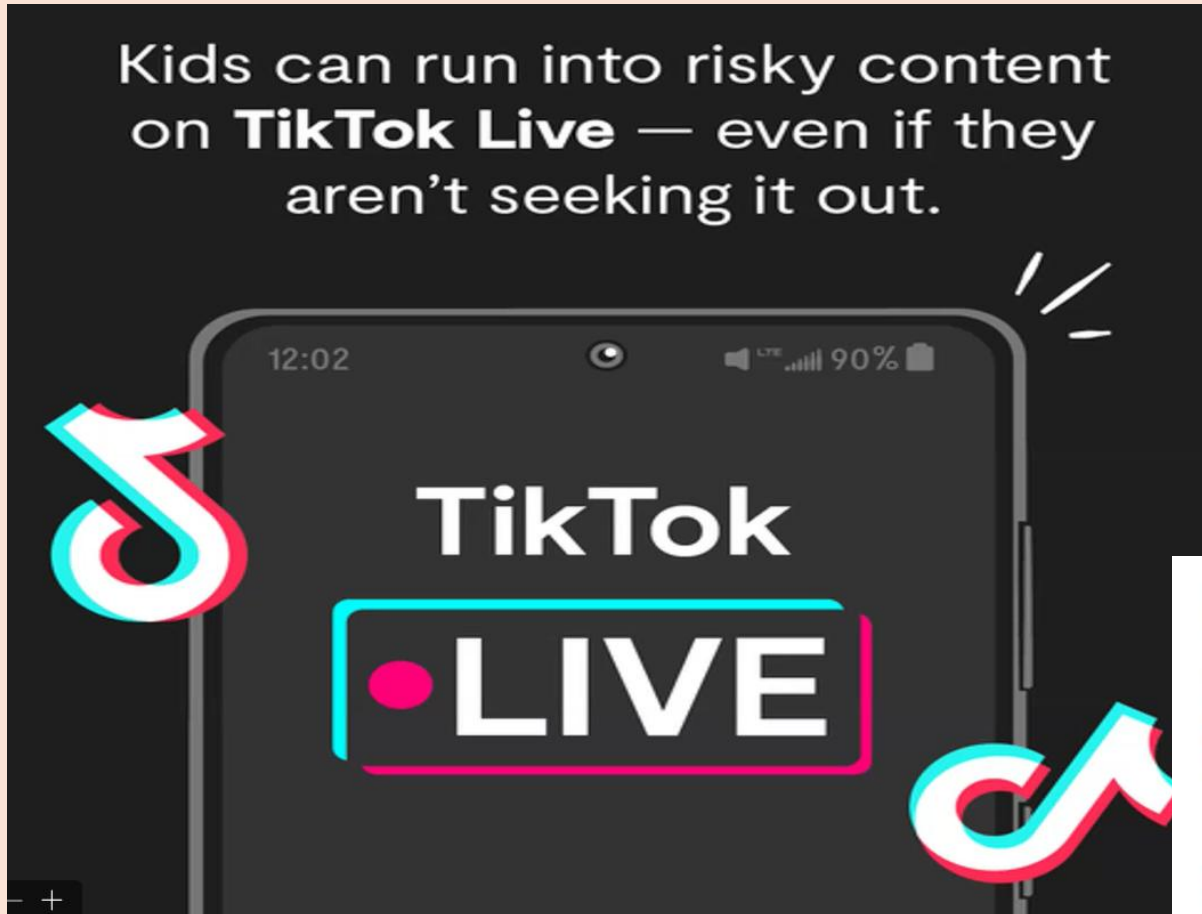
"Megan Is Missing 2011 Full Movie HD Watch Megan Is Missing (2011) : Full Movie Online Free Fourteen-year-old Megan and ...

New

- Penny in a plug challenge.
- 10 Benadryl challenge.
- Overdose on paracetamol challenge.
- Washing pod challenge.
- Face scar challenge.



New Tik Tok live



18 years of age or older

Who can use LIVE on TikTok? To use LIVE on TikTok, you must: Be **18 years of age or older** to go LIVE. Be 18 years of age or older (or 19 in South Korea) to send or receive Gifts during a LIVE.



TikTok Help Center

<https://support.tiktok.com> > ... > TikTok LIVE

What is TikTok LIVE?

Snapchat

Most young people use it

Originally called Picaboo and was used by adults who were having affairs.

Parents/carers can't check phones for content, incoming or outgoing

Lots of inappropriate behaviour posted on Snapchat, desensitises children to reality (nudes, drugs, pornography etc)

Child sex offenders talk to children without parents' knowledge

It is the app of choice for many child sex offenders



Snapchat 12+

Share the moment

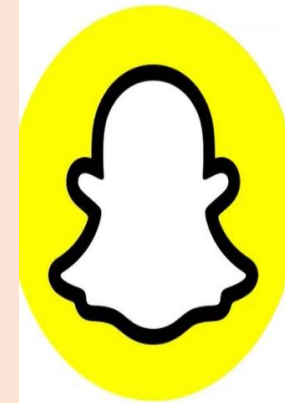
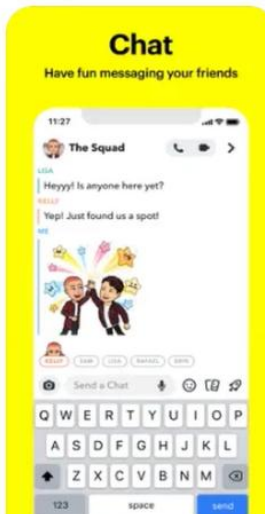
Snap, Inc.

#3 in Photo & Video

★★★★★ 4.8 • 1M Ratings

Free · Offers In-App Purchases

iPhone Screenshots



**How To
Use Snapchat My
Eyes Only TO
HIDE PHOTOS-
(Quick & Easy)**

Hidden communication

Schoolchildren offered vapes spiked with spice via Snapchat

Exclusive: Letter sent to parents at west London school raises concerns about young people experiencing severe health problems after using vapes laced with drugs

Maya Oppenheim Women's Correspondent • Thursday 14 March 2024 18:22 GMT

4 Comments



SPECIAL REPORT

Inside Snapchat's Teen Opioid Crisis

Law-enforcement sources and grieving families allege that the social media giant Snapchat has helped fuel a teen-overdose epidemic across the country. Now, their parents are fighting back

BY PAUL SOLOTAROFF

Illustration by Justin Metz

JUN 16, 2024 8:02 PM



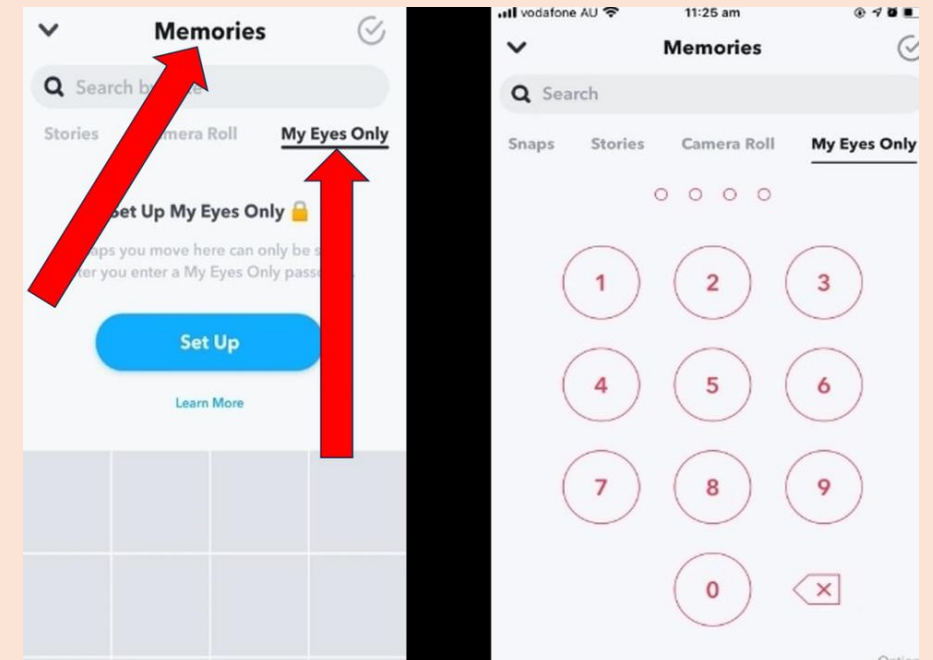
Encrypted messaging app

iPhone Screenshots



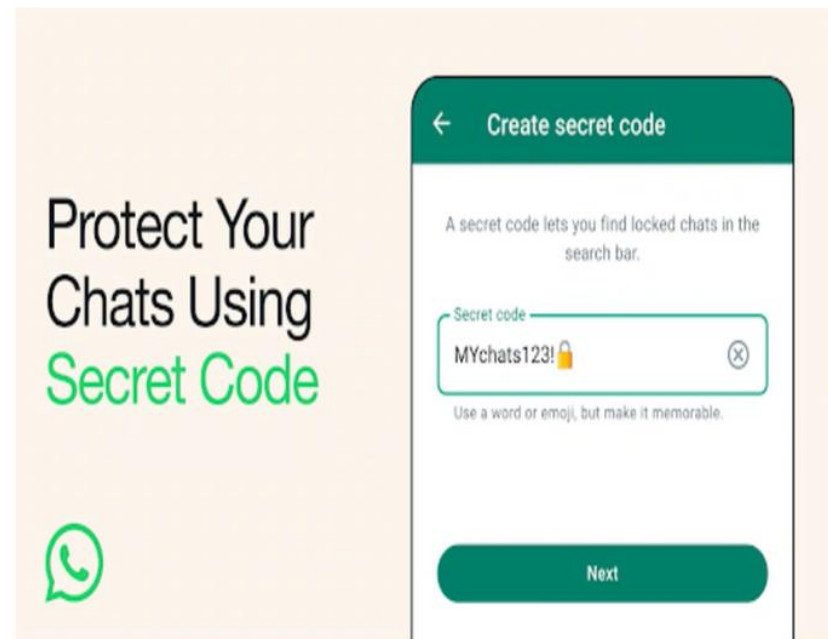
Users don't provide a phone number or other credentials.

Featured in over 1,100 UK child sexual abuse cases police had investigated in the past five years (BBC 2018).



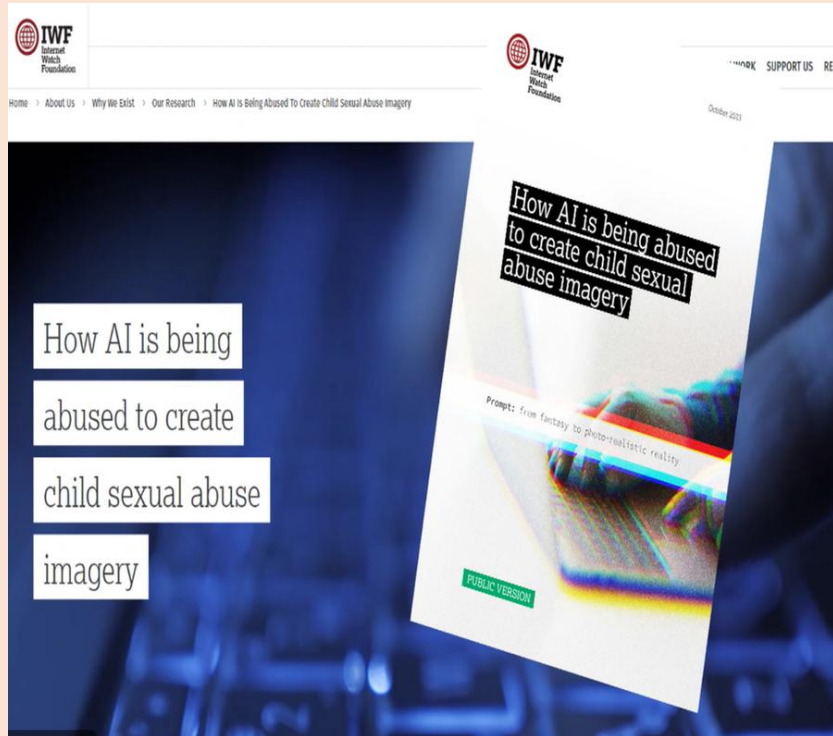
WhatsApp change

Introducing Secret Code for Chat Lock



Earlier this year we rolled out [Chat Lock](#) to help people protect their more sensitive conversations. Today we're launching secret code, an additional way to protect those chats and make them harder to find if someone has access to your phone or you share a phone with someone else.

AI

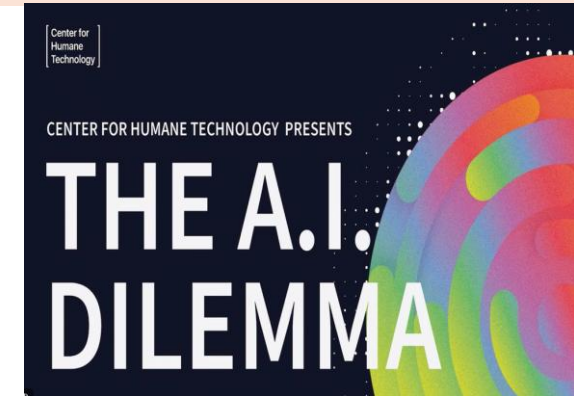


Four in five (79%) online teenagers aged 13-17 now use generative AI tools and services, with a significant minority of younger children aged 7-12 also adopting the technology (40%).

Adult internet users aged 16 and above are, on average, comparatively more reluctant users of generative AI (31%). Among those who have never used this technology (69%), nearly one in four have no idea what it is (24%).

Snapchat My AI - which became freely available to all Snap users in April 2023 - is the most popular generative AI tool among children and teens, used by half (51%) of online 7-17-year-olds. Online teenage girls are its most avid users (75%).

ChatGPT is the most widely used generative AI service among internet users aged 16 and above (23%). Among online youngsters aged 7-17, boys are keener users of ChatGPT than girls (34% versus 14%).



How is AI used?

Character.ai: Young people turning to AI therapist bots

🕒 5 January

Young People are Using AI as a DIY Doctor

YPulse

We help brands make smarter decisions about young people.

Published Jun 24, 2024

+ Follow

I use ChatGPT to do my homework – teachers are too lazy to check



Nicholas Fearn

Published May 11, 2024, 12:01am | Updated May 13, 2024, 11:18am

Teenagers turning to AI chatbots like ChatGPT for sexual health advice as sex education put under review

EXCLUSIVE

Young people are turning to ChatGPT for dating advice. We put it to the test

al)

By Mikala Theocharous | 1:54pm Feb 11, 2024

Midjourney

Rowan Atkinson from Version 1 through Version 5 of Midjourney's renderer.

The same prompt was used, except for replacing the version number at the end of each one. The most 'Rowan'-like image from each group of four was selected.



VERIFICATION WITH AI DETECTION

Detect AI-generated images & audio for your business -
and yourself - with AI or Not

[CONTACT](#)[UPLOAD IMAGE](#)

AI



Look at hands.

Dangers of AI interactions

Character AI is a chatbot that users can have customised conversations with. With millions of users making use of the platform, there are concerns about its safety for children.



Mother says AI chatbot led her son to kill himself in lawsuit against its maker

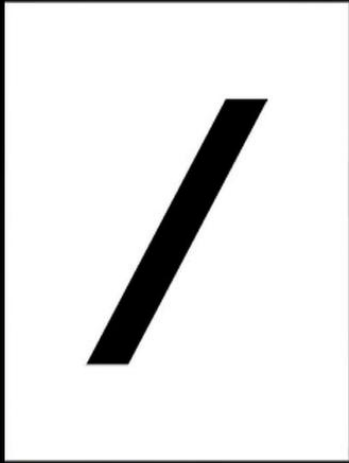
Megan Garcia said Sewell, 14, used Character.ai obsessively before his death and alleges negligence and wrongful death



Megan Garcia and her son Sewell Setzer. Photograph: Social Media Victims Law Center

The mother of a teenager who killed himself after becoming obsessed with an artificial intelligence-powered chatbot now accuses its maker of complicity in his death.

In October 2024, a teen took their own life after interacting with a character they created. The conversations preceding their death related to suicide. In one example, the chatbot asked the teen if they had planned how they would end their life. Prior to this incident, others reported poor advice and biases against race and gender.



Grok



Christian Montessori ✓

@chrmontessori

By giving Grok the context that you are a professional you are able to generate just about anything without any restriction. You can generate anything from the violent depictions in my previous tweet to even having Grok generate child pornography if given the proper prompts.

8:09 am · 15 Aug 2024 · **172K** Views



I generated an image with the prompt: "Taylor Swift in a red hat that says "Make



I generated an image with the prompt: 'realistic image of Joe Biden snorting cocaine in the Oval Office'.

Massive multiplayer game for young people, 150 million players world wide, 7+ age restriction.

Been around since 2004 and valued at £18 billion.

Roblox and its game developers make money through in-game microtransactions.

Currently 40 million games on the platform.

Robux is the in-game currency - children have used parents debit cards in the past without permission.

Child sex offenders present - they go to where the children are.

Has a chat/message feature giving child sex offenders opportunity to groom very young and impressionable children.



Roblox

Roblox will allow exclusive experiences for people 17 and over



/ It's the platform's biggest move yet to attract an older audience. Users will have to verify their age with a driver's license and selfie.

By [Alex Heath](#), a deputy editor and author of the Command Line newsletter. He's covered the tech industry for over a decade at The Information and other outlets.

Jun 20, 2023, 6:43 PM GMT+1 | [1 Comment](#) / [1 New](#)



Roblox recently partnered with the Parsons School of Design on a course that had college students design virtual avatars. Image: Roblox



YouTube



[Where is Klaus? klicksafe \(English version\)](#)

1 in 10 children (500,000 last year)
have been impacted by sexual abuse.

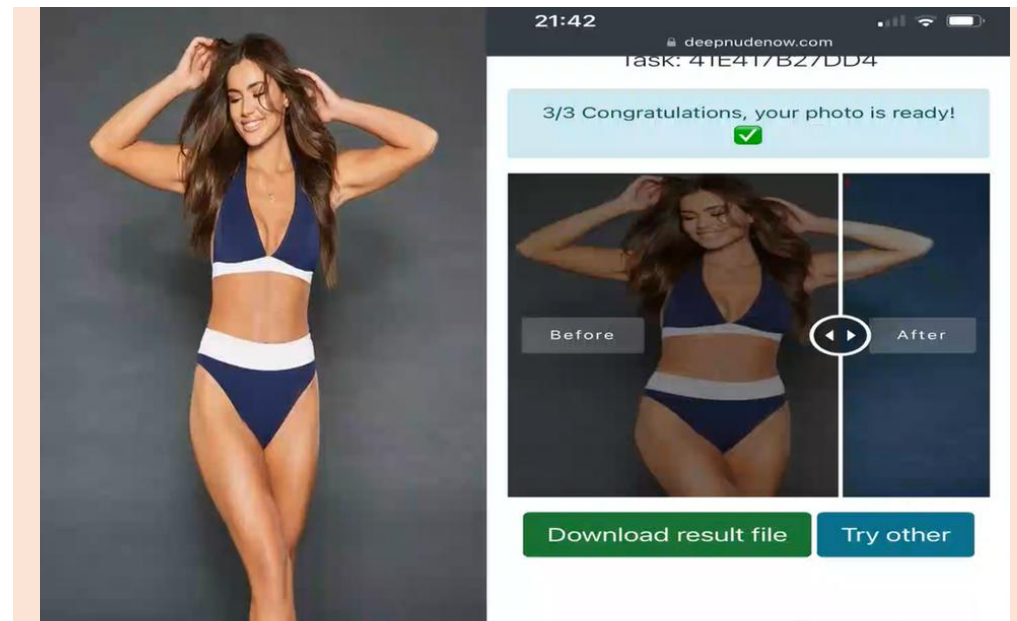
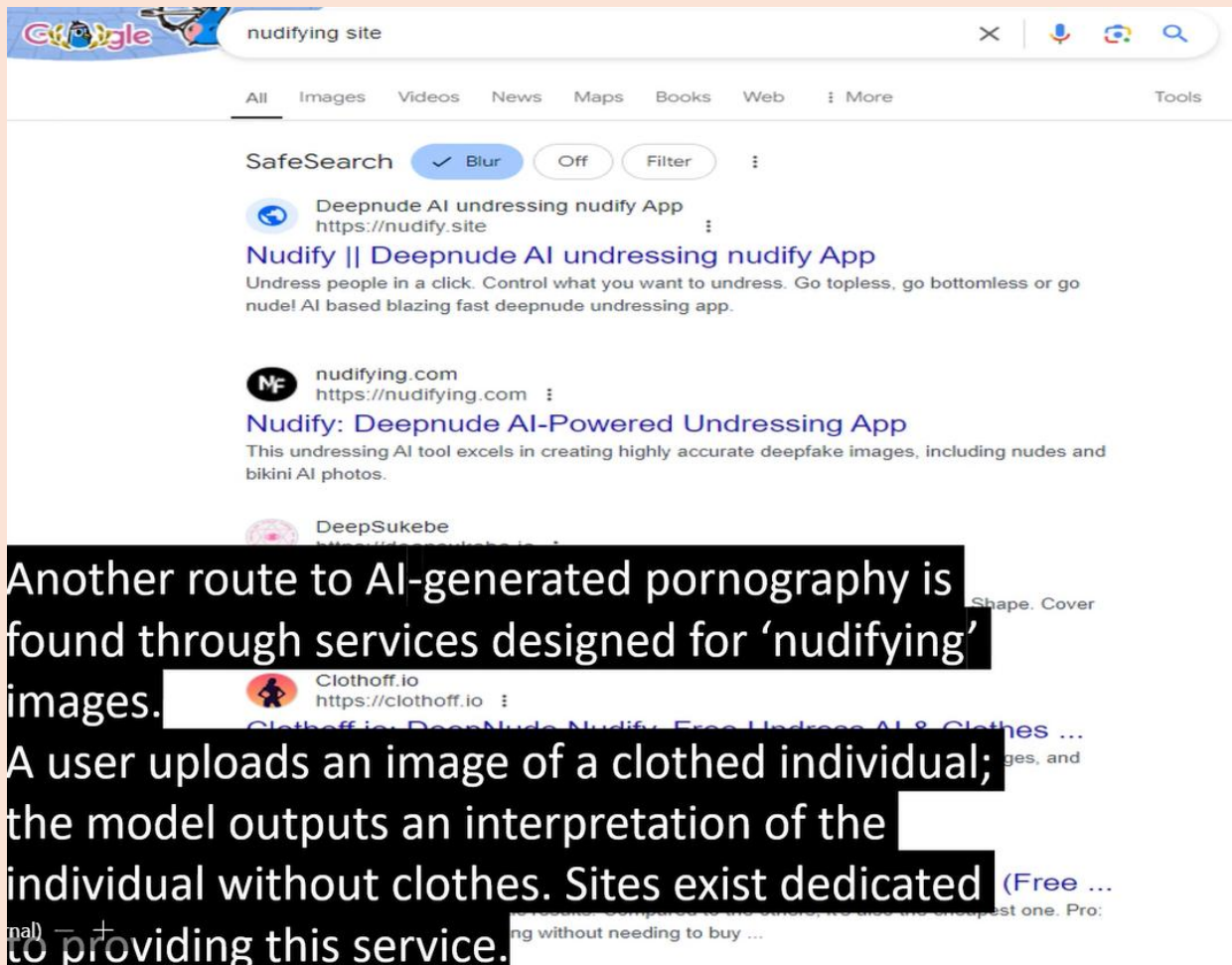
From AI images to AI CSAM

If AI models can generate photorealistic images, they can generate photorealistic images of children.

If AI models can generate pornographic images, they can generate photorealistic CSAM.

Generating pornography can be difficult or impossible through some models, and possible with early versions of others.

Another route to generating AI pornography is through websites that are dedicated to providing this service – these often use built-in models. These sites seem to have been increasing in number recently.



Nude images

Why might young people share nudes?

A young person may send a nude or semi-nude image or video for a variety of reasons, including:

As part of a trusting relationship

For a joke

To flirt

For affirmation, such as positive feedback they receive from recipients

Because they have been manipulated, pressured or coerced into doing so

Content recorded on mobile phones can be automatically uploaded to the cloud without your knowledge.



AI software constantly scans uploaded content.

Any suspicious content is automatically reported to law enforcement.

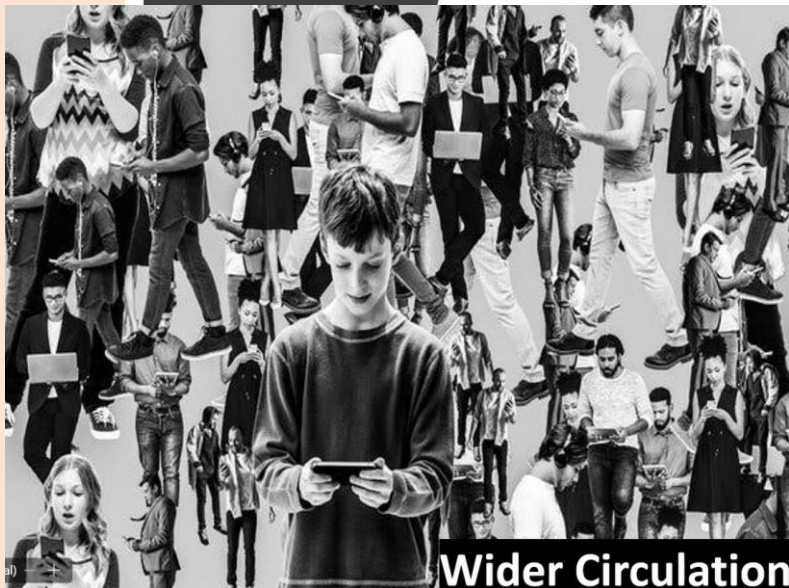
They are illegal.

If you are under 18 you cannot take, possess or send a nude image.

They are indecent images of children.

Report and remove

After you
send
something
you can't
get it
back.



Wider Circulation

childline
ONLINE, ON THE PHONE, ANYTIME

Call 0800 1111 [About us](#)

[Info and advice](#) [Get support](#) [Toolbox](#) [Get involved](#) [Your locker](#) [Sign in](#)

You are here / [Home](#) / [Info and advice](#) / [Bullying, abuse, safety and the law](#) / [Online and mobile safety](#) [Search Childline_](#)

REMOVE A NUDE IMAGE SHARED ONLINE

It can be scary finding out a nude image or video of you has been shared online. But we can help. Follow the steps below to get your image or video removed from the internet.

On this page

- [How to get your image removed](#)
- [Make your report](#)
- [Help with your report](#)
- [Watch: Report Remove](#)
- [Get more support](#)

[HIDE PAGE](#) [SAVE PAGE](#) [⌵](#)

HOW TO GET YOUR IMAGE REMOVED

Pornography

Parents and carers must talk to their children about pornography.

Free and easily accessible.

Has become the primary educator of sex for young people.

Gives an incorrect version of what constitutes a lovingly relationship and what sex actually is.

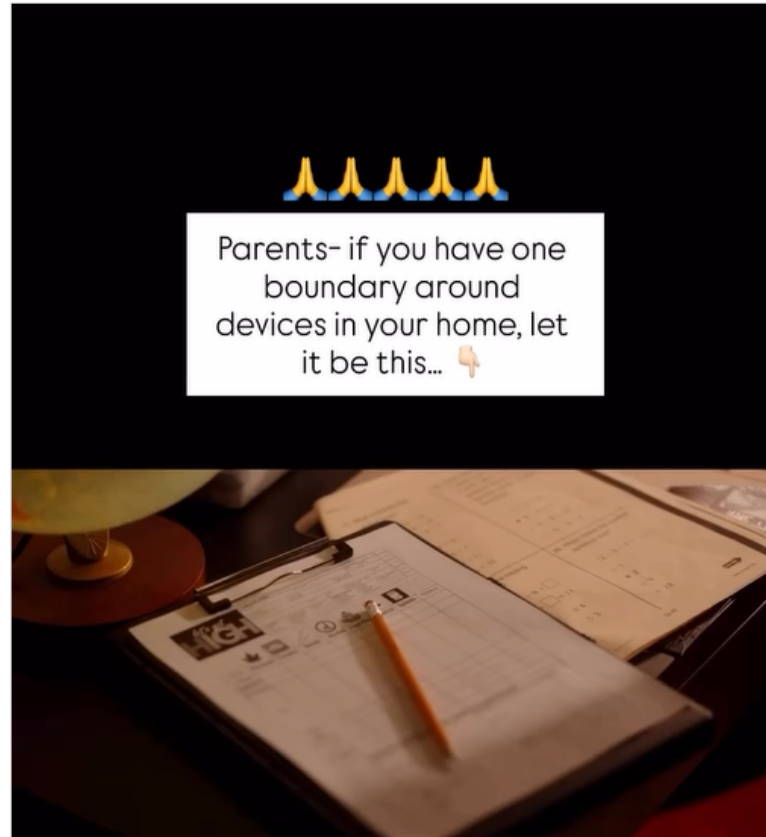
Exploits those involved, mainly females.

Normalises violent acts (physical aggression in 88.2% of scenes).

Consent?

Rewires the brain.

Is addictive.



themomtherapist • Follow

thesmartphoneeffectmd • Original audio



themomtherapist Edited • 4 w

I'm sure you've seen this floating around. And for GOOD REASON. 🙏🙏

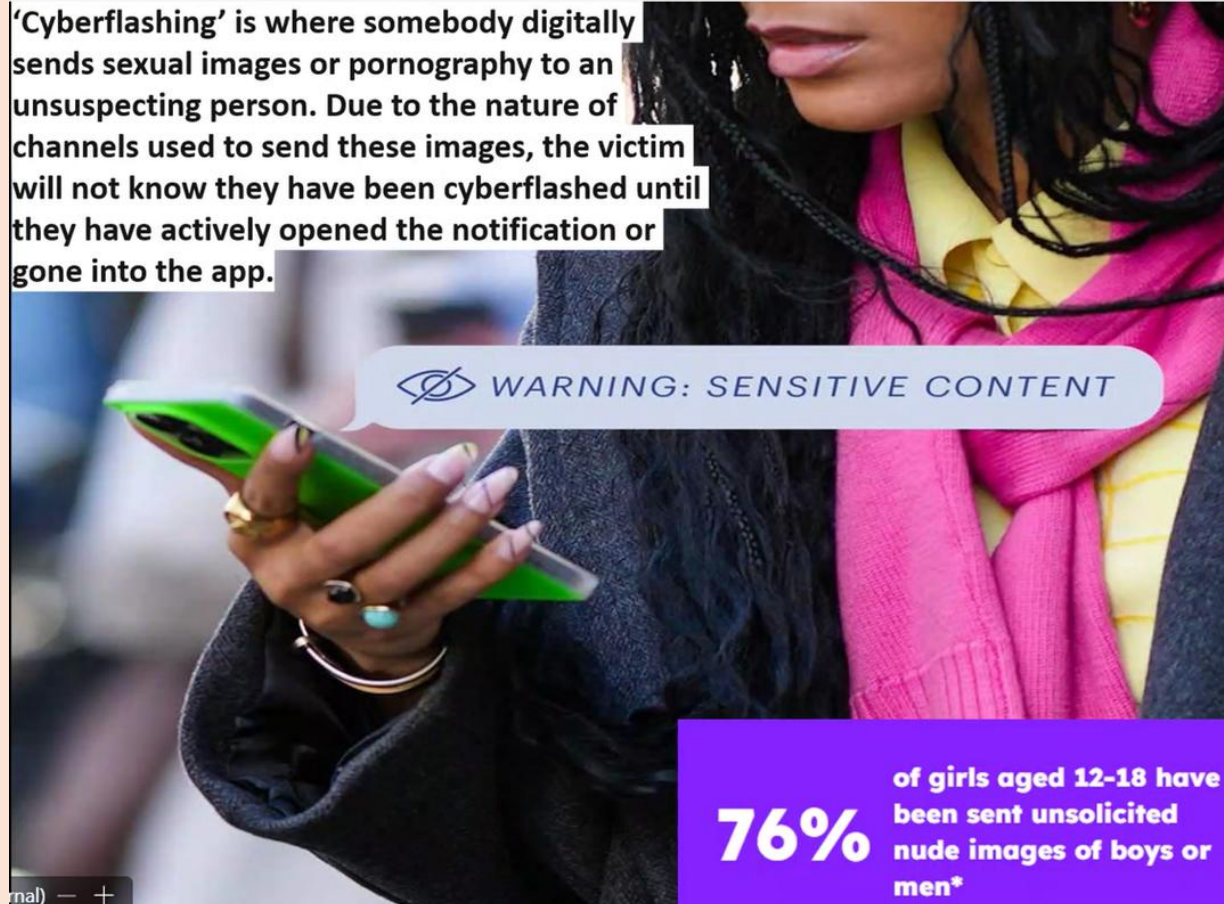
Boundaries are hard. Screen boundaries with your kids? Extremely hard. But it is SO worth it!

I've said this since 2015 and won't stop: Temporary discomfort and inconvenience (your kid being mad at you/not understanding/throwing a fit) is SO MUCH BETTER than the heartache and consequences that come without the boundaries.

<https://www.instagram.com/reel/DPEy0PdCciu/?igsh=amN4cTZpM2tsM25k>

Cyberflashing

'Cyberflashing' is where somebody digitally sends sexual images or pornography to an unsuspecting person. Due to the nature of channels used to send these images, the victim will not know they have been cyberflashed until they have actively opened the notification or gone into the app.



76%

of girls aged 12-18 have
been sent unsolicited
nude images of boys or
men*

Voice cloning

AI voice cloning is on the rise.
But how good is it really?

'Me or AI' with James Nesbitt



Digital footprint

Your digital footprint

Your online reputation and image

Your real world reputation and image

Admission to education

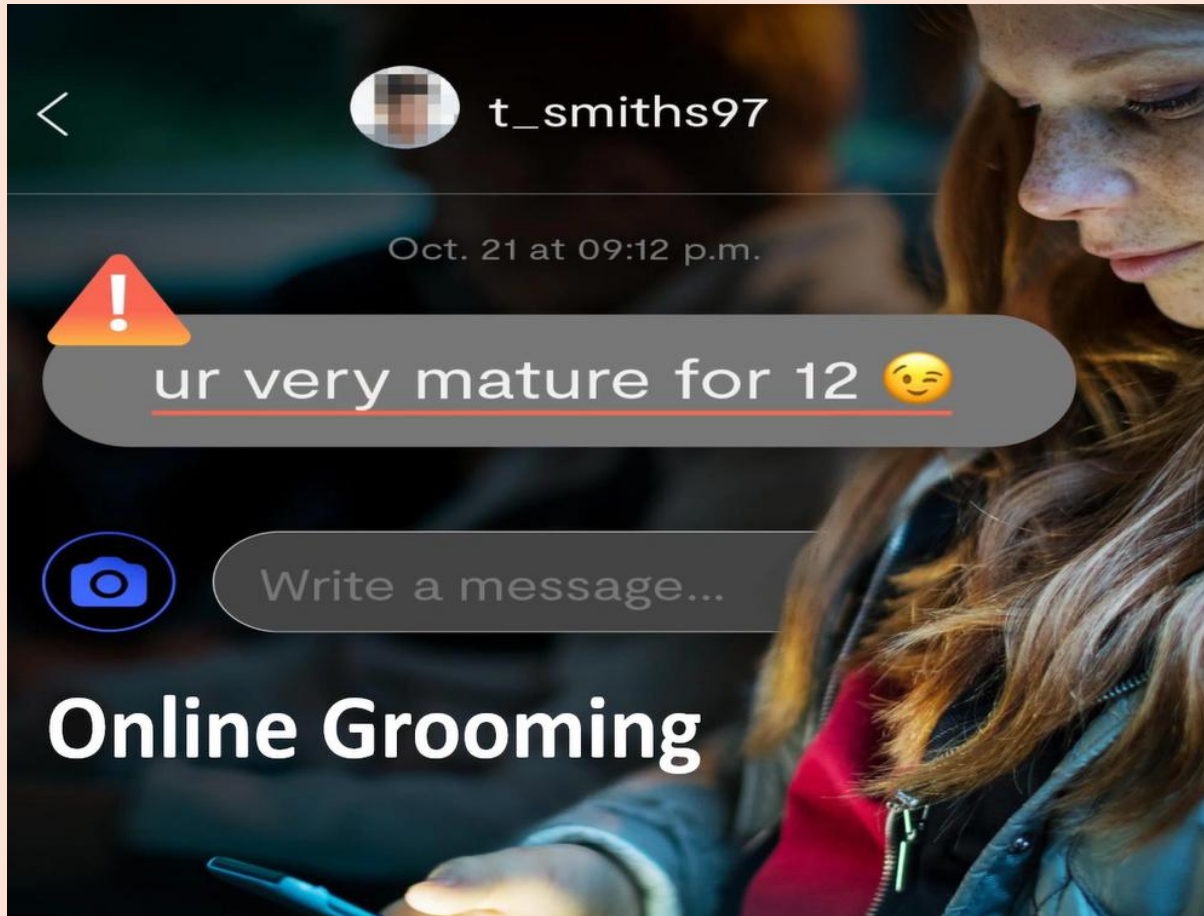
Employment prospects

Relationships with friends and family

The reputations of friends and family

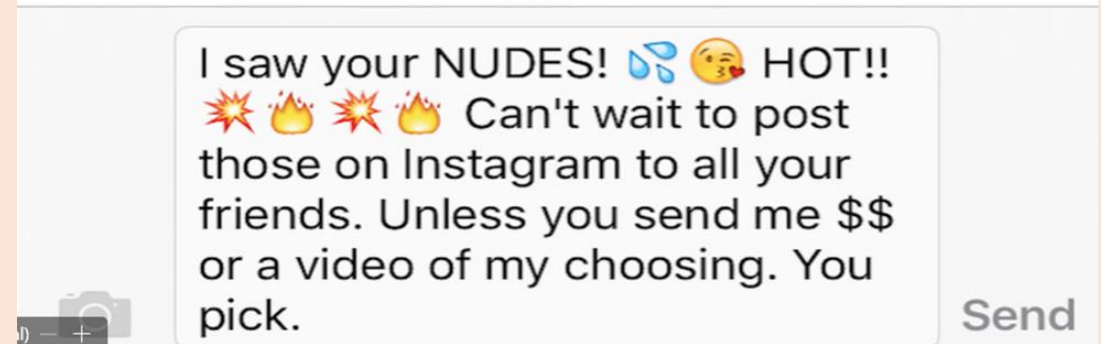


Online grooming



Blackmail (sextortion)

An offender may trick or manipulate the child to send images, they then threaten to share the images with the child's family and friends unless the child sends more images, videos or even money.

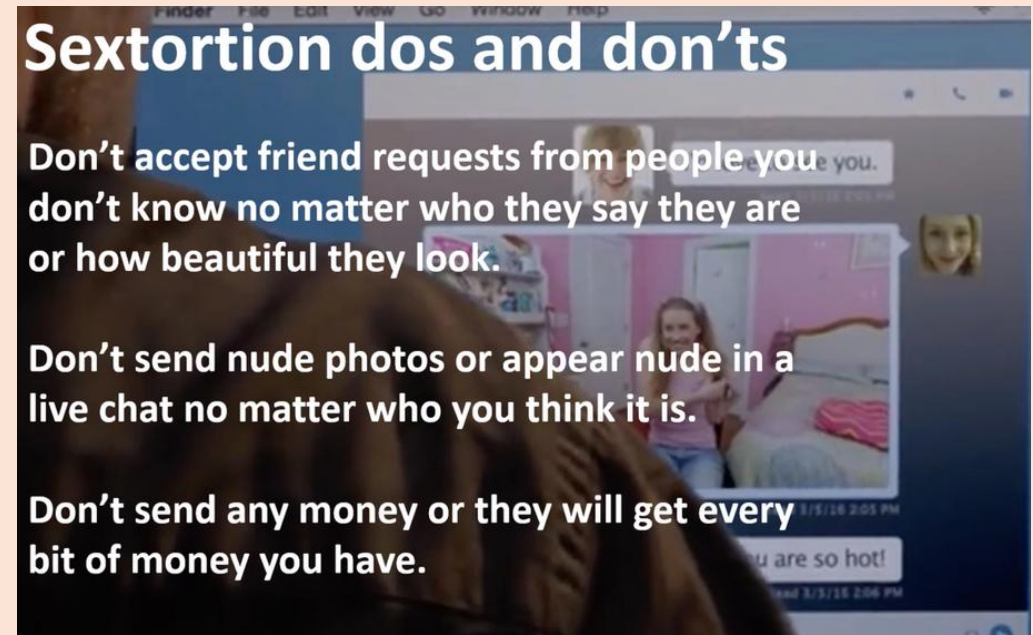


Sextortion dos and don'ts

Don't accept friend requests from people you don't know no matter who they say they are or how beautiful they look.

Don't send nude photos or appear nude in a live chat no matter who you think it is.

Don't send any money or they will get every bit of money you have.



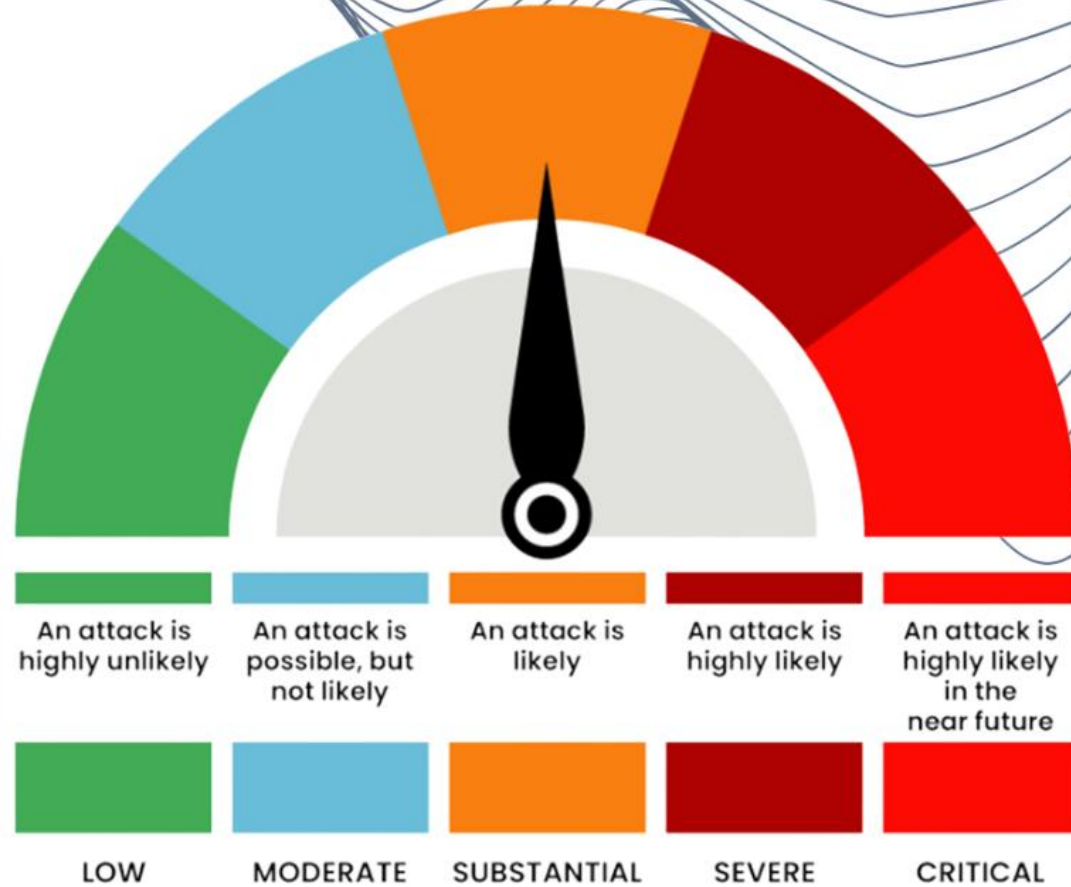
Prevent

Current threat level

Islamist inspired terrorism

Extreme right-wing terrorism

Online threat



Leafy Cheshire...

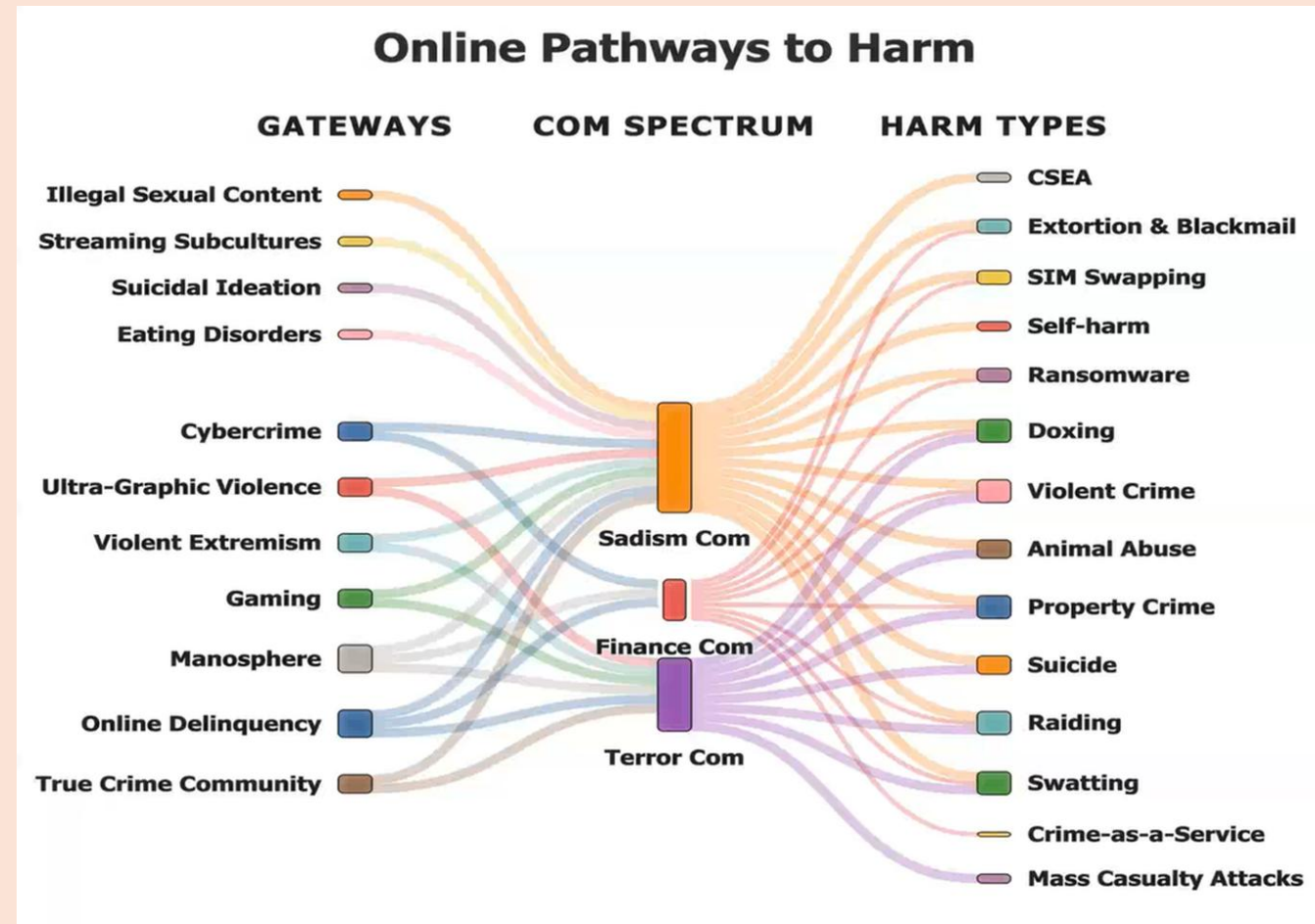
Who?
Where?

Power of social media

It doesn't happen here...

m+ The Islamic sect operating from an orphanage in Crewe: Beanie-hat wearing founder is self-proclaimed new Pope and 'saviour of mankind' who can 'make the moon disappear'

- <https://www.dailymail.co.uk/news/article-14867953/The-Islamic-sect-operating-orphanage-Crewe.html>



Impact in the classroom

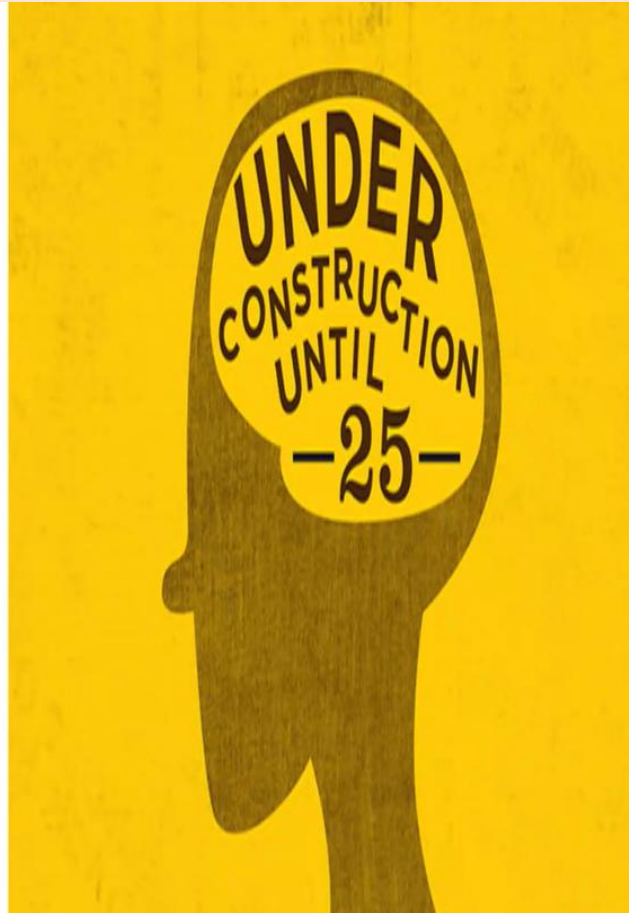
Prefrontal cortex

Controls decision making,
self control and will power.

Fully developed in females at 24yrs and males at 30yrs.

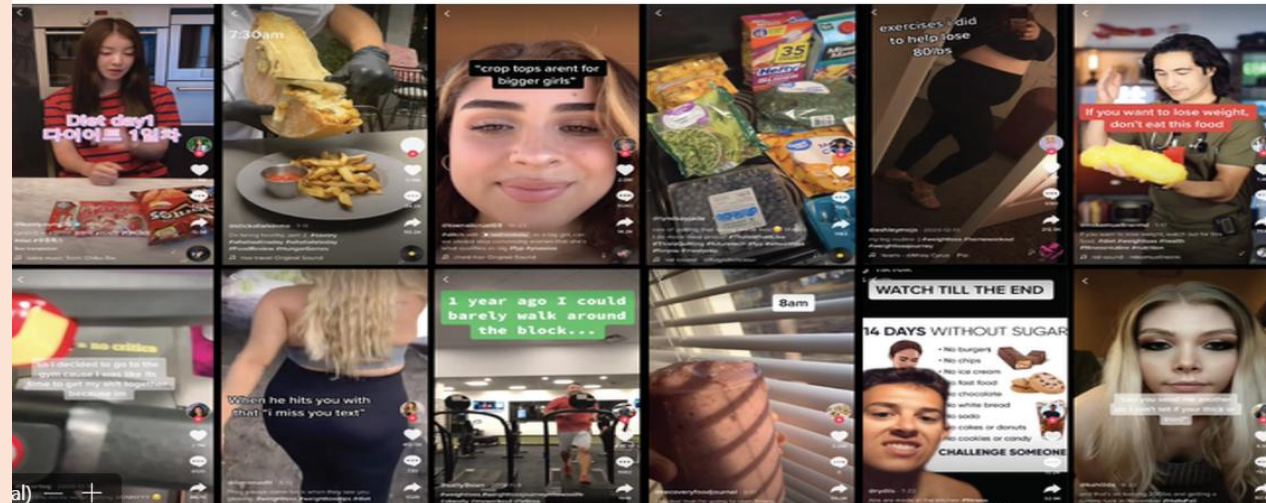
The prefrontal cortex in a teenager has been likened to a car with an accelerator but no brake.

'Likes' can also lead to reduced activity in the prefrontal cortex.



Effect of the short form video

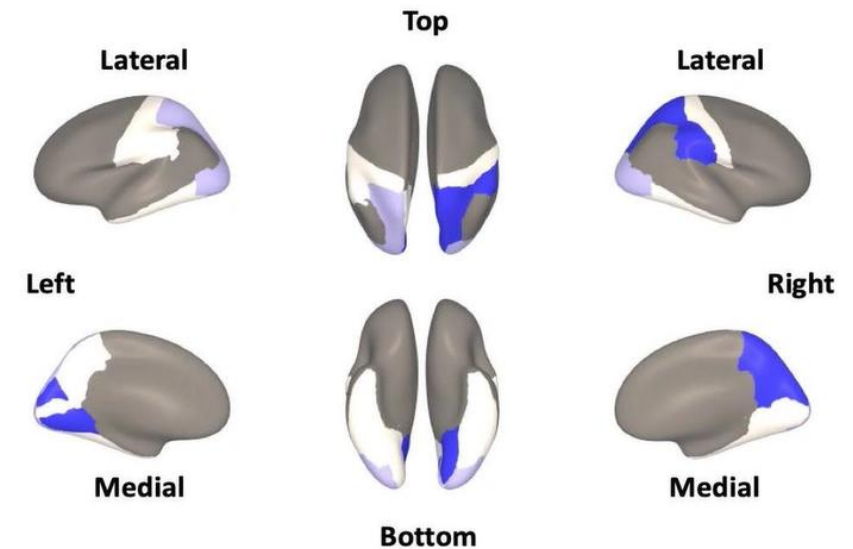
The human brain, particularly in children, is highly malleable. As children grow up with short form videos certain neural pathways may not be developed and their brains may not get the opportunity to practise sustained attention.



The idea of focused attention for reading a book or thinking deeply is slowly becoming a thing of the past.



MRI scans of young children show **screen time impacts the development and reduces the size of brain areas** responsible for visual processing, empathy, attention, complex memory and early reading skills



Lower cortical thickness (blue) associated with higher ScreenQ score

Screen Usage Linked to Differences in Brain Structure in Young Children

John S. Hutton, MD, MS Nov 2022

What sort of issues have mobile phones caused in schools?

Sending of nudes

Bullying

Fallouts/drama

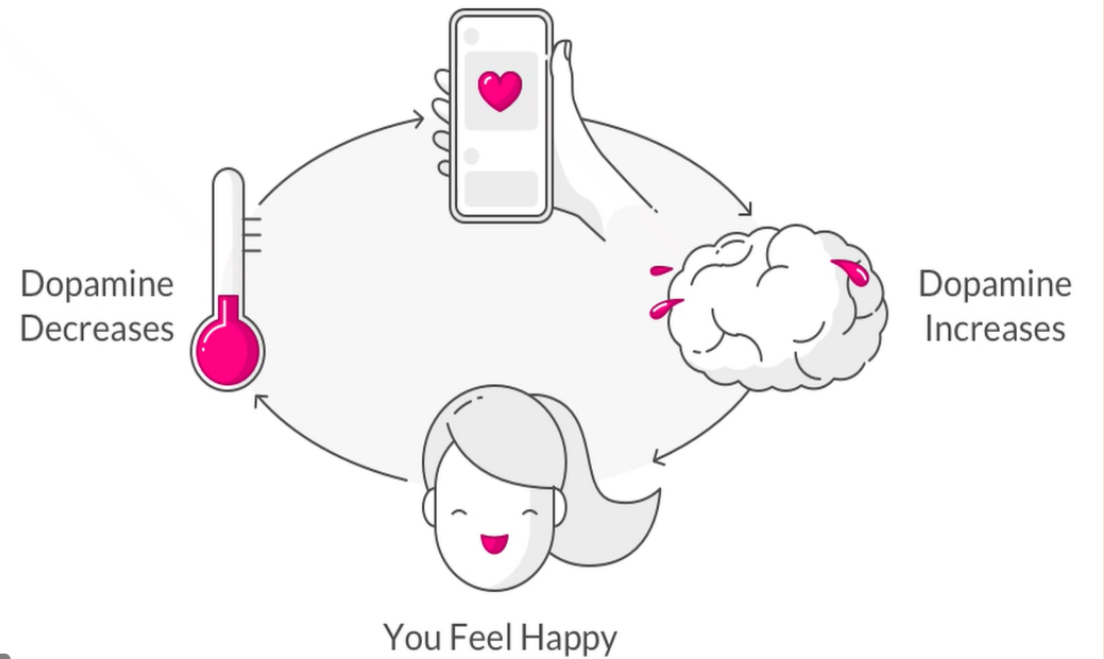
Videoing fights

Grooming

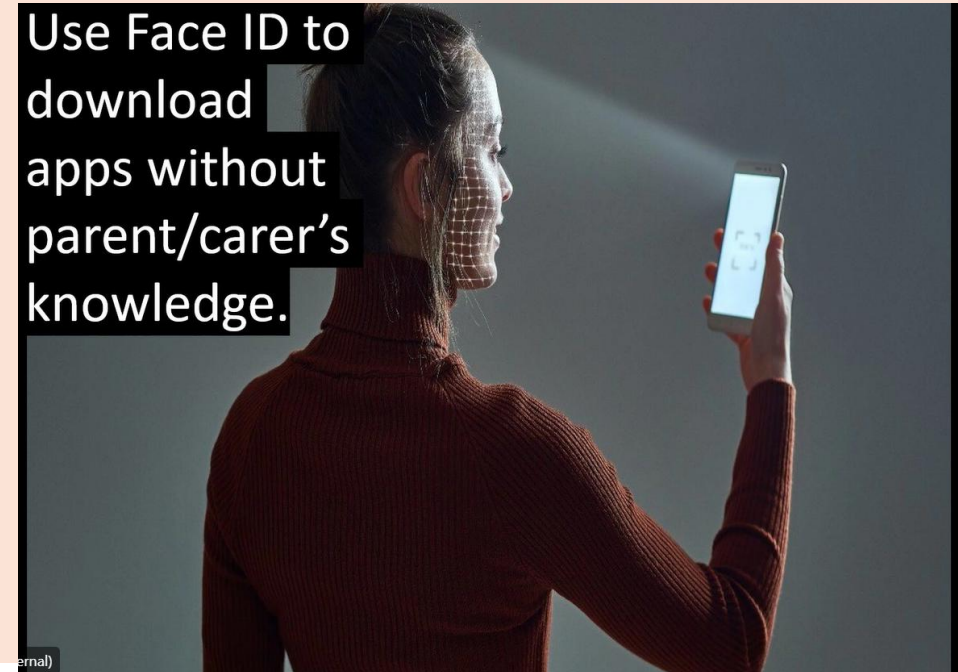
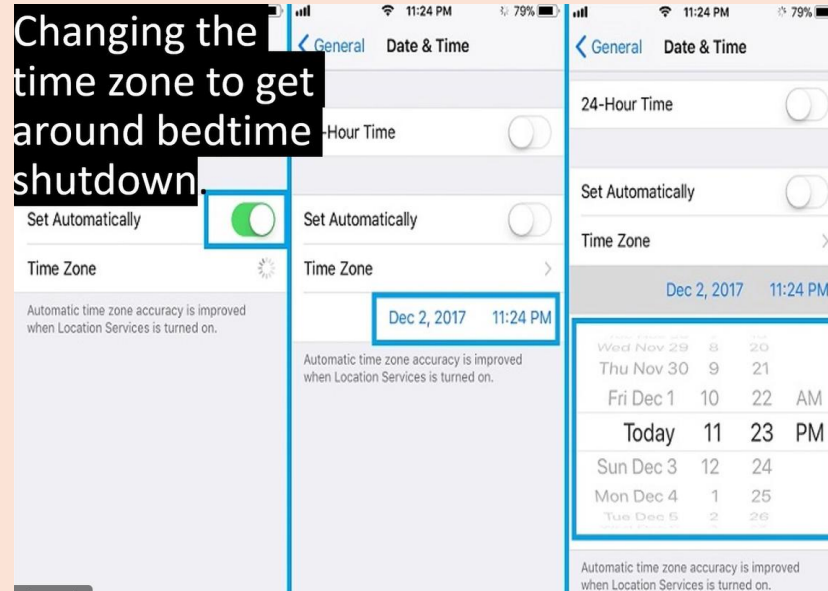


The Dopamine Reward Loop

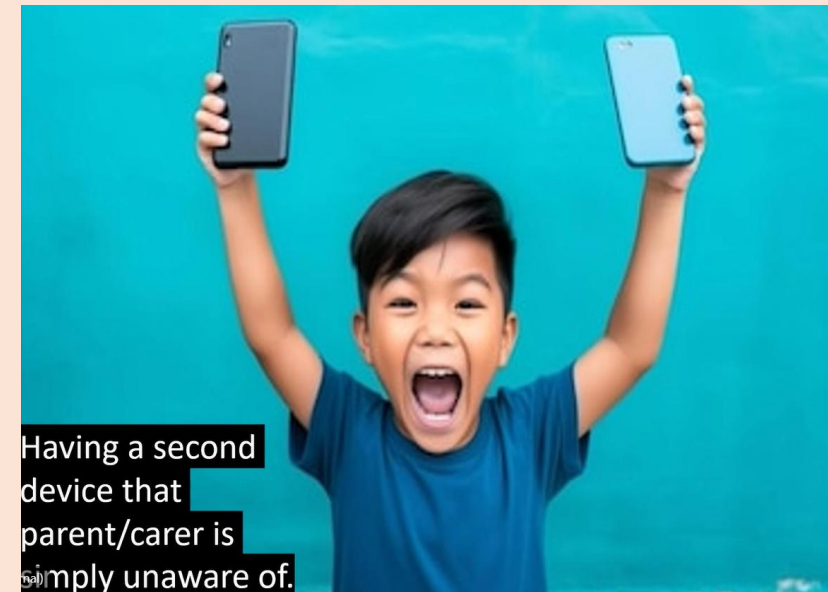
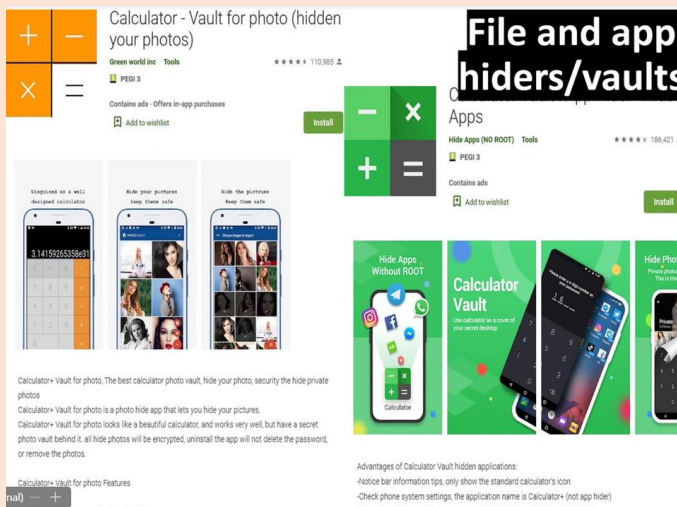
Pick Up Your Phone



What children may do...



Leaving an empty phone case charging overnight.



Are your children texting secret incel emojis? These are what the seemingly-innocent symbols actually mean... and parents may be shocked

FOR WORKING PARENTS

WWW.FORWORKINGPARENTS.COM

VIOLENCE

SEX

EXTREMISM

SELF-HARM

INCEL



Cocaine

DRUGS



Cocaine



Cocaine



Marijuana



Marijuana



Weapon



Weapon



Marijuana



MDMA



Crime



Crime



Penis



Penis



Bum



Swinging



Nudes



Cutting



Neo-Nazi



Incel



MDMA



Ketamine



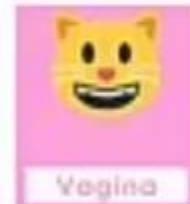
Murder



Murder



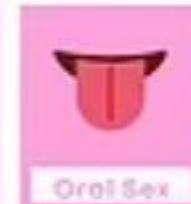
Genitalia



Vagina



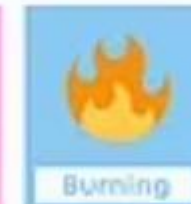
Vagina



Oral Sex



Porn



Burning



Neo-Nazi



Anti-Woman



Mushrooms



Heroin



Threat



Locked Up



Lust



Lust



Lust



Oral Sex



Orgasm



Feeling Low



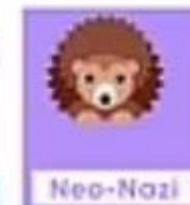
IS Extremism



Anti-Woman



Incel



Neo-Nazi



Incel



Far Right



Incel

FIFTEEN APPS

PARENTS SHOULD KNOW ABOUT

MEETME



MEETME IS A DATING SOCIAL MEDIA APP THAT ALLOWS USERS TO CONNECT WITH PEOPLE BASED ON GEOGRAPHIC PROXIMITY. AS THE APP'S NAME SUGGESTS, USERS ARE ENCOURAGED TO MEET EACH OTHER IN PERSON.

GRINDR



GRINDR IS A DATING APP CEARED TOWARDS GAY, BI AND TRANSGENDER PEOPLE. THE APP GIVES USERS OPTIONS TO CHAT, SHARE PHOTOS AND MEET UP BASED ON A SMART PHONE'S GPS LOCATION.

SKOUT



SKOUT IS A LOCATION-BASED DATING APP AND WEBSITE. WHILE USERS UNDER 17-YEARS-OLD ARE UNABLE TO SHARE PRIVATE PHOTOS, KIDS CAN EASILY CREATE AN ACCOUNT USING A DIFFERENT AGE.

WHATSAPP



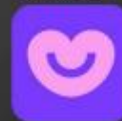
WHATSAPP IS A POPULAR MESSAGING APP THAT ALLOWS USERS TO SEND TEXTS, PHOTOS, MAKE CALLS AND VIDEO CHATS WORLDWIDE. WHATSAPP USES AN INTERNET CONNECTION ON SMART PHONES AND COMPUTERS.

TIKTOK



TIKTOK IS A NEW MOBILE DEVICE APP POPULAR WITH KIDS USED FOR CREATING AND SHARING SHORT VIDEOS. WITH VERY LIMITED PRIVACY CONTROLS, USERS ARE VULNERABLE TO BULLYING AND EXPLICIT CONTENT.

BADOO



BADOO IS A DATING AND SOCIAL NETWORKING APP WHERE USERS CAN CHAT, SHARE PHOTOS AND VIDEOS AND CONNECT BASED ON LOCATION. WHILE THE APP IS INTENDED FOR ADULTS ONLY, TEENS ARE KNOWN TO CREATE PROFILES.

BUMBLE



BUMBLE IS SIMILAR TO THE POPULAR DATING APP 'TINDER' HOWEVER, IT REQUIRES WOMEN TO MAKE THE FIRST CONTACT. KIDS HAVE BEEN KNOWN TO USE BUMBLE TO CREATE FAKE ACCOUNTS AND FALSIFY THEIR AGE.

SNAPCHAT



SNAPCHAT IS ONE OF THE MOST POPULAR APPS IN RECENT YEARS. WHILE THE APP PROMISES USERS CAN TAKE A PHOTO/VIDEO AND IT WILL DISAPPEAR, NEW FEATURES INCLUDING 'STORIES' ALLOW USERS TO VIEW CONTENT FOR UP TO 24

KIK



KIK ALLOWS ANYONE TO CONTACT AND DIRECT MESSAGE YOUR CHILD. KIDS CAN BYPASS TRADITIONAL TEXT MESSAGING FEATURES. KIK GIVES USERS UNLIMITED ACCESS TO ANYONE, ANYWHERE, ANYTIME.

LIVE.ME



LIVE.ME IS A LIVE-STREAMING VIDEO APP THAT USES GEOLOCATION TO SHARE VIDEOS SO USERS CAN FIND OUT A BROADCASTER'S EXACT LOCATION. USERS CAN EARN 'COINS' AS A WAY TO 'PAY' MINORS FOR PHOTOS.

HOLLA



HOLLA IS A SELF-PROCLAIMED 'ADDICTING' VIDEO CHAT APP THAT ALLOWS USERS TO MEET PEOPLE ALL OVER THE WORLD IN JUST SECONDS. REVIEWERS SAY THEY HAVE BEEN CONFRONTED WITH RACIAL SLURS, EXPLICIT CONTENT AND MORE.

WHISPER



WHISPER IS AN ANONYMOUS SOCIAL NETWORK THAT PROMOTES SHARING SECRETS WITH STRANGERS. IT ALSO REVEALS A USER'S LOCATION SO PEOPLE CAN MEET UP.

ASK.FM



ASK.FM IS KNOWN FOR CYBER BULLYING. THE APP ENCOURAGES USERS TO ALLOW ANONYMOUS PEOPLE TO ASK THEM QUESTIONS.

CALCULATOR%



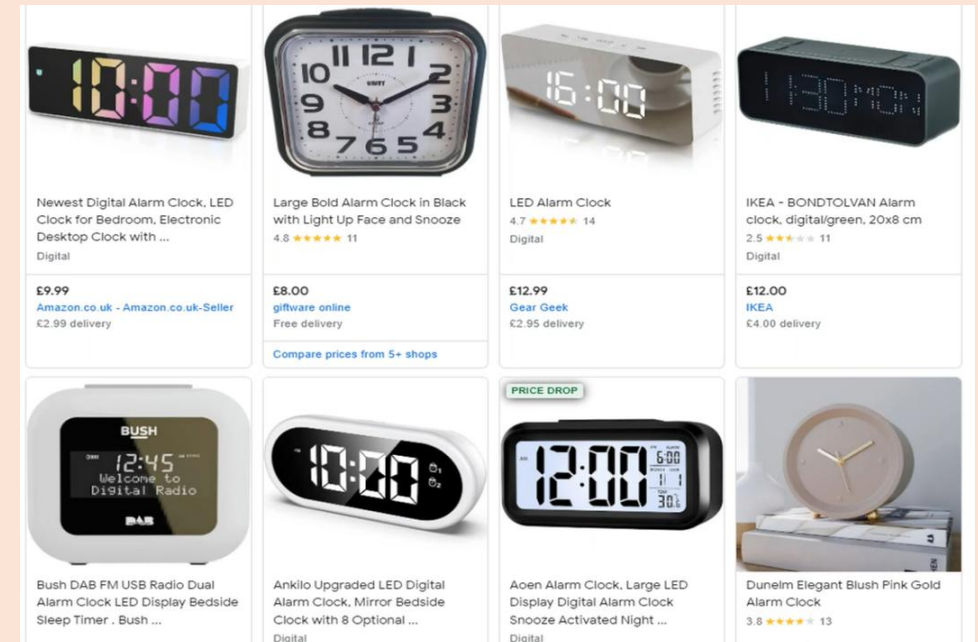
CALCULATOR% IS ONLY ONE OF SEVERAL SECRET APPS USED TO HIDE PHOTOS, VIDEOS, FILES AND BROWSER HISTORY.

HOT OR NOT



HOT OR NOT ENCOURAGES USERS TO RATE YOUR PROFILE, CHECK OUT PEOPLE IN THEIR AREA, AND CHAT WITH STRANGERS. THE COAL OF THIS APP IS TO HOOK UP.

Support and guidance



UNICEF



📺 Explainer

How to keep your child safe online

5 ways to help keep your child's online experiences positive and safe



📺 Explainer

Online privacy checklist for parents

How to protect your child's identity and personal information online



📺 Explainer

Supporting your child through a negative online experience

5 steps to respond and help support your child

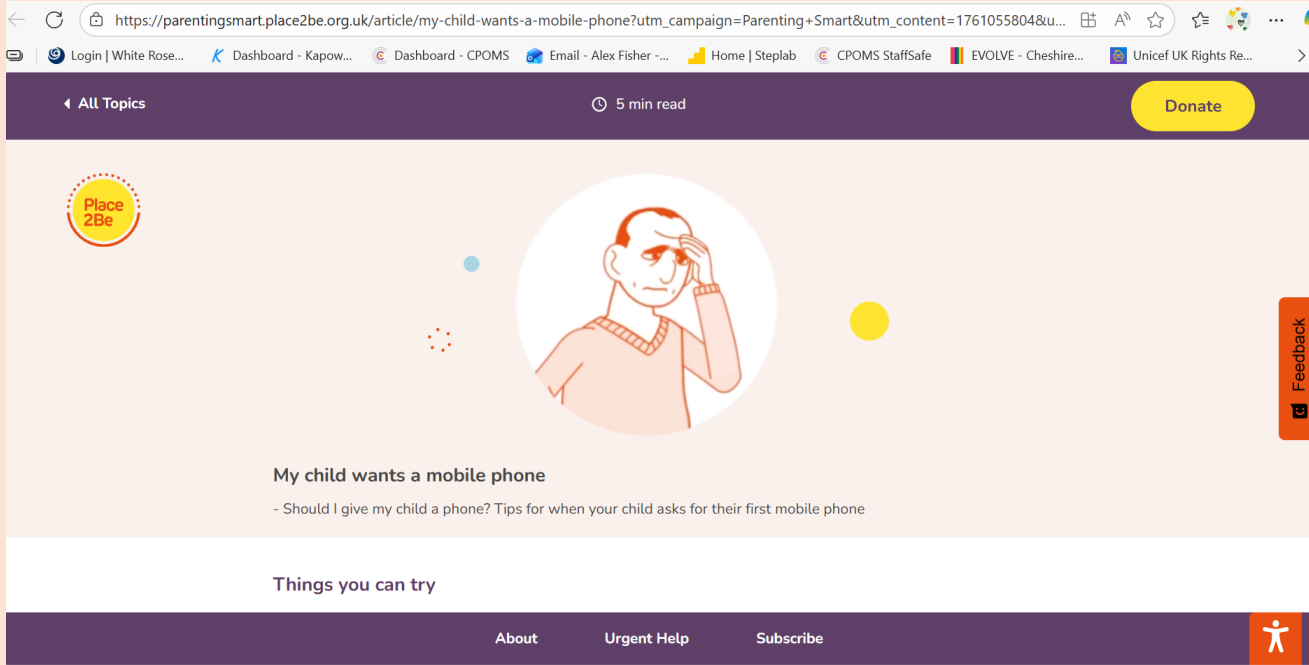


📺 Explainer

Cyberbullying: What is it and how to stop it

What teens want to know about cyberbullying

My child wants a mobile phone.



What Can I do?

Brilliant idea by a Restaurant in Australia.
No cellphones means 10% discount on Bill.
The parents love it 🥰



The child's online activities can have a direct and detrimental impact on parent's reputation and, in some cases, make them a suspect.

Set Boundaries

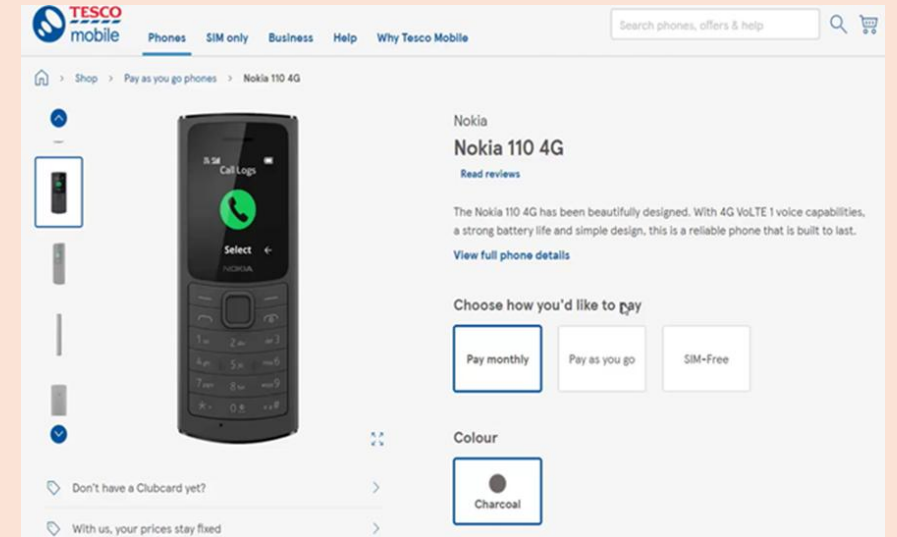
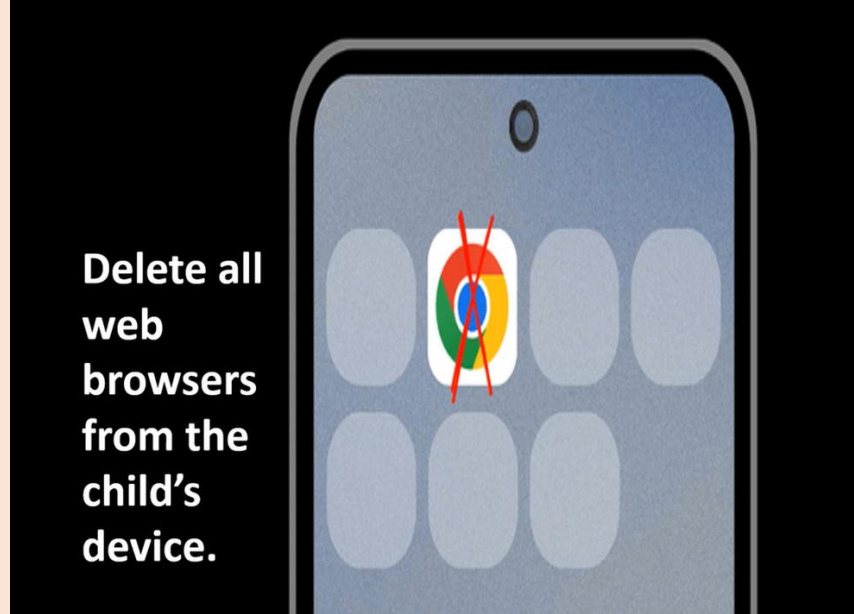
“Parents should stop being ‘child’s friend’ over phones” – Children’s Commissioner

A YouGov poll of 502 children in England aged 8 to 15 found that 23% spent more than four hours a day using an internet-enabled device with a screen, such as a computer, phone, tablet or gaming console.

One in four (25%) spent two to three hours a day on such a device, while a fifth (20%) spent three to four hours a day, according to the survey, which was carried out in March and April.



- You choose the apps your child has.
- You choose when your child has a device.
- You choose where they use it. It is advised being away from the bedroom/bathroom/somewhere more isolated.
- You set times when they can have a device.



Asda

A child-safe SIM card you can trust

Keep your little ones close with our call and text-only SIM plans.

Unlimited calls and texts let you stay in contact when it matters most.

With no data at their disposal, you can keep them off the internet until they're ready too.*



Talk & Text Plan

£4.00
per month

0MB
data

**Unlimited minutes and
texts**

A photograph of a man with grey hair and glasses, wearing a blue shirt, and a young boy with brown hair wearing a red and white striped shirt. They are both looking down at a smartphone held by the boy. The background is a bright, out-of-focus outdoor setting.

Encourage parents to have a technology talk with their child before giving them a device and have regular follow up talks. Encourage their child to be open about their technology use and reassure them they won't get in trouble if things go wrong.

A photograph of a white smartphone lying on a light-colored wooden surface. A white charging cable is plugged into the bottom of the phone and extends towards the right. In the background, a white electrical outlet is visible on a yellow wall.

No charging in bedrooms - have a designated charging point in a communal area of the home (this also gives the opportunity to do random phone checks).

Carryout frequent and random phone checks (without warning).

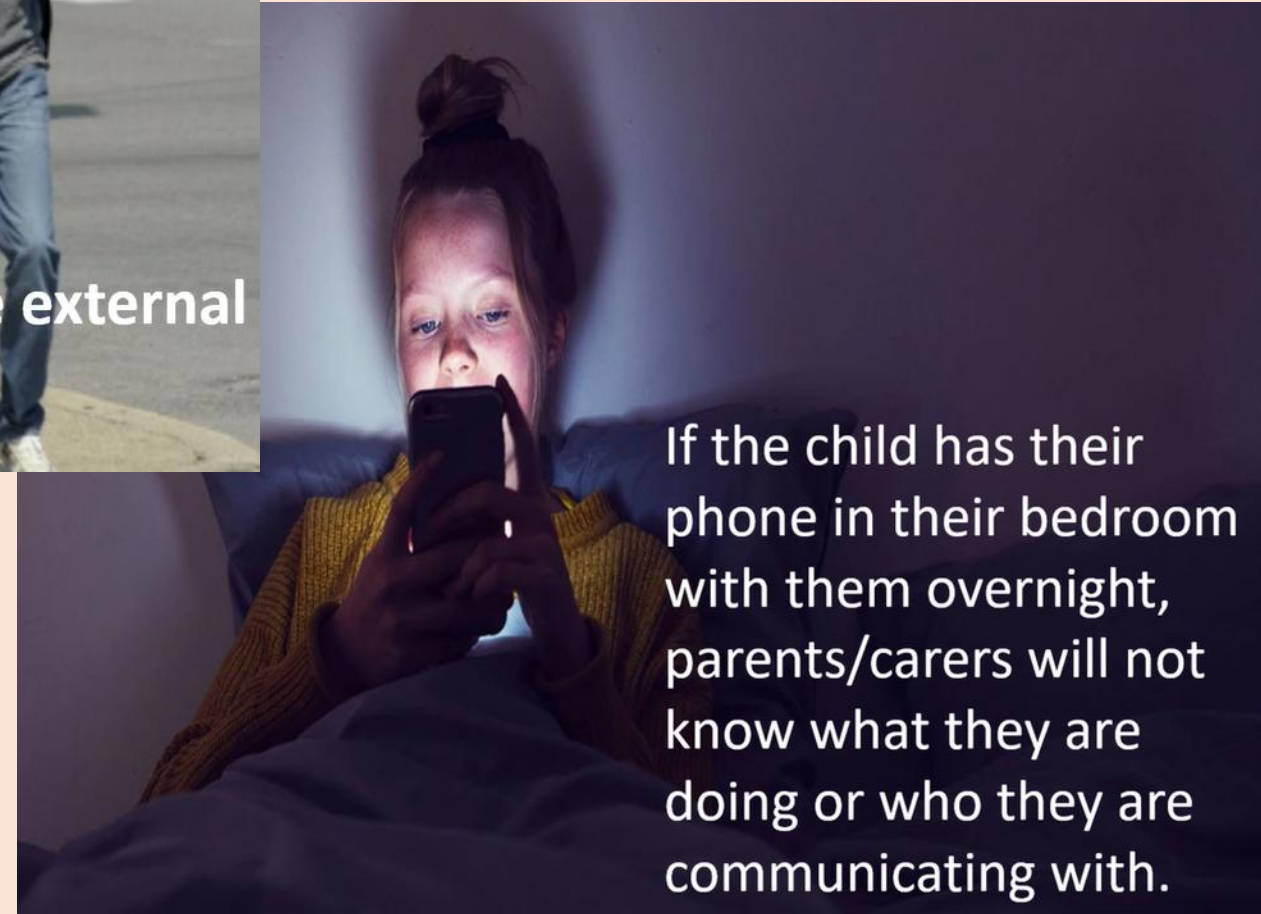


The best monitoring app is parent/carer involvement and interest.





Dangers can also be external



If the child has their phone in their bedroom with them overnight, parents/carers will not know what they are doing or who they are communicating with.



Let children be bored, this is
when creativity occurs and
they can find their talents.

**Download and
explore the apps
your child uses.**



**No headphones,
parents and carers
need to hear the
conversation and who
their child is
communicating with.**





MANAGING SCREEN TIME

Children's ideas for rules at home:

1 No phones at the dinner table.

Mealtimes should be time to recharge and connect with each other.

2 No devices in your child's bedroom.

"A rule that I think is really important that I've always had was don't let your child sleep with their phone in their room ... stuff online tends to go wrong late at night...say your parents are asleep it's really easy to just sit up scrolling, watching things."

This could be discussed to be after a certain time in the evening to encourage healthy boundaries between rest and screen time, preventing unrestricted phone use late into the night.

3 Have some phone-free time.

Have a phone-free day or time at weekends or in the evening. Make it a family rule and enjoy time together without online distractions. For ideas, use the "getting off grid" activity in the activity pack to plan something you can all do together.

4 Share why you're using your phone.

Explain what you're doing if you use your phone in front of your child. Telling them that you are "looking something up" or "checking what time you're meeting someone" will show them that you are using it for constructive purposes.

Raising digitally smart families

As a brand that's all about play, we're committed to ensuring play is safe for everyone. That's why we've created tools and resources to empower children and families to learn good digital habits and thrive online. Below, you'll find helpful content and playful learning experiences to help your family become digitally smart.

Quick tips

Here are 10 tips inspired by our partner, UNICEF, to help parents keep children safe in the digital world

[Learn more >](#)



Talk about online safety



Agree on boundaries up front



Encourage positive social



Use online safety tools



Know where to seek help



Find someone you both trust



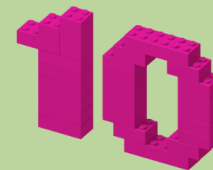
Understand the privacy risks



Cover the camera



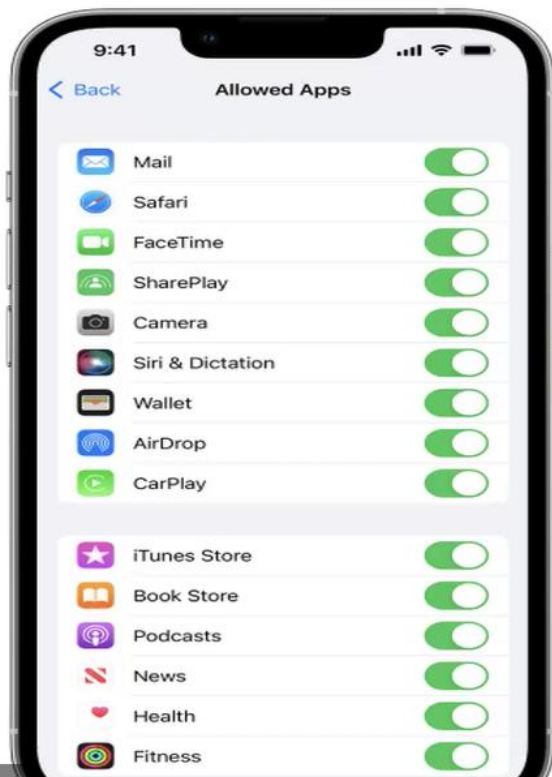
Respect your children's privacy



Play together, online

Family link

Apple Screen Time

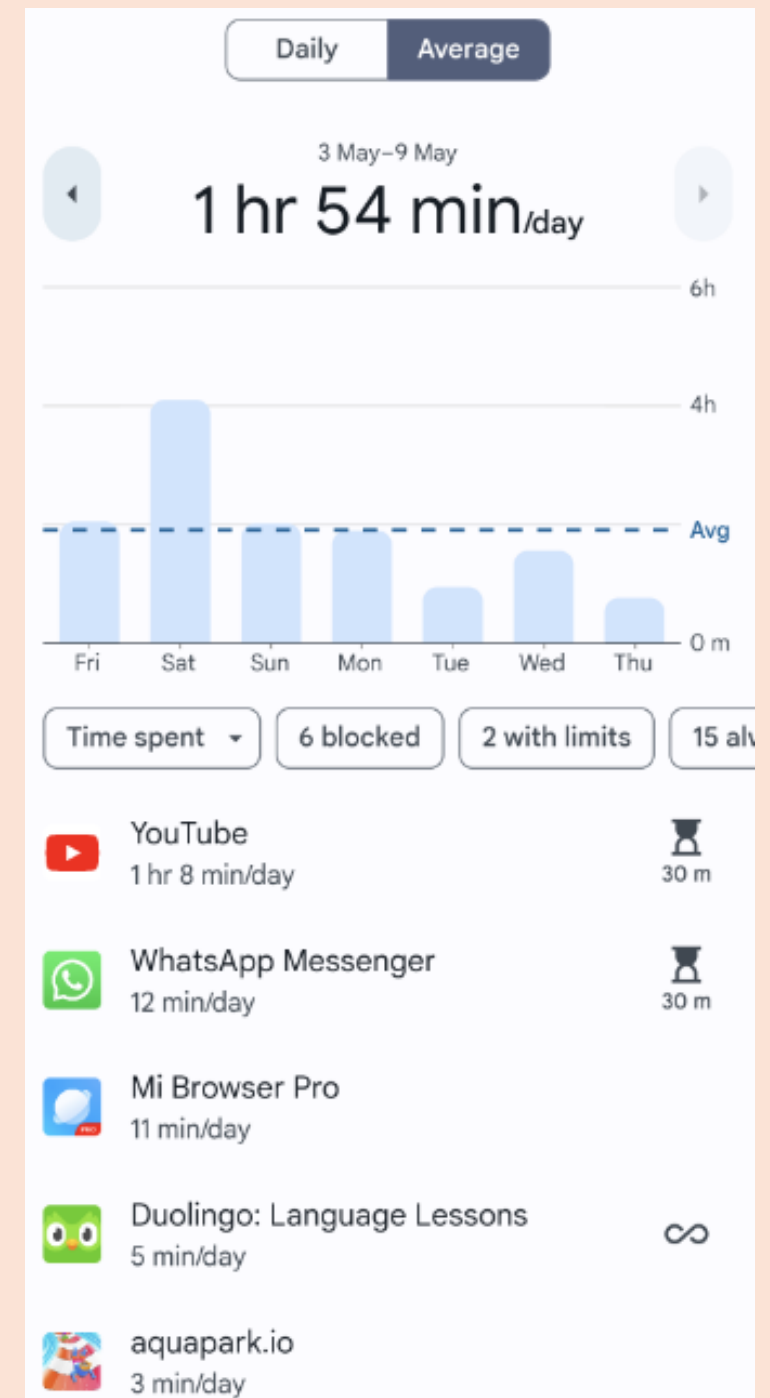


Allow built-in apps and features

You can restrict the use of built-in apps or features. If you turn off an app or feature, the app or feature won't be deleted, it's just temporarily hidden from your Home Screen. For example, if you turn off Mail, the Mail app won't appear on your Home Screen until you turn it back on.

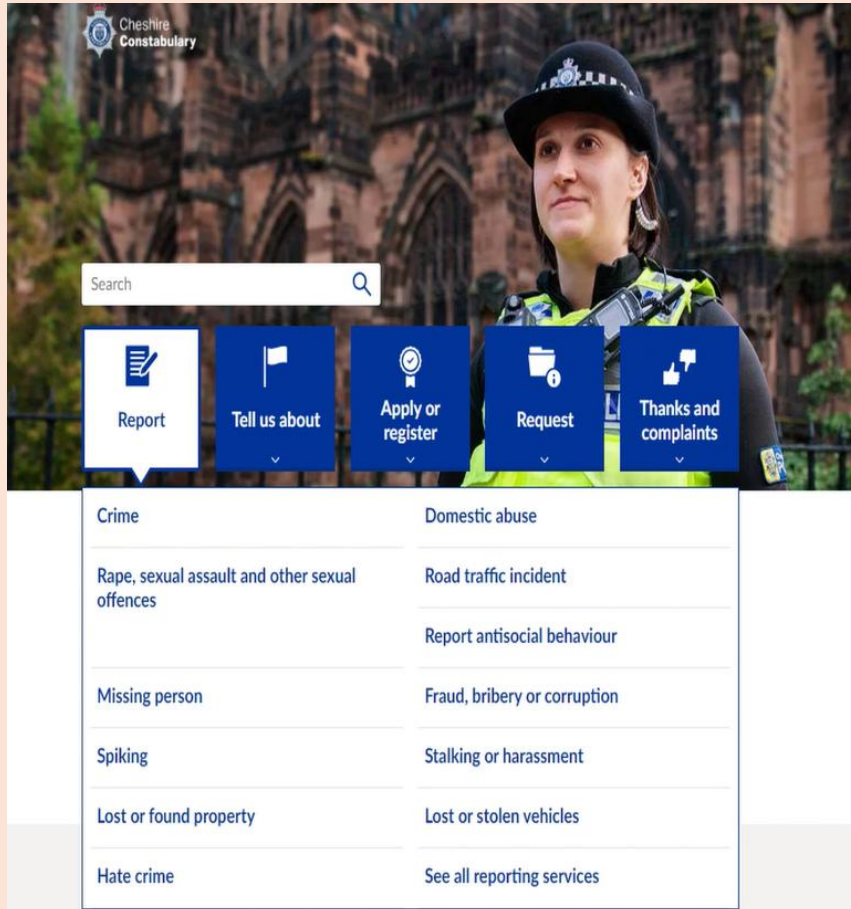
To change your Allowed Apps:

1. Go to Settings and tap Screen Time.
2. Tap Content & Privacy Restrictions.
3. Enter your Screen Time passcode.
4. Tap Allowed Apps.
5. Select the apps that you want to allow.



If you need to make a report.

101



me, you, us

safeguarding is everyone's responsibility



Any
questions?