

## Keeping Children Safe in a Digital World

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**The online world is changing so rapidly, whatever our own use or attitude, our children and young people are growing up in a digital world.**

We all have a challenge **and** a responsibility to help them now and to navigate this world safely, and to become resilient and responsible “**digital citizens**”.

None of us are alone in this and so it's important to recognise how we can work together, to be the trusted adults to support our children: as parents and carers and school staff. The Government and national bodies are there too ensuring that organisations support your efforts, with settings and guidance.

The following slides are shared in the hope that it will

- help you along this journey,
- offer some links to support you,
- challenge you to think one step ahead.

**Whatever the latest apps, games, technology - new and trending ones will come and go.**



**We asked a few questions to try to understand the main concerns of parents.**

**Do these responses match your own thoughts?**

Other things that we hadn't asked about, which were raised as concerns included:

- Experiencing and managing negative behaviours after time children have been using tech, or watching videos, even age appropriate children's videos.
- and
- The online dangers of strangers.



**It was great to see such a high proportion of households confident that they have settings in place** to help keep their children safe. **Well done!**

Keep reviewing those settings as your children and technologies develop and perhaps offer help to other families in your circle, where you can.

**For those that don't feel their children need to know about this yet**, you're quite right that we have to be careful we're not introducing them to anything they're not ready for, things that they aren't aware of yet. **Every child is different**, however, the world they are growing up in, is a digital world...

Think of the opportunities to encourage positive behaviours and to model those in your own use including

- Being kind, showing empathy and understanding
- Sharing feelings
- That sometimes things go wrong, it happens to us all, that a problem shared can be dealt with - this doesn't happen alone
- Developing and maintaining positive friendships
- Building a circle of trusted adults that our children know they can turn to if things don't feel right or if/when things go wrong.



## Take a moment to think about

- **The tech you used in your childhood** and how that might compare to the experiences of your children.
  - We played with walkie talkies, watched TV, had a telephone fixed to the wall. My favourite toys were my ironing set and scooter.
  - We knew about the satellites in the night sky, which meant we could talk to my dad working in far flung places.
  - My children grew up with a home computer, Tamagotchi and games consoles, music streaming, early social media and a shared mobile phone.
- **The role models and influences** shaping our children's understanding of the world and what they believe to be true?
  - My favourite toys as a child were my scooter and play ironing set.
  - We watched the evening news together – I wasn't really interested in it but, it meant staying up a little later and when there were things I didn't understand, or that upset me, we would talk about it together.

**What are the “social norms” that help shape What influences them?**



**Our children are surrounded by, and have access to so much more.**

There are things in place to help us as adults, to consider what is appropriate for our children and for us to **guide they're understanding that there is a reason for them including**

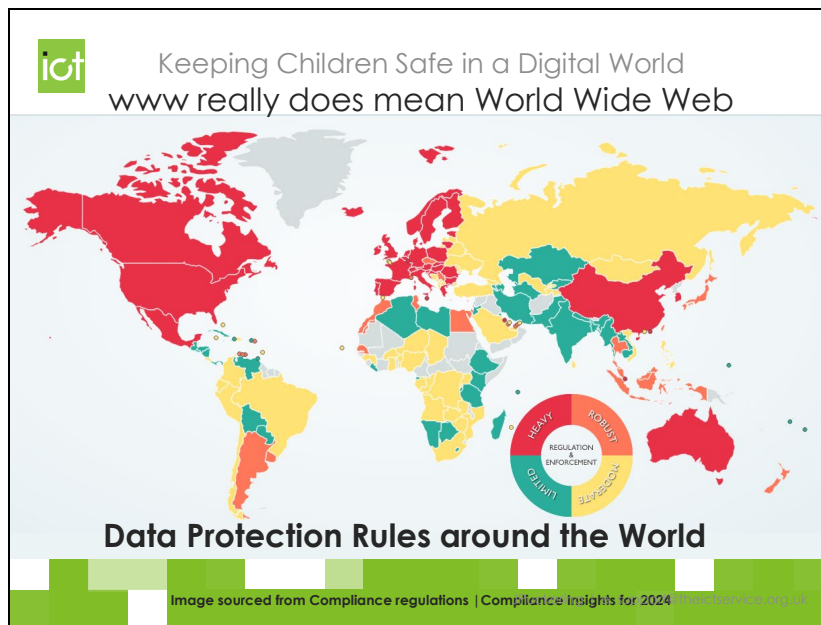
- Films and music video age classifications,.
- Video Games PEGI ratings
- And **social media age restrictions – which are generally 13+**

While social media apps bring great opportunities for keeping up with family and friends, we need to think about how we're using them too – many of us sharing photos and videos of ourselves, our friends, our children... in our role as parents, carers, grandparents, aunts and uncles.

**But here's a thought...**

**TikTok** is a Chinese tech company, and is globally considered as a huge concern when it comes to data privacy, censorship and government influence.

<https://www.bbc.co.uk/news/technology-60854885>



## WWW really does mean World Wide Web

This map highlights data protection regulation and enforcement around the world. Not all countries have the same standards or rules as we have here in the UK.

- China is showing as being heavily regulated, yet we know that TikTok collects large amounts of personal details, browsing history and interactions (likes, comments, watch time), device and location data (IP Addresses, device models, approximate location) and clipboard access.
- TikTok has faced multiple Child Privacy Violations for illegally processing the data of children under 18
- They have worked hard to increase their relationships with the US, EU and UK and have brought in Family Pairing Mode....

Just take a moment to think about the images and videos that you and your family may have shared through various social media platforms – what are the privacy settings? Who else might have access to them?

<https://www.dbxuk.com/blog-2023/data-protection-laws-around-the-world>



## **We are currently in a new era of Artificial Intelligence.**

Ai is the most rapidly developing technology ever known, bringing fantastic benefits and opportunities. And risks.

Ai wants to please us humans.

It learns from the data it has available, to react as a human might, to give appropriate responses. It learns from the huge amount of data that is available on the Internet –the data that we may have provided.

### **Generative Ai can create new, unique content.**

- **These 3 images are shared with thanks to the Internet Watch Foundation.**
- **But none of these are images are of a real person or has ever been a living person.**

**The quality of AI generated images are becoming increasingly refined. They are created by text prompts.**



## Keeping Children Safe in a Digital World

### What are the Internet Watch Foundation seeing?



1. Hundreds of new AI CSAM images based upon known victims;
2. AI CSAM generated from online images of children in non-abusive situations;
3. Children as creators;
4. De-aging of celebrities to make them look childlike, depicting them in sexually abusive contexts;
5. Likenesses of famous children in sexual abuse situations;
6. Celebrities as offenders. This could affect anyone with enough images available of them in the public domain.
7. The commercialisation of this imagery.



Image sourced from Internet Watch Foundation: <https://www.iwf.com>

**AI allows the generation of images just by typing in few words...** AI has been used to generate other images in this presentation and for the sake of transparency, you may have seen a note that AI was used.

Don't dwell on the negative aspects for too long but do take a moment to read through this slide from the Internet Watch Foundation about Child Sexual Abuse Material (CSAM).

**Awareness is key.**



**Technology brings so many opportunities – but like any tool, we need to learn how to use it safely and responsibly.**

**How do you use technology?**

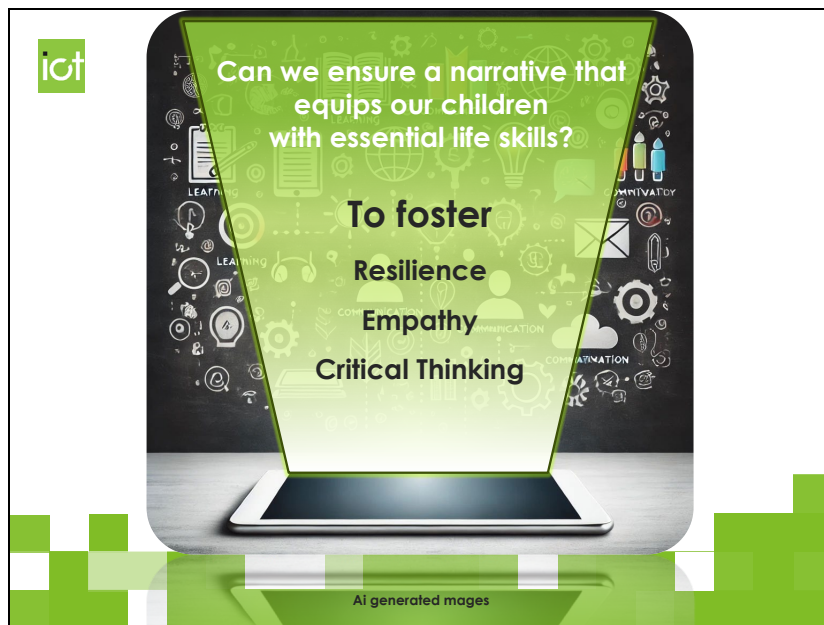
**How might your use, influence your children, their attitudes and behaviours?**

**In our family:**

- The youngest likes remotes and mobile phones. She's nearly 2. Now, she likes to tidy them into the draw, or hand them over. We've made a big fuss about praising the good behaviour.
- The older ones know about sharing images - and ask if we've liked or commented on ones that mum & dad have shared of their pets, work successes, a day out. They ask us to share a photo of their models to our family group.
- Their dad is a gamer – but now uses games that he can play with his oldest children and models positive behaviours when playing online – with friends the family know in the physical world

We all talk about what's appropriate, actions, sharing of images and feelings, the right to ask someone not to share, and that it's ok to say no.

**We try to have appropriate conversations, with consideration for the situation, their age and their stage of understanding.**



## **We all have a responsibility to ensure appropriate and safe use of technology.**

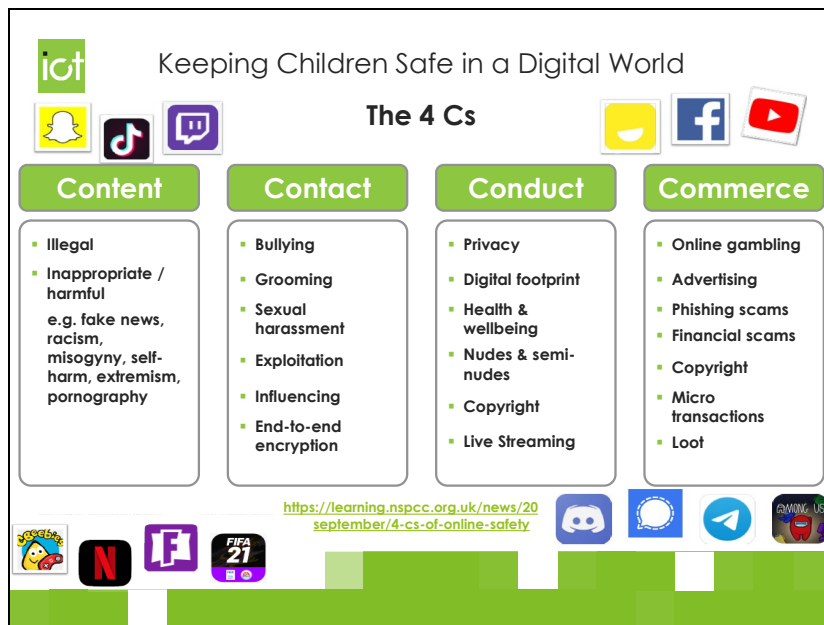
It's becoming increasingly complex and so it's important to work together.

In partnership, we can bring what we know, our own experiences, to support one another in an ever-evolving digital era.

### **The challenge is to help our children and to guide them**

- To be resilient when life is hard,
- To be kind and have empathy. To put themselves in someone else's shoes & think about how they might feel
- To think critically – even more so with the rapid developments of Ai... Is it true/real?
- To consider consequences - What might happen if I do this?
- To develop and maintain positive friendships
- To empower them to navigate this rapidly evolving digital landscape, now and in the future...

**All of these are already life skills aren't they! We just need to remember that they apply when using technology even more so...**



**When we talk about online safety, we talk about the 4 Cs:**

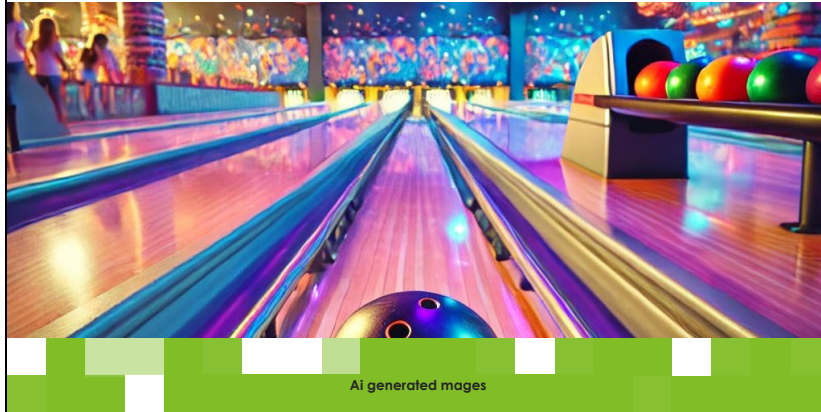
- **Content**
- **Contact**
- **Conduct**
- **Commerce**

These are at the heart of why we have we focus on encouraging positive behaviours, resilience, and empathy, and why we, as adults, we need to put the guidelines in place.

[The 4 Cs of Online Safety](#)



### Putting Guide Rails in place to help



## If we took our children to a bowling alley, we would

- Have considered if they were ready for this
- Find a ball that is a good size and weight for them to use, and then demonstrate how to roll, not throw it!
- Help them - putting guardrails in place to begin with, to let them explore the benefits, to learn what are good actions and what aren't...
- Be there to reassure them and to help-out, if things go wrong, encourage them to talk through their feelings, allowing for honesty and openness, to develop trust.
- Let them have a go, to make mistakes in a safe environment.

## In the same way, we need to allow children access to appropriate technology, and provide them with support and guidance

Giving opportunities to build their competencies and to transfer skills to different scenarios and applications, on and off screen with consideration of age and stage

So that as they explore the digital tools that are at their disposal.

## We are letting our children down if we don't give the boundaries and support to navigate this complex digital world.

Whatever the age or stage of your child(ren) is important to be aware - to stay at least 1 step ahead, as they grow. And so, the following links are here for you to explore.

**ict** Keeping Children Safe in a Digital World

**Children's Media Lives: Year 10 Findings 2024**  
[\[Ofcom.org.uk\]](https://www.ofcom.org.uk/data/assets/pdf_file/0021/283044/childrens-media-lives-2024-summary-report.pdf)  
[https://www.ofcom.org.uk/data/assets/pdf\\_file/0021/283044/childrens-media-lives-2024-summary-report.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0021/283044/childrens-media-lives-2024-summary-report.pdf)

**'Swiped: The School That Banned Smartphones'? Watch it here on Channel 4:**  
[https://www.channel4.com/programmes/swiped-the-school-that-banned-smartphones?cntsrc=social\\_share\\_ios\\_swiped\\_the\\_school\\_that\\_banned\\_smartphones](https://www.channel4.com/programmes/swiped-the-school-that-banned-smartphones?cntsrc=social_share_ios_swiped_the_school_that_banned_smartphones)

**Cyber Choices - National Crime Agency**  
<https://www.nationalcrimeagency.gov.uk/cyber-choices>

**While your children are in KS1:** You are in a great position to be putting up those guardrails, informing yourself and focusing on positive social behaviours

**In KS2:** You're more likely to be seeing more influence from their friendship groups – talking about what they're doing, the games they play, movies they watch, different family rules from your own, those that have their own mobile phones before you have considered it.

**Those with more than 1 child:** the older child's activities and behaviours will already be influencing your younger child, and perhaps the friends that they have too. Often, we have to begin making compromises, to allow things we may not have wanted to before. even more so where there are larger age differences between them.

The younger children may well be having some access to content, conversations, behaviours that you would have avoided before.

**Parents and teachers tell us about many issues,** experienced with teenagers and young children being online late at night, lacking sleep and the knock-on effects that that brings – unable to get up, behaviour issues as they are so tired, and trying to hide their tiredness, their night-time habits.

[Children's Media Lives: Year 10 Findings 2024 \(Ofcom.org.uk\)](https://www.ofcom.org.uk/data/assets/pdf_file/0021/283044/childrens-media-lives-2024-summary-report.pdf)

['Swiped: The School That Banned Smartphones'? Watch it here on Channel 4](https://www.channel4.com/programmes/swiped-the-school-that-banned-smartphones?cntsrc=social_share_ios_swiped_the_school_that_banned_smartphones)

[Cyber Choices - National Crime Agency](https://www.nationalcrimeagency.gov.uk/cyber-choices)

ict Keeping Children Safe in a Digital World  
Resources for Parents and Carers

Pinpoint the voice of parent carers in Cambridgeshire NSPCC childline A life-changing NSPCC service

CAMBRIDGESHIRE PSHE SERVICE the ict service. education NHS Cambridgeshire and Peterborough Healthy Child Programme HEALTHY SCHOOLS CAMBRIDGESHIRE & PETERBOROUGH

Cambridgeshire & Peterborough Safeguarding Adults & Children Partnership Boards

<https://healthyschoolscp.org.uk/keeping-safe/nspcc-kids-safety-net-campaign-2023/>

**You can find a wealth of resources on the Healthy Schools website.**

Freely available, reviewed frequently and specifically published to help parents and carers.

**[Healthy Schools | Keeping Safe – Resources for Parents and Carers](https://healthyschoolscp.org.uk/keeping-safe/nspcc-kids-safety-net-campaign-2023/)**

ict Keeping Children Safe in a Digital World  
Resources for Parents and Carers

the ict service Online Safety Hub  
Trusted digital safety advice for caregivers

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Screen time  
**Creating a Screen Routine**  
As parents, we want technology to enrich our children's lives, not consume them. So we've put together some recommendations and sample routines to help you get started.

Predators  
**Online Predators: What Puts Children at Risk?**

Privacy and security  
**Protecting Your Digital Life**

Mental health & wellbeing  
**The Anxious Generation: Trending Research From...**

Help  
**How to Report Incidents on Messaging Apps**

Social Media  
**TikTok**  
Our Age Rating: 15+

Social Media  
**Snapchat**  
Our Age Rating: 16+

Entertainment  
**Character.ai**  
Our Age Rating: 16+

Gaming  
**Roblox**  
Our Age Rating: 12+

<https://theictservice.onlinesafetyhub.uk/>

**Every school has filtering in place which acts as the fence around the school to stop undesirable things coming, and to help keep our children safe inside.**

These resources have been shared with us by one of the filtering and monitoring companies that the ICT Service work with – it offers support and guidance on specific apps.

We have no input on the guidance in these pages – and some of the content is more biased to Australian and US standards. Note that there are some areas that have a strong Australian or US bias, but these are free for you to explore.

<https://theictservice.onlinesafetyhub.uk/>

**ict** Keeping Children Safe in a Digital World  
**Resources for Parents and Carers**

Explore      Most Popular

I'm just starting...      I need help with a...  
I want to set up...      What apps should...

Parental controls: Navigating the Need for Parental Controls  
Social media: Safe Chat: The Best Messaging Apps for...  
Help: How to Spot Fake Online Accounts  
Gaming: Pixel Wars: Minecraft vs. Roblox

**Qustodio Parent App**      Parental Controls      See all

We have partnered with Qustodio to provide our families with the necessary tools and support they need to ensure their children's safety and well-being online.

Create a free account

Qustodio: Qustodio Parent App  
Qustodio: How to Manage YouTube with...  
Qustodio: Preventing Gambling with...  
Qustodio: Trust and Safety  
Qustodio: Blocking Inappropriate...  
Qustodio: AI Safety Tips with Qustodio

<https://theictservice.onlinesafetyhub.uk/>

**While filtering is about putting the boundaries in place to stop things from happening, monitoring is about keeping an eye on considering behaviours.**

There's an offer to try out the Qustodio Parent app. If you are going through challenging times and have concerns about the behaviours and vulnerability of your child(ren), talk with your school. We can offer full use of the app for a family, nominated by the school.

<https://theictservice.onlinesafetyhub.uk/>



## **You are not alone in this.**

The partnership you maintain with your school is vital and there is a lot of knowledgeable, genuine support from those that have the best interest for the wellbeing of our young people.

[www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

[www.parentzone.org.uk](http://www.parentzone.org.uk)

[www.nspcc.org.uk](http://www.nspcc.org.uk) | [Support for parents](#)

[www.saferinternet.org.uk](http://www.saferinternet.org.uk)

[Age ratings and film classification and music videos | BBFC](#)

[Ratings for Video Games and Content Descriptions | PEGI Info](#)

ict Keeping Children Safe in a Digital World  
**Resources for Parents and Carers**

**Professionals**  
working with children and young people

**Parent or carer**  
help children get the most out of the internet

**4 - 7**  
years old

**8 - 10**  
years old

**11 - 18**  
years old

<https://www.ceopeducation.co.uk/>

**CEOP** Education from the National Crime Agency

**Connect and share:**

**Site info:**  
> Contact us  
> Cookie Policy  
> Accessibility

**NCA**  
National Crime Agency

**childline**  
ONLINE, ON THE PHONE, ANYTIME  
childline.co.uk | 0800 1111

**And to help children to know where they can turn, if and when things go wrong.**

They may not feel they can talk with you, they might feel embarrassed about what they've done, or what's happened and that's fine.

But we do need them to

- Know who is an appropriate, trusted adult that they can turn to,
- Know that they don't have to manage a problem alone
- Know that reaching out for help sooner is better than later

and we need to consider how we might react, and where we would turn for anyone that needed us as their trusted adult.

<https://www.ceopeducation.co.uk/>