



Parent Workshop

Parent Online Safety

January 2025

L Shaw

*Assistant Head
Teacher*





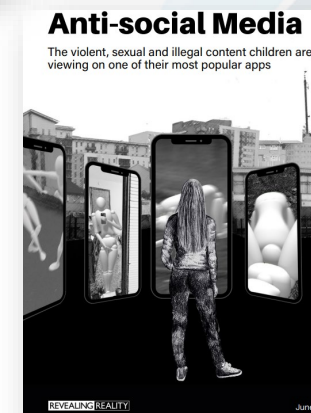
This presentation brings together:

Key Findings from:

- [Children and parents: Media Use and Attitudes report](#)
- [Children's Online User Ages 2023 Quantitative Research Study](#)
- [Children's Media Lives: Year 10 findings – 19 April 2024](#)
- [Revealing-Reality Anti-social Media Report 2023](#)
- [Internet Watch Foundation Annual Report 2023](#)
- [Evidence on pornography's influence on harmful sexual behaviour among children Report 2023](#)

Suggested Resources and Tips for Staff to help Parents/Carers:

- keep up with the latest trends, apps and games
- manage controls and settings
- talk to children about risk



SafeguardED

Social Media & Online Safety



Why do we need to engage you, as parents?

We have a **statutory duty** to keep children safe online

We have a **moral duty** to keep children safe online

Time spent on screens and social media **impacts on how students function in school**

Tiredness affects mental health

**HELP US
HELP YOU**

We spend much of our time dealing with online issues that occur outside of school

Social Media & Online Safety



On average, young people spend between 6-8 hours a day online (even on a school day!)



Parents often aren't aware of this if children have smartphones and other devices in bedrooms



Children's ability to thrive is being hindered



What's the problem with kids and smartphones?



Harmful content

Smartphones act as a gateway to pornography, violent and extreme content. Often kids don't seek them out but are exposed to them via algorithms and messaging apps. Once seen, these things can never be unseen. **90% of girls and 50% of boys say they're sent explicit content they didn't want to see.**



Addiction

Tech companies intentionally make apps addictive, because the more time we spend, the more data they harvest, the more money they make. By leveraging dopamine circuits, they trigger brain responses akin to slot machine gambling. **1 in 4 young adults show signs of behavioural addiction to smartphones.**



Academic distraction

The average teen receives 237 smartphone notifications a day – one every few minutes – making focusing on schoolwork hard. Studies show that excessive smartphone use has negative impacts on academic performance. Children at schools with effective smartphone bans get GCSE's 1-2 grades higher.



Grooming

Sites like TikTok, Snapchat and Roblox are used by sexual predators to target children with their first smartphones, blackmailing them into sharing sexual content. **Sextortion is now the fastest growing crime against teens. Since 2022, there has been a 66% rise in 'self generated' sexual abuse imagery of children under 10.**



What's the problem with kids and smartphones?



Cyberbullying

Disagreements between pupils used to stop at the school gate, now they follow kids wherever they go, 24/7. Young people who experience cyberbullying are twice as likely to attempt suicide and self-harm. One in six teens report being cyberbullied in the past month, according to the World Health Organisation.



Mental illness

Rates of depression, anxiety and suicide in young people have spiked globally since 2010, when children first began getting smartphones. The first generation to grow up with smartphones are now adults – data shows that the younger they got their first smartphone, the worse their mental health today.



Opportunity cost

Underpinning all these harms is one that is potentially the most significant of all. For the first time in human history, children are spending more time on devices than they are playing – an activity crucial to our healthy development. Smartphones are experience blockers, distracting children from engaging in the real world. The average UK 12-year-old now spends 29 hours a week – equivalent to a part-time job – on their smartphone. This leaves little time for the real world activities and relationships that enable us to learn the essential life skills we need to transition into adulthood. The average daily time that teens spend with friends has plummeted by 65% since 2010.

What are you most WORRIED about when your child is ONLINE?



A young girl with a headband is lying on a bed, looking at a tablet device. The background is a soft-focus bedroom. The text is centered in a white box with a blue border.

TALKING TO YOUR CHILD ABOUT LIFE ONLINE



Are you CONFIDENT to TALK TO YOUR CHILD? Is your child confident to TALK TO YOU?

Younger children are more likely to tell someone if they see something worrying or nasty online:

- **Two-thirds of 8-11-year-olds** say that they would always tell someone (66%)
- **Almost half of 12-15s and 16-17s** (49% and 45% respectively).

WHAT WOULD YOU DO?

Are there any areas you would not feel confident or comfortable to discuss?



YOU don't need to be an EXPERT ... be a PARENT

It's your choice - Don't let others dictate when the right time is to use tech.

Stay involved – make time to communicate, talk about what they are doing. What do they enjoy? What makes them laugh?

Don't quiz them – have regular conversations. What's their favourite app? What is the best site to learn new things from?

Join in - watch them play a game and join in. Who are they playing with? Do they know the other players?

'Show me how...' – ask their advice to help you with your privacy settings, who you should add as a friend, are there any risks?

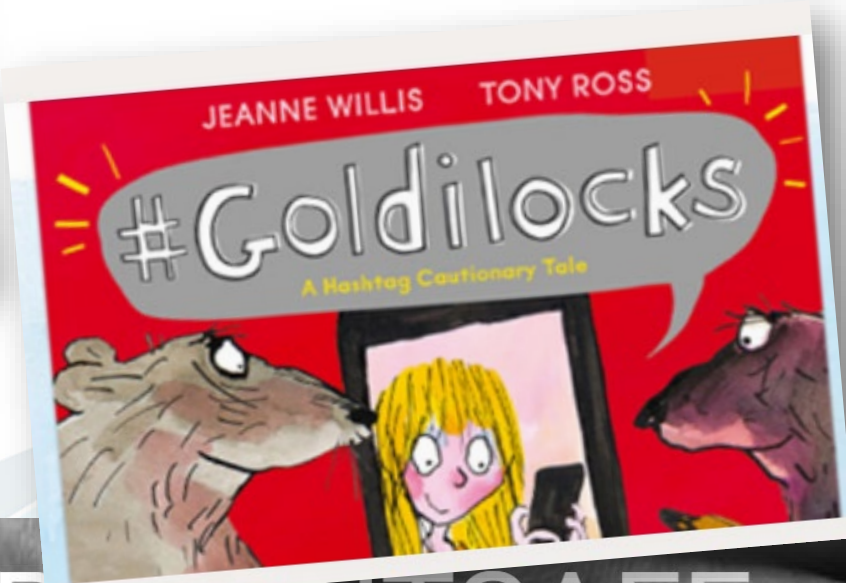
Lead by example - children learn as much from watching as they do from being told not to do something, so model good behaviour

Reassure them - tell them that they won't get in trouble and that you are always there to help.



TALKING TO CHILDREN ABOUT LIFE ONLINE

Find conversation starters, story time ideas and top tips to reinforce key safety messages at parentsafe.lgfl.net



Discussion Guide

Thorn have 18 topic-based discussion guides with questions to help start conversations!



PARENTSAFE

Keeping your children safe: online & beyond





SMARTPHONE or 'NON'-SMART / BRICK phone?

- Internet access
- Social media, apps and games
- Notifications
- Anytime connection
- Parental controls



REMEMBER IT'S YOUR CHOICE

Every child and situation is unique,
and you are best placed to know their needs

- NO internet access
- Some games
- Anytime phone calls and texts
- Limited parental controls





SUPERVISION AND PARENTAL CONTROLS



What RULES do YOU SET about being online?



Information their child can share online (49%)

Types of websites and apps they can use (41%)

Spending money online (52%)

Who you can interact with online

Video content their children are allowed to watch online (67%)

Where and when devices can / can't be used

While parental concerns in some areas have increased considerably, their **enforcement of rules appears to be diminishing**, partly because of **resignation** about their **ability to intervene** in their children's online lives.



Why not have a family agreement...?



Digital Family Agreement



- **clarify** what is allowed...or not
- **establish** ground rules like no phones at the table or in the bedroom at night-time
- **agree** shared expectations to reduce arguments and keep everyone safe & healthy



Download it at parentsafe.lgfl.net/digital-family-agreement

Digital Family Agreement



LGfL DigiSafe®



I will:

Why?

Check with mum before getting a new app or game or buying an add-on so she can check it's safe

Set up privacy and safety settings on any apps and sites I use and show them to dad, so he doesn't worry

Check with mum or dad before going live and explain what I can do to avoid any risks

Not post or share any personal information, e.g. mobile, address, to stay private and safe

Put my phone down when we're eating together or mum or dad want to talk, as it's respectful

Turn off notifications when I'm doing homework and at bed time, to help concentrate and sleep

Come off my devices an hour before bedtime to unwind and Sleep well

*If there are any issues:
We will talk about it calmly and respectfully
I may have to show you more about what I am doing on devices, or other consequences*

Signed: *Sophie Mum Dad*

Today's date: *24th March*

Date we will review this: *24th May*



Parent/carer will:

Why?

Put our devices down when you want to talk to me/us so we can model good behaviour

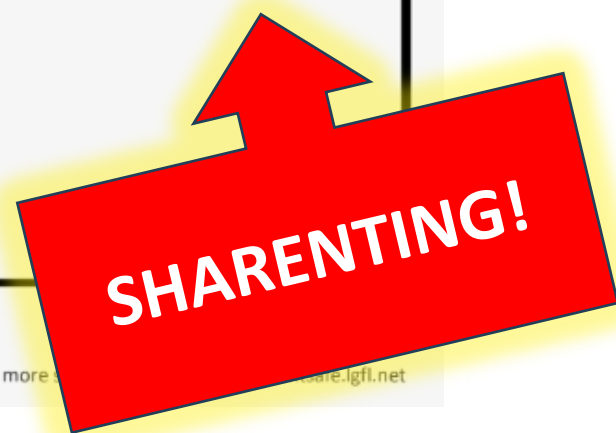
Keep our mobiles away for important family time, e.g. breakfast and dinner so we can have quality time and talk

Trust you to manage your screen time sensibly as we agreed, and only say something if I/we are worried, to help you stay safe and healthy

Ask permission before sharing any photos of you, to respect your privacy

*If I'm worried by anything:
I can tell mum or dad and they won't judge me
I can talk to Ms Patel at school
I can contact Childline or The Mix*

Download me again and find more... parentsafe.lgfl.net



What's wrong with Sharenting?

(when parents share photos of their children online)



- Identity theft
- Permanence of digital content
- Losing control of images
- Exposure to child predators
- Creates their children's digital footprints before they are old enough to consent to it



Download it at parentsafe.lgfl.net/digital-family-agreement

Do you SUPERVISE your child's online activity? HOW?



UNDER 12

More likely to be nearby / regularly
check what their child does online
(59%)



12 - 15

Ask their child about what they are
doing online
(72%)

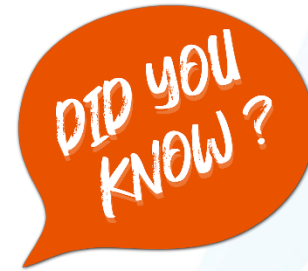
16 - 17

Ask their child about what they are
doing online
(42%)

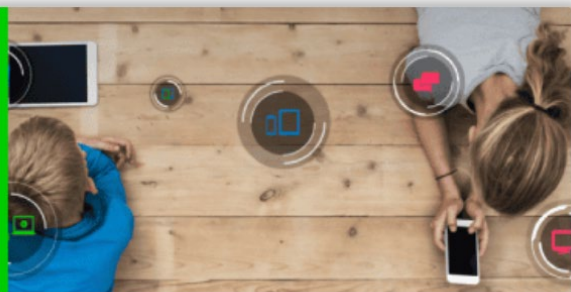


Have you set up parental **CONTROLS/PRIVACY SETTINGS** for **ALL DEVICES** and **NETWORKS**?

- Controls have to be set up on both the **broadband connection** AND **each individual device**
- These **do not come as standard** so it's worth checking
- They are important because they allow you to:
 - **Block and filter** upsetting or inappropriate content or sites
 - **Plan what time and how long** your child can go online for



Visit www.internetmatters.org/parental-controls/ to find out how to set controls on devices:



Set up devices safely

Set parental controls on a range of devices, apps, and platforms with our how-to guides.

Smartphones & other devices

Select the smartphone, other device or OS from the dropdown list:



VIEW ALL

Broadband & mobile networks

Select your network provider from the dropdown list:



VIEW ALL

Social media

Select the social media app or platform from the dropdown list:



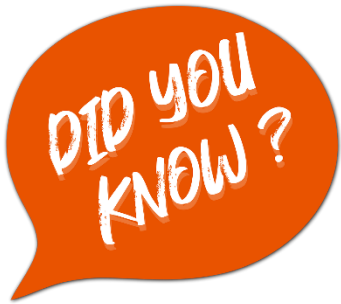
VIEW ALL

Video games & consoles

Select the video game or console from the dropdown list:



VIEW ALL



Parental control apps like [Google Family Link](#), [Screen Time](#) and [Microsoft Family](#) can let you set limits across devices, apps and platforms

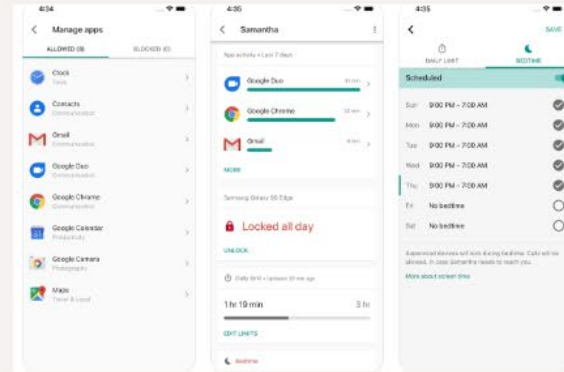
SAFE SETTINGS, CONTROLS & MONITORING

Apple, Android and Microsoft have tools to help you control what younger children can use and how long for. Click the images below for details. Once they are older and have your trust, the same tools can help avoid arguments and help them learn to self-regulate (how long have they really been on insta today? have they put down the phone at all in the last week?).



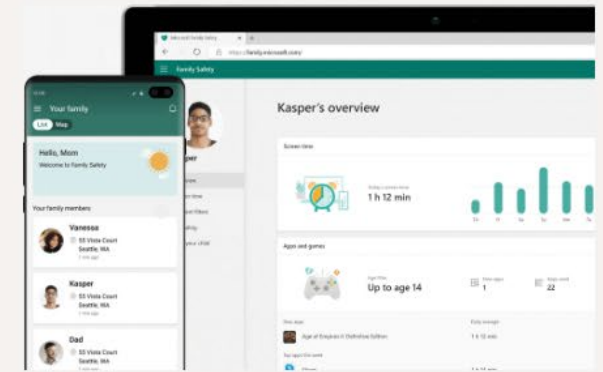
Apple Screen Time

Great for both parental controls and teen self-regulation



Google Family Link

Digital Wellbeing is the next step for the older ones after Family Link



Microsoft Family Safety

There are no self-regulation features for older teens, but Family Safety is great for the younger ones

Remember...



As children get older, restrictions and controls you use will **change**, but only at a pace you feel is appropriate for your child, not pressure from your child *“because everyone else is allowed”*

Content filters are never 100% effective, at some point your child may come across inappropriate or upsetting content, so *make time to talk regularly*

Download it at parentsafe.lgfl.net/digital-family-agreement



SCREENTIME



Screen time...



WORRIED about their **SCREENTIME??**

Do you know **HOW LONG YOUR CHILD SPENDS** online daily?

- Children spent an average **3 hours 5 minutes per day** accessing the internet, across smartphones, tablets and computers
- Four in ten (39%) parents of children aged 3-17 report finding it **hard to control their child's screentime**

Download it at parentsafe.lgfl.net/digital-family-agreement



Visit parentsafe.lgfl.net/ for advice and tips to manage screentime

SCREENTIME

Lots of parents worry about it, but we don't think you should worry about screentime - it's not **how long** they are online but **what and when they are doing** that counts (and the same goes for grown-ups, like in the Will Ferrell video above). You can use the control settings near the top of this page to regulate screen time in general and on specific apps, but beyond that we recommend you follow the Children's Commissioner's 'Digital 5 A Day' and help your children to aim for each of the targets in this pie chart ↪

Children's
COMMISSIONER



Digital 5 A Day
Simple steps to a balanced digital diet and better wellbeing

The UK Chief Medical Officers agree - check out [their version of what counts](#).

UK Chief Medical Officers' advice for parents and carers on Children and Young People's screen and social media use

Technology can be a wonderful thing but too much time sitting down or using mobile devices can get in the way of important, healthy activities. Here are some tips for balancing screen use with healthy living.

Sleep matters

Getting enough, good quality sleep is very important. Leave phones outside the bedroom when it is bedtime.



Sharing sensibly

Talk about sharing photos and information online and how photos and words are sometimes manipulated. Parents and carers should never assume that children are happy for their photos to be shared. For everyone - when in doubt, don't upload!



Education matters

Make sure you and your children are aware of, and abide by, their school's policy on screen time.



Keep moving!

Everyone should take a break after a couple of hours sitting or lying down using a screen. It's good to get up and move about a bit. #sitlessmovemore



Safety when out and about

Advise children to put their screens away while crossing the road or doing an activity that needs their full attention.



Talking helps

Talk with children about using screens and what they are watching. A change in behaviour can be a sign they are distressed - make sure they know they can always speak to you or another responsible adult if they feel uncomfortable with screen or social media use.



Family time together

Screen-free meal times are a good idea - you can enjoy face-to-face conversation, with adults giving their full attention to children.



Use helpful phone features

Some devices and platforms have special features - try using these features to keep track of how much time you (and with their permission, your children) spend looking at screens or on social media.



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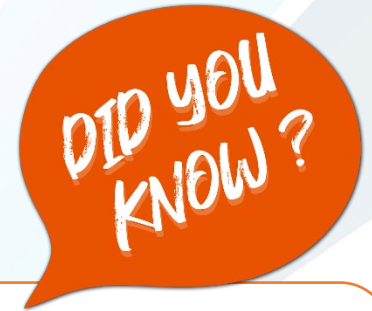
How does your child feel about **YOUR SCREENTIME vs THEIRS?**

“ When I grow up, I want to be an iPhone so my mum will talk to me ”
~ London pupil

Download me again from safeposters.lgfl.net

MAKES YOU THINK...
Talk to your child about their device use, but remember yours, too

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45% of 8-11s feel that their parents' screentime is too high

35% of 8-17s feel that their own screentime is too high

Source: Children and parents: media use and attitudes report 2024



[CLICK HERE TO WATCH VIDEO](#)



SOCIAL MEDIA AND GAMING

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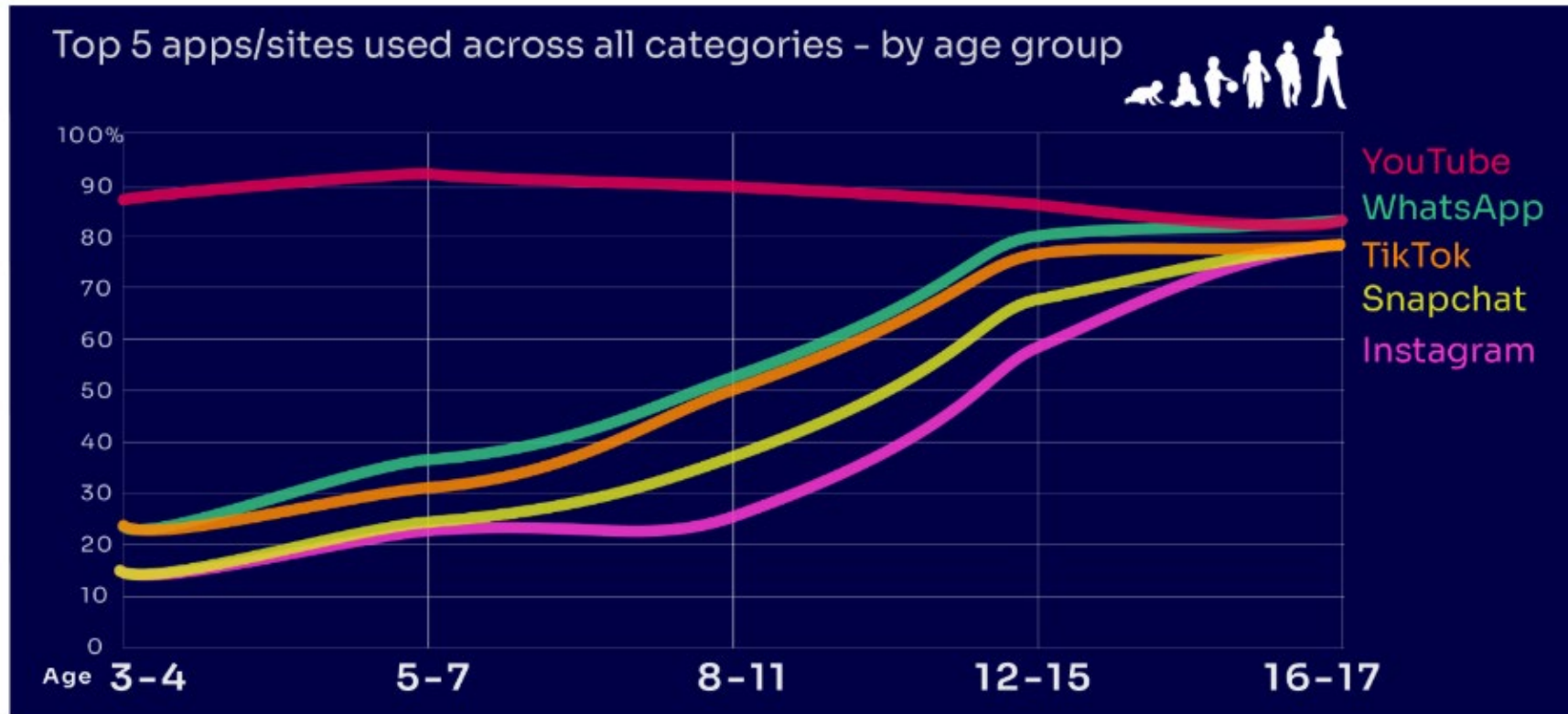
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Are you **FAMILIAR WITH THE APPS** and **GAMES** your child is on?

YouTube is the most popular, but the appeal of many social media platforms varies by age

DID YOU KNOW?



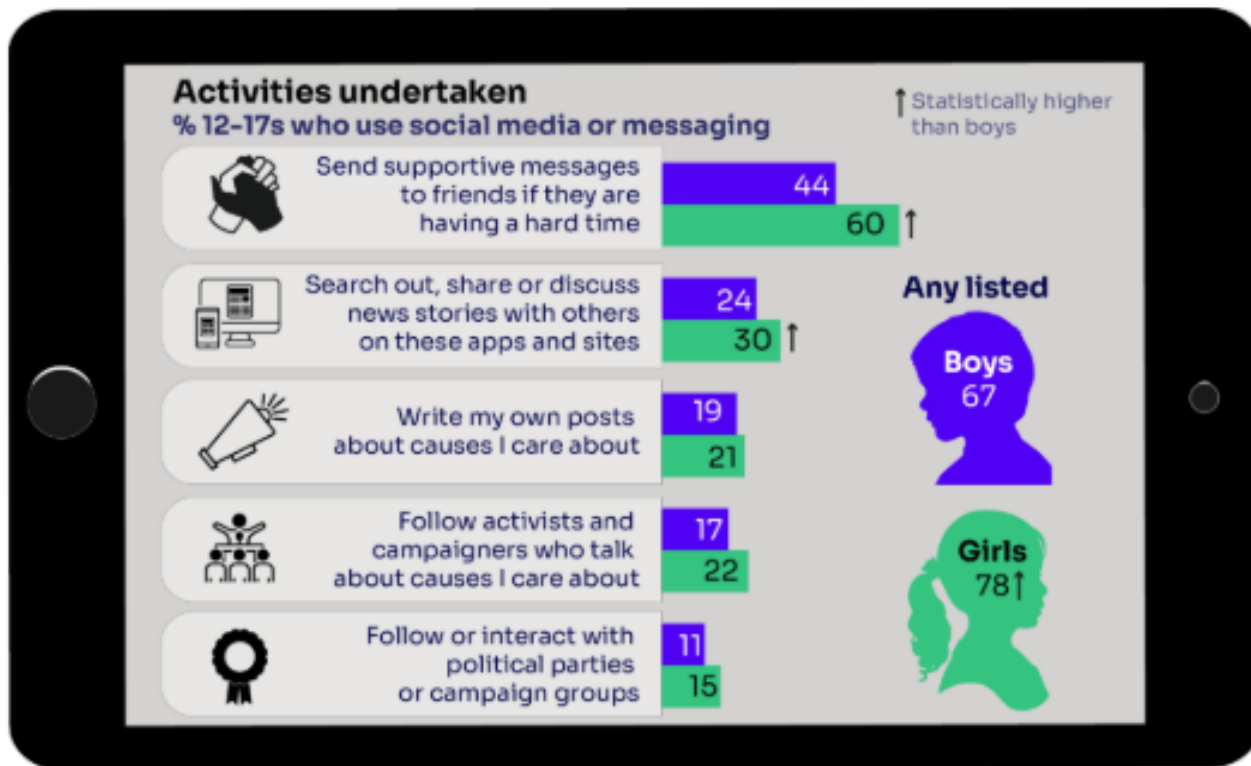
- under two in ten of all 3-4-year-olds use **Instagram** and/or **Snapchat**
- this rises to eight in ten among 16-17s

- under a quarter of all 3-4-year-olds use **WhatsApp**
- this rises to over eight in ten of all 16-17-year-olds



KNOW WHAT THEY DO on social media?

Eight in ten (81%) of all children aged 8-17 use at least one social media app/site for following friends, people and organisations, reading, liking or sharing content



Many used sites and apps like **TikTok** and **Instagram** to consume content

Snapchat was the most favoured platform to message and communicate with friends.

“I don’t think I could live without Snapchat anymore.... I’ve got all my friends on it, and we have like group chats where we all call, like, all the time, and we text each other and Snap each other” **Suzy, 12**

Go to apps.lgfl.net for guidance on apps and social media sites



WHY DOES THIS MATTER?

- Young people **can get around age restrictions** on apps and websites, increasing the risk of them coming to harm online
- Many children have online profiles that make them appear older than they actually are – exposing them to **content inappropriate for their age**
- **Addictive algorithms can make it harder to take a break** and maintain a healthy balance between time on and offline
- Algorithms can also target content similar to what you've already selected/liked/shared. This can prevent you from finding new ideas and perspectives, create **misinformation** and **reinforce stereotypes**.



What might they NOT BE TELLING YOU?

DID YOU KNOW?

Nearly six in ten (58%) 8-17s use **multiple profiles** on at least one social media platform:

(23%) said it was because one account was **just for parents/family** to see

13% said one account was **for the 'real me' and another contained edited/filtered posts** or photos



What about **WHATSAPP**?

Do you know the **minimum age** to use this?

What are the **risks**?



Unwanted contact

to contact somebody on WhatsApp, all you need is their phone number, which could expose you to unwanted messages or calls

Inappropriate content

messages are end-to-end encrypted which means that the content cannot be monitored. This means that your child could see or hear harmful or upsetting content e.g. pornography or violence.

Location sharing

live location feature means that your child could reveal their current location to others

Cyberbullying

children could be bullied, feel left out or deliberately excluded or removed from groups

Oversharing

privacy features, such as disappearing and 'view once' messages, might mean that your child feels safe to reveal private or risky information or images. However, there is always a risk that this could be copied and shared

'What's Up on WhatsApp? Group Chats and Kicking'

[CLICK HERE TO WATCH THE VIDEO](#)

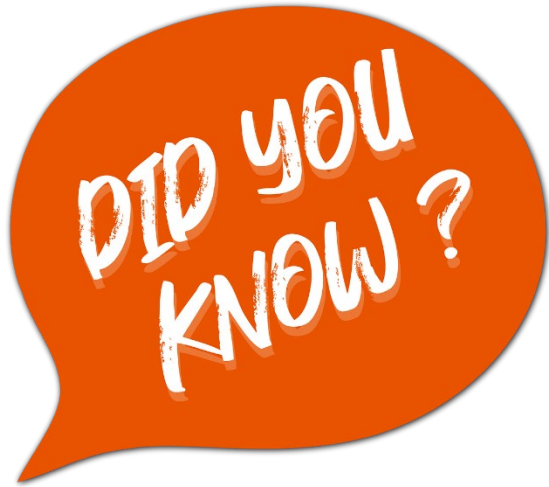
How can **YOU GET INVOLVED?**



- **ASK** what type of games your child enjoys – are they **age-appropriate**?
- **PLAY** games together - keep the tech in **shared spaces** rather than bedrooms
- **TALK** about **who they are playing** with - what **information** are they sharing?
- **EXPLAIN** what is/isn't **appropriate to share**, e.g. personal details to identify them/location
- **AGREE** how they will spend their **money** online
- **DISCUSS** what they would do if they were **bullied** online, and what steps to take
- **DECIDE** **how long is appropriate** to play in one session - how many sessions a day
- **SETUP** these restrictions in **parental settings** with your child

PEGI helps parents to make informed decisions when buying video games:

- The age rating confirms that the game content is appropriate for players of certain age
- It considers the age **suitability** of a game, **not the level of difficulty**



TWO LEVELS OF INFORMATION AS A GUIDE : THE PEGI AGE LABELS



THE CONTENT DESCRIPTORS





RISKS AND NEGATIVE EXPERIENCES

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So what are the **RISKS?**

content: being exposed to **illegal**, inappropriate, or **harmful** content, for example: **pornography, fake news, racism, misogyny, self-harm, suicide, anti-Semitism, radicalisation, and extremism.**

contact: being subjected to harmful online **interaction** with other users; for example: peer to **peer pressure**, commercial **advertising** and **adults posing as children** or young adults with the intention to **groom** or **exploit** them for **sexual, criminal, financial** or other purposes

conduct: online **behaviour** that increases the likelihood of, or **causes, harm**; sharing and receiving **explicit images** (e.g. **nudes** and semi-nudes and/or **pornography** and online **bullying**

commerce: risks such as online **gambling, inappropriate advertising, phishing** and or **financial scams**

Average age children first view pornography is 13

Substantial proportions viewed it at a much younger age— **27% by age 11 and 10% by the age of 9**

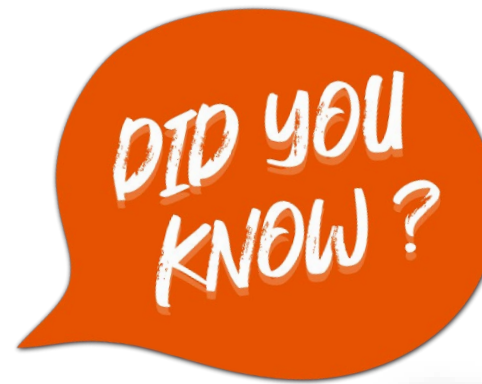
Unbearable **pressure to view hardcore** pornography even if they do not want to

Degrading acts and **violence against women**

Think it is **reflective of real life or healthy relationships**

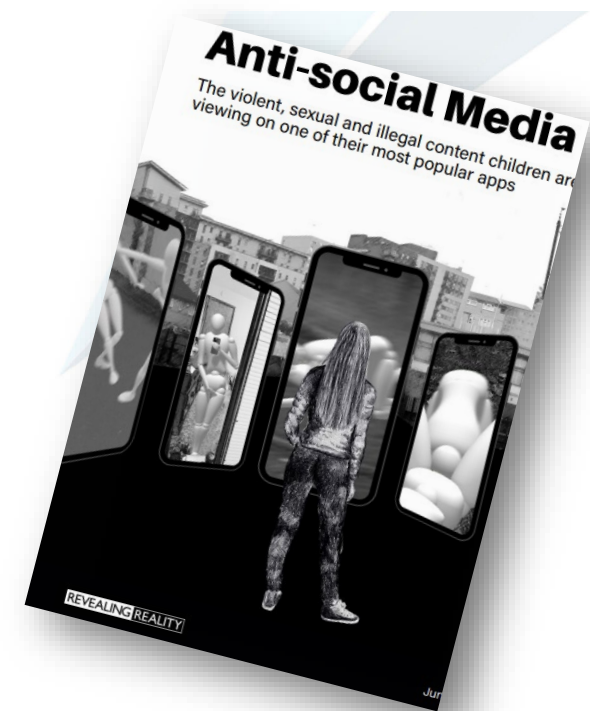
Pornography sites are not the only way, or even the most popular way, that young people access online porn

Wide **prevalence of on social media platforms** such as **Twitter, Snapchat and Instagram**



- **Disturbing, graphic and illegal content:**
 - Fights / beatings / stabbings / raids
 - Sexual assaults, sex acts involving children, CSAM
 - Sale of weapons and drugs online(Some see this type of content several times a day, daily)
- **Wouldn't consider reporting** – seen what happens to a 'grass'
- While other children use Snapchat's built-in filters to add funny effects to their selfies, the filter these children experience is the **normalisation of humiliation, aggression, violence and crime**

Snapchat:
'It's our evening news'



Being safer while live streaming

- **Talk** to them about what they are sharing
- Use devices in **public spaces** e.g. lounge not bedroom
- Check privacy and safety **settings** on the app/site
- Be wary of **requests to chat in private**
- Know **Support and Reporting** functions





STAYING SAFE ONLINE AND REPORTING

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Do **YOU** know **HOW TO REPORT** to apps / sites?

Step-by-step Guides

Click on the guides for step-by-step instructions to set controls on popular devices.



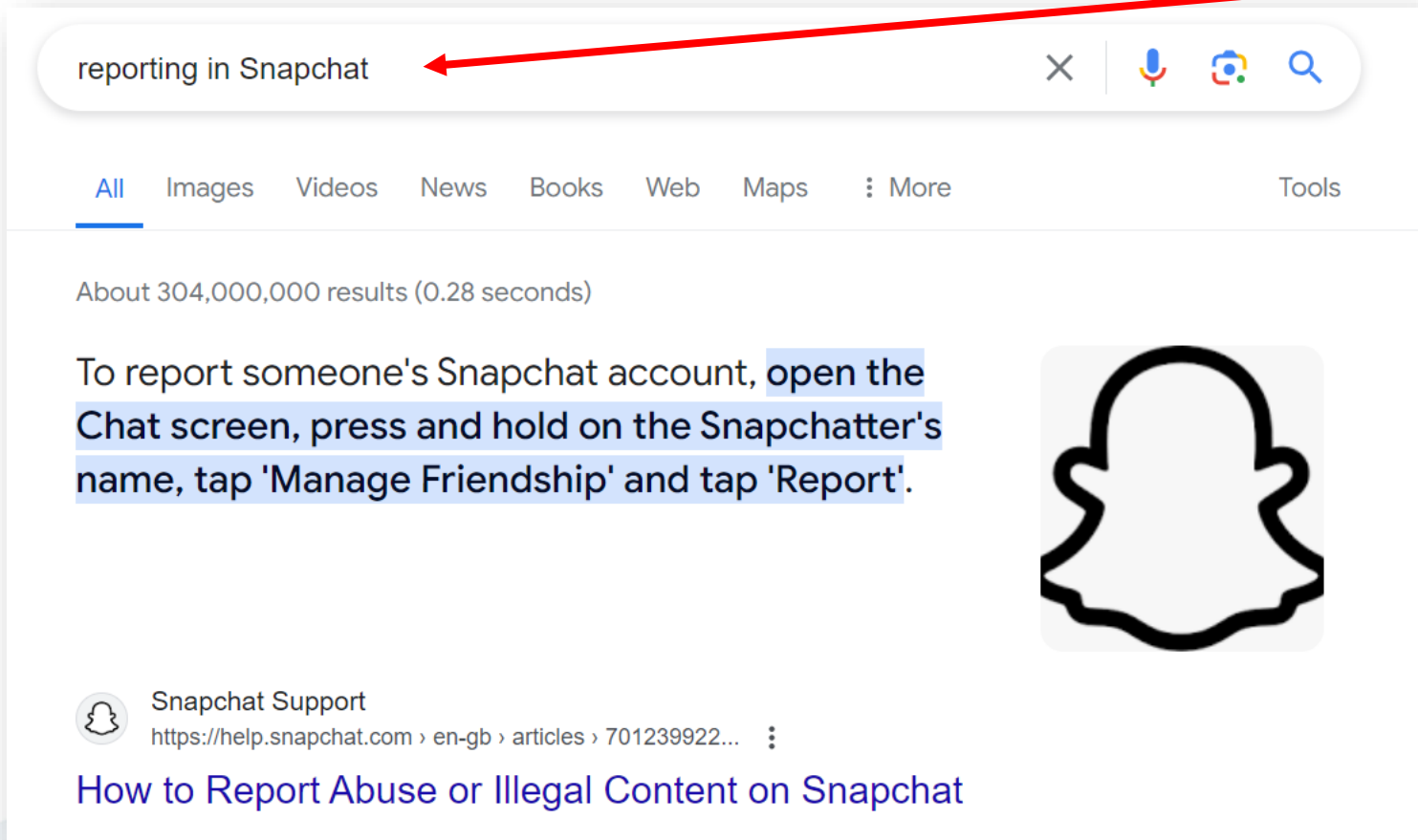
Internet Matters has helpful guides for social media apps and sites at

internetmatters.org/parental-controls/social-media

Popular Parental control guides



Search our step by step guide



A simple **Google search** with the site name, e.g. **'reporting in Snapchat'** will bring up the steps to take and signpost to the reporting page

Remember!



- Before signing up to any app/site, **check that your child meets the minimum age** requirement for the platform to understand the risks
- Remind your child to be **cautious about accepting friend requests** - a real friend is someone they/you know in real life, not a 'friend' they met gaming or in a chat room. Encourage them to **ask you for advice** if they are unsure.
- Stress the importance of **not sharing personal information** with online 'friends'
- Keep **passwords confidential**
- **Check their privacy settings**, emphasising the importance of not sharing personal information with strangers, and emphasising the confidentiality of passwords are all important steps
- You can **report any content**, e.g. a post, image or harmful, misleading or damaging comment
- Remember that **reporting doesn't guarantee immediate** removal, as platforms assess reported content based on their respective rules and policies

CRITICAL THINKING

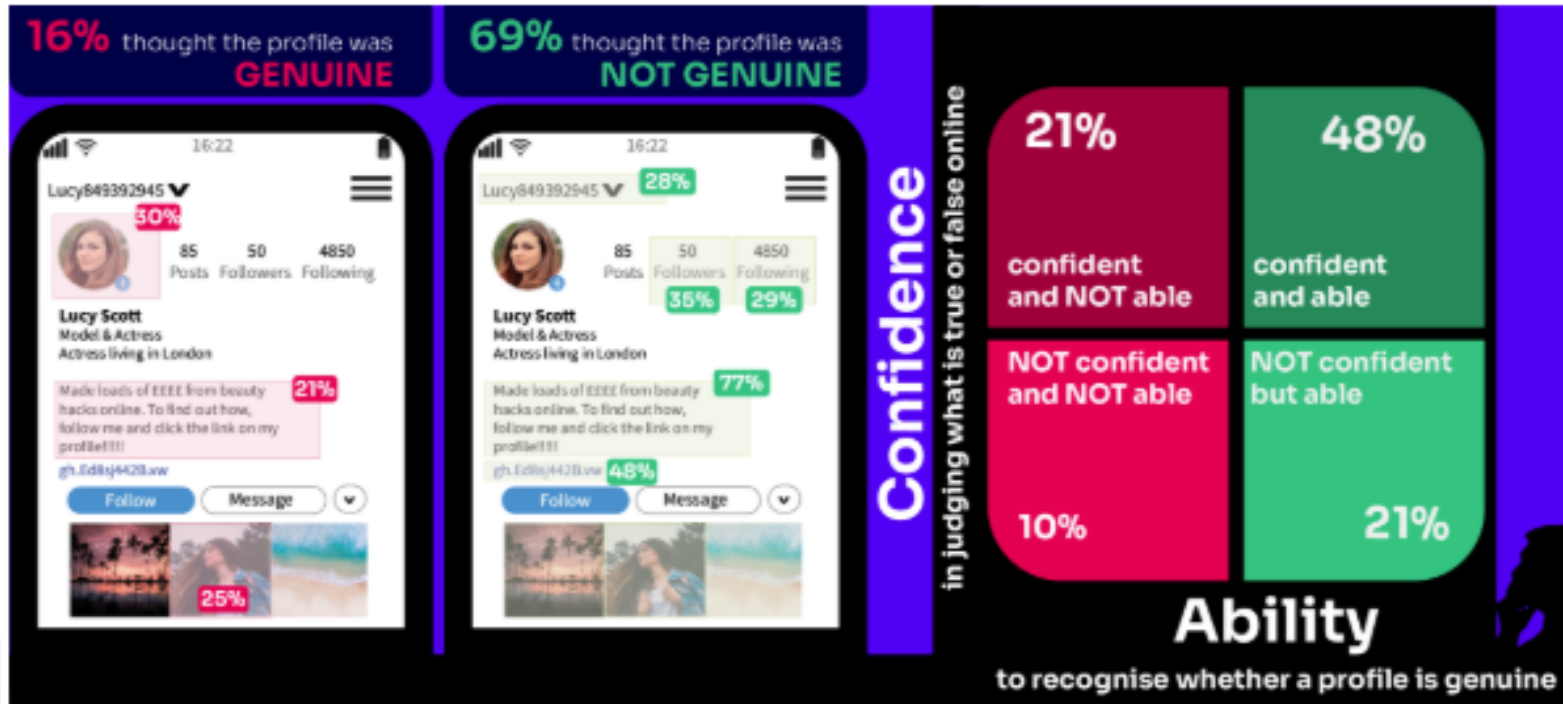
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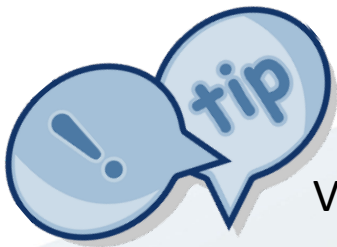
Does your child **TRUST** everything they see online?

Sixteen and seventeen-year-olds are less sure of their ability to distinguish the real from the fake online than they were last year:



32% of 8-17s had seen something they found worrying or nasty online in the past 12 months

59% of parents were concerned about them being influenced by extremist content



Visit goingtoofar.lgfl.net to find out how to help children:

- recognise extremist behaviour and content on social media/apps/games
- understand actions likely to attract police investigation
- get help
- report concerns

Are they aware of the **implications** their actions could have?

Could they be breaking the law?

Or putting themselves or others at risk?

Visit goingtoofar.lgfl.net to find out more.

LGfL DigiSafe Department for Education

goingtoofar.lgfl.net

GOING TOO FAR?

THE LAW AND ONLINE EXTREMISM

WHAT WOULD YOU DO IF?

Scenario based quiz: What would you do if?



RESOURCES AND SUPPORT

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Visit parentsafe.lgfl.net for tips and ideas to help parents:

- Manage **screen time**
- Set controls and **settings**
- Understand **apps and games**
- Talk to children about **risk** - from bullying & sharing content, to extremism & gangs

parentsafe.lgfl.net



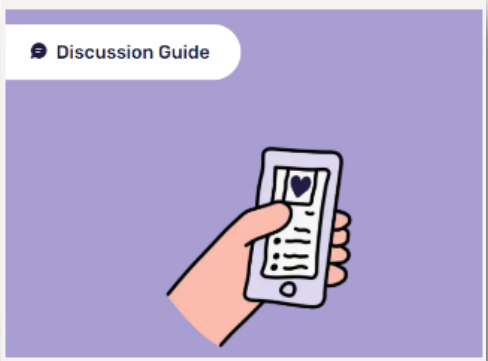
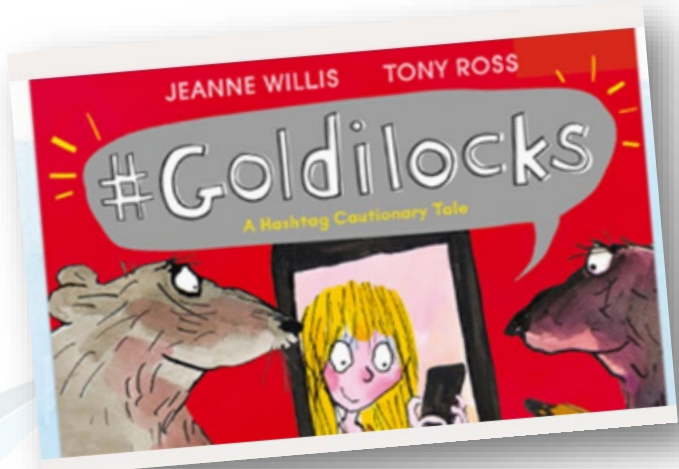
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TALKING TO CHILDREN ABOUT LIFE ONLINE

Find conversation starters, story time ideas and top tips to reinforce key safety messages at parentsafe.lgfl.net



Thorn have 18 topic-based discussion guides with questions to help start conversations!



PARENTSAFE

Keeping your children safe: online & beyond





SIX TOP TIPS

For Parents To Keep Your Children Safe Online

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Most parents & carers think their children and young people spend too much time on devices. **DON'T FEEL BAD!** Lots of it is perfectly healthy anyway. Instead, follow these tips to keep them safe, happy and healthy.

Don't worry about screen time; aim for screen quality

Scrolling through social media isn't the same as making a film or story, or video calling Grandma. Use the Children's Commissioner's 'Digital Five A Day' to plan or review each day together.



Check the safety settings are turned on

Whether it's your home internet, mobile devices, consoles, apps or games, there are lots of settings to make them safer. The key ones are - can they chat to strangers, can they video chat or 'go live', are their posts public? What about safe search and Youtube? See parentsafe.lgfl.net for more.



Get your children to show you their apps and games

You don't need to know all about the latest app or game, but if your child shows you what they are doing and with whom, you'll probably see if it's appropriate or not. Remember 18 games are not more advanced - they are harmful to children! For parent guides to apps, including recommendations for kidsafe apps and video platforms, search for **Common Sense Media** reviews.



Don't try to hide news about scary things in the news

If you don't talk about it, your children might read inappropriate pages, believe scare stories or simply catastrophise in their heads. Why not watch **Newsround** together and talk about how they feel - there is guidance from **Childline** to help you.

ONLINE TUTORS KEEPING CHILDREN SAFE



GUIDANCE FOR PARENTS & CARERS

YOU MIGHT GET A TUTOR FROM SCHOOL, THE NATIONAL TUTORING PROGRAMME, A GOOGLE SEARCH OR A RECOMMENDATION. BUT ANYONE CAN CALL THEMSELVES A TUTOR, SO HOW CAN YOU KEEP YOUR CHILDREN SAFE WHILE THEY CATCH UP?

1) Select the right tutor

- o Get to know them first - ask about qualifications, experience (freelance? umbrella body?) & approach
- o Take up references and speak to them if you can
- o Ask to see a DBS (criminal record) check. NB - private tutors can only get the basic check; (don't let a DBS give you a false sense of security though)
- o Find out which platform they will use and its safety features



2) Establish clear rules

- o Sessions must always be arranged via you; the tutor should not contact your child directly between sessions, send private messages or change communication platform
- o A tutor is not a friend - they should behave in a professional way, like a teacher
- o Sessions must not be recorded without your approval
- o Try to be in the room for all sessions, especially for younger children, and certainly the first time
- o Your child should not join a session from a bedroom. If this is unavoidable, pop in frequently, ensure they are fully dressed at all times, point the camera away from beds & personal information, and blur or change the background



3) Make sure your child knows

- o The rules apply to them and the tutor
- o A tutor is a teacher not a friend
- o Neither tutor nor child should share personal information, private messages or photos & videos
- o They must never meet without your approval or communicate on a different platform
- o Who their trusted adults are at home and school
- o They can tell you if they are asked to keep a secret or anything happens or is said that is strange or makes them feel uncomfortable, scared or upset



FIND MORE SAFEGUARDING RESOURCES TO SUPPORT PARENTS AT [PARENTSAFE.LGFL.NET](https://parentsafe.lgfl.net)  DigiSafe

parentsafe.lgfl.net

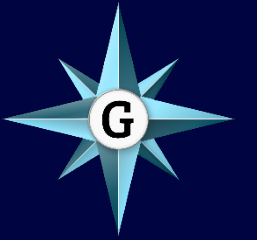
Food for thought...



When we give our children access to the whole world in their pocket, we give the whole world access to our children.



Food for thought...



Childhood is fleeting and precious All children deserve the opportunity to learn and grow free from addictive algorithms and devices.

Let kids be kids The things they need to thrive are simple and free: to play, to imagine, to connect with others and the real world – in all its messy imperfection.

Technology should be a force for good

It should respect our children's attention, improve their wellbeing and help them flourish in the real world, not the other way round.

Food for thought...



Parents should be empowered to parent in the online world

Informed by their values and beliefs, in the same way that they do in the real world.

Companies that profit from children must respect childhood

Not only by keeping them safe from harm, but by designing products that recognise the importance of childhood and the needs of healthy development.