



Hatton Academies Trust

Start

**E-SAFETY**  
PROTECTING YOURSELF AND YOUR CHILD ONLINE

# WHAT WE'LL COVER

The purpose of this short practical guide is:

- To look at how your children use the internet
- To raise your awareness of online safety
- To provide guidance on online safety and privacy for your children

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# WHAT IS E-SAFETY?

Ofsted defines e-safety as:

- “The school’s ability to protect and educate pupils and staff in their use of technology and to have the appropriate mechanisms to intervene and support any incident where appropriate.”

When it comes to e-safety at home, of course, the same principles apply – you need to educate yourself and your child about e-safety, take steps to prevent risks and ensure you know what to do if you notice a risk or there is an e-safety incident involving your child.

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# WHY DOES E-SAFETY MATTER?

Technology offers amazing opportunities but it also brings risk. Children are often in touch with technology on a day-to-day basis and are using it more all the time.

## Did you know?

- Children now spend more time online: children aged 12 to 15 spent an average of 17.1 hours a week online in 2012, up from 14.9 hours in 2011.
- Children increasingly use the computer alone: 5 to 7 year-olds (14%), 8 to 11 year-olds (24%) 12 to 15 year-olds (55%).
- Children are going online via a wider range of devices: such as PCs, laptops, netbooks, tablets, smartphones, games consoles and more.
- Children of all ages continue to use social networking sites: 22% of those aged 8 to 11 and 80% of those aged 12 to 15, with 8 to 11 year-olds having an average of 92 'friends' and 12 to 15 year-olds typically having around 286.

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[Source: Ofcom Children and Parents: Media Use and Attitudes Report, Oct 2012.]

# WHAT DO CHILDREN DO ONLINE?

The following online activities are popular:

- Schoolwork
- Playing games
- Watching video clips
- Using social media sites and blogs
- Livechat
- Downloading or streaming films and music



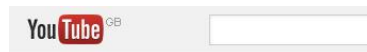
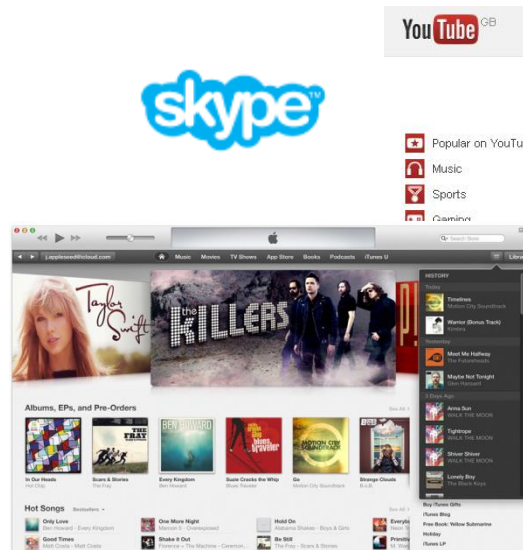
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# POPULAR WEBSITES

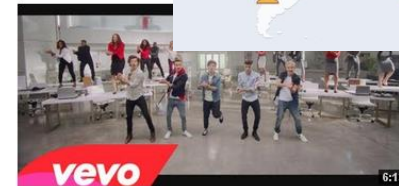


The following are just a few of the popular websites:

- YouTube
- Facebook
- Twitter
- MSN
- Skype
- Netflix
- iTunes



- Popular on YouTube
- Music
- Sports
- Gaming



One Direction - Best Song Ever  
by OneDirectionVEVO · 8,624,313 views · 18 hours ago



Facebook helps you connect and share with the people in your life.

Young people need guidance about their activities online and the implications of what they do and share on the internet to help them avoid risks.

# KEY TERMS

Here are just a few key terms you will come across when using the internet:

- **Apps:** Short for 'applications', which is another way of saying 'computer program'.
- **Blog:** Short for 'weblog', a blog is an online journal or diary.
- **Cyber:** An adjective that describes a noun in terms of computers, information technology and the virtual age.
- **Hacker:** The term 'hacker' refers to two groups of people. As well as describing someone who breaks into computer systems by circumventing security, it can also refer to an enthusiastic hobbyist.
- **Sexting:** Sexting is the act of sending sexually explicit messages and/or photos between mobile phones.
- **Social Media:** This term refers to websites and applications that enable users to create and share content

More key terms will be defined during this presentation

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# E-SAFETY QUIZ PART 1

The following slides will test your online awareness with a series of questions.

For each question, there is a choice of 4 answers.

Simply click on your answer and reveal the facts.



Next



# TEST YOUR ONLINE AWARENESS – QUESTION 1 OF 3

What percentage of children do you think reveal their location online?

- a ■ 10%
- b ■ 32%
- c ■ 44%
- d ■ 78%



[Source: MSNBC]

# TEST YOUR ONLINE AWARENESS – QUESTION 1 OF 3

What percentage of children do you think reveal their location online?

- ✘ 10%
- ✘ 32%
- ✔ 44%
- ✘ 78%



[Source: *MSNBC*]

Next

# TEST YOUR ONLINE AWARENESS – QUESTION 2 OF 3

What percentage of teenagers say they have sent a sexually suggestive message?

- a ■ 25%
- b ■ 39%
- c ■ 47%
- d ■ 60%



[Source: MSNBC]

# TEST YOUR ONLINE AWARENESS – QUESTION 2 OF 3

What percentage of teenagers say they have sent a sexually suggestive message?

- ✗ 25%
- ✓ 39%
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[Source: MSNBC]

Next

# TEST YOUR ONLINE AWARENESS – QUESTION 3 OF 3

What percentage of parents agree with the statement: “My child knows more about the internet than I do”?

- a ■ 42%
- b ■ 52%
- c ■ 62%
- d ■ 72%



[Source: *MSNBC*]

# TEST YOUR ONLINE AWARENESS – QUESTION 3 OF 3

What percentage of parents agree with the statement: “My child knows more about the internet than I do”?

- ✓ 42%
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- ✗ 72%



[Source: MSNBC]

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# WHAT DOES YOUR CHILD DO ONLINE?

Action point: Do you know what your child does online?

You can find out by:

- Watching what they do on the computer
- Checking their online history
- Install monitoring software
- Talking to your child openly about their online activity

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# INTERNET OPPORTUNITIES FOR YOUNG PEOPLE

The internet offers many advantages and opportunities for young people:

- Great for research
- Cheap or free communication and collaboration
- Easy to create, publish and promote content
- Great for children to develop future job skills as fun hobbies
- Introduces children to the world of commerce and business
- Encourages creativity and individualism
- Children feel they have 'ownership' of the internet

However, there are also risks which must be addressed.

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# TYPICAL E-SAFETY RISKS FOR YOUNG PEOPLE

Let's look at some of these risks in context. This isn't to scare you but just to show some of the real-life e-safety issues that it's essential to be aware of:



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# E-SAFETY RISKS: CONTENT

## Content

- Exposure to inappropriate content: e.g. online pornography, violence and substance abuse
- Lifestyle websites: for example pro-anorexia/self-harm/suicide sites
- Hate sites: websites offering the opportunity to post anonymous comments, usually targeting specific groups or people
- Content validation: how to check authenticity and accuracy of online content

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# E-SAFETY RISKS: CONTACT

## Contact

- **Grooming:** becoming friends with a child online with the intention of forming an inappropriate relationship
- **Cyber bullying:** being threatened or harassed using the internet, mobile phone etc
- **Identity theft:** someone else using your details for online accounts (including e.g. the hacking of Facebook profiles sometimes colloquially known as 'Frape')

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# E-SAFETY RISKS: CONDUCT

## Conduct

- **Privacy issues:** including disclosure of personal information
- **Digital footprint and online reputation:** the history you leave on the web every time you post something on a site
- **Health and wellbeing:** related to the amount of time spent online
- **'Sexting':** sending and receiving personally intimate images
- **Copyright:** e.g. illegally downloading or uploading music and films

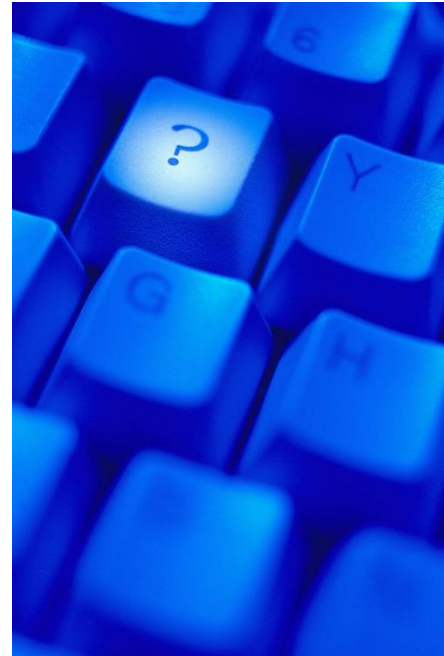
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# E-SAFETY QUIZ PART 2

There now follows a series of statements.

Consider each statement and decide if it is true or false.

The answer and useful guidance will follow for each.



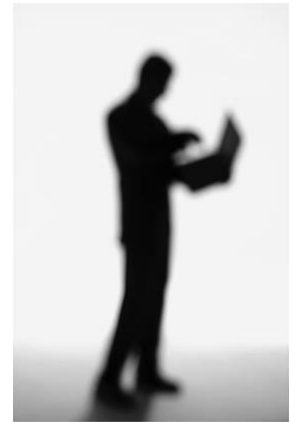
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# TRUE OR FALSE – QUESTION 1 OF 3

You can block all pornographic content from your child's computer

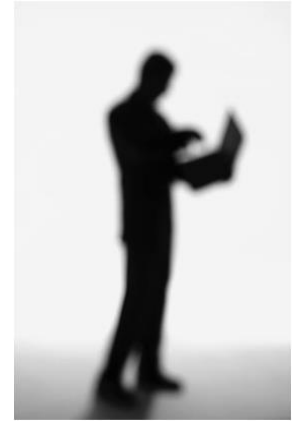
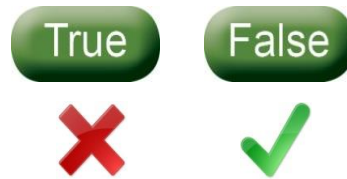
True

False



# TRUE OR FALSE – QUESTION 1 OF 3

You can block all pornographic content from your child's computer



*False* - No filters are 100% failsafe but there are tools available to help you block your child from seeing harmful content.

[Get guidance on this now](#)

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# TRUE OR FALSE – QUESTION 2 OF 3

Children can have a Facebook profile from the age of 10

True

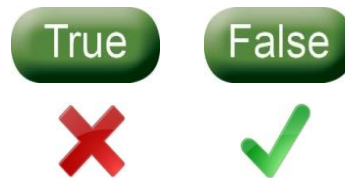
False





# TRUE OR FALSE – QUESTION 2 OF 3

Children can have a Facebook profile from the age of 10



*False* - Children should be 13 before they can open a Facebook profile in the UK and Facebook encourages people to report any accounts of underage users.

[Get guidance on this now](#)

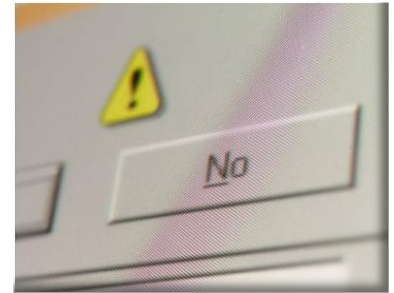
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# TRUE OR FALSE – QUESTION 3 OF 3

It's possible to protect who sees my child's tweets on Twitter

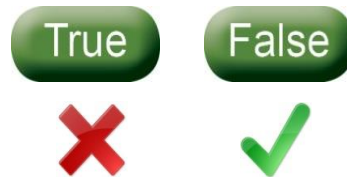
True

False



# TRUE OR FALSE – QUESTION 3 OF 3

It's possible to protect who sees my child's tweets on Twitter



*False* - If your child wants their tweets to only be available to approved followers, they can protect their tweets. However, any tweets posted before they were protected may be available in search or through third-party sites.

[Get guidance on this now](#)

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# E-SAFETY INCIDENTS

Just because an environment is online, young people are still susceptible to potential harm - the same as they would be in the physical world. This makes it vitally important that parents, teachers and the young people themselves are fully prepared and supported to use these technologies responsibly.



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# E-SAFETY INCIDENTS

Did you know?

- 40% of Key Stage 3 and 4 students have witnessed a 'sexting' incident
- 28% of Key Stage 3 and 4 students say they have been deliberately targeted, threatened or humiliated by an individual or group through the use of mobile phones or the internet.
- Around 4% of girls aged 8 to 11 and 9% of those aged 12 to 15 who use the internet say they have had experience of being bullied online in the past year.
- 11% of UK children aged 9 to 16 have encountered sexual images on the internet, 8% have seen online sexual images including nudity, 6% have seen images of someone having sex, 6% have seen someone's genitals and 2% have seen violent sexual images in the past 12 months.

[Sources: [Sharing personal images and videos among young people](#), SWGfL & Plymouth University, 2009; [Virtual Violence II, Beatbullying, 2012](#); Ofcom Children and Parents: Media Use and Attitudes Report Oct, 2012; Pan-European 2010 survey of children aged 9-16 years old, which included responses from 1,032 children in the UK.]

Next

# E-SAFETY IN THE NEWS

There are regular stories about e-safety which come up in the news:

Teachers should confiscate mobiles in sexting clampdown

18% say child is bullied online

Teachers warned over befriending pupils on Facebook

Ceop warns over 'alarming new trend' in online sex abuse

Youth police and crime commissioner Paris Brown quits

Next

# HOW SCHOOLS SUPPORT E-SAFETY

Schools must show that they are doing all they can to educate children about e-safety and mitigate any risks. Schools have facilities and policies in place to:

- Supervise internet use
- Monitor internet activity
- Filter out inappropriate websites
- Uphold rules and acceptable use agreements regarding computer usage
- Teach pupils good behaviour when using the internet

**Action point:** Your child's school's e-safety policy should be easily accessible for all parents and is usually on the school website. If not, ask the school for a copy. You should read the e-safety policy so that you are confident your child is being adequately protected and that you understand the rules they must abide by.

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# HOW CAN YOU HELP YOUR CHILD STAY SAFE ONLINE?

Good communication is the key!

Next

- Encourage your child to only share their personal information with people or companies they know.
- Help your child set up strong passwords (a combination of letters, numbers and symbols) and talk to them about the risks of sharing their password.
- Show them how to use a PIN lock on their mobile.
- Talk to them about how people can hide who they really are on the internet.
- Explain how information they use to register for websites, competitions, downloads and other internet and mobile services could be used (e.g. by businesses to send marketing emails).
- Always make sure the anti-virus and anti-spyware software on your child's computer is up to date, including tools like spam and pop-up blockers.

Continued...



# HOW CAN YOU HELP YOUR CHILD STAY SAFE ONLINE?

Good communication is the key!

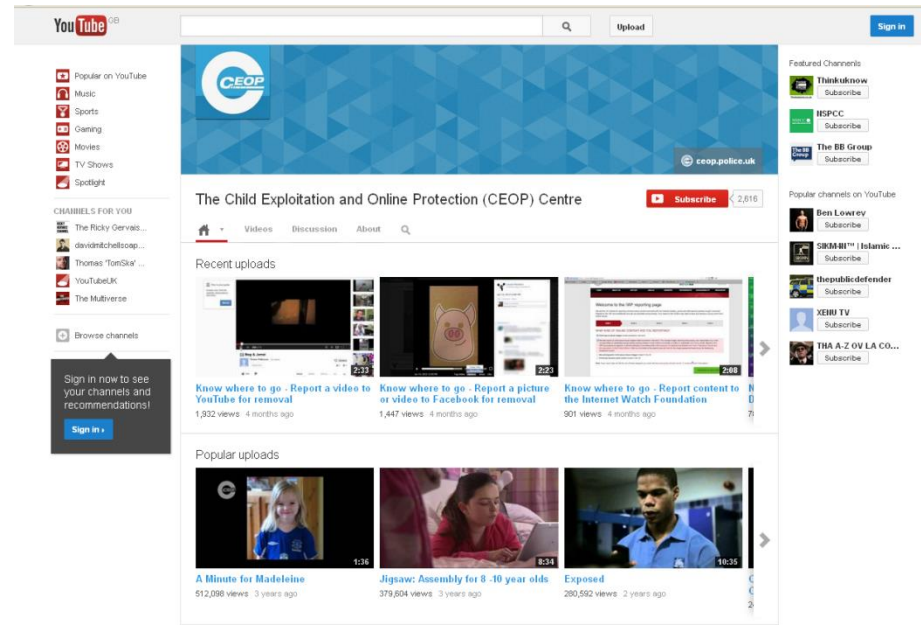
- Discuss the dangers of giving out phone numbers, addresses and other personal information online.
- Think about where you allow your child to use the computer – you may want to keep it in a communal family area.
- Understand and use the parental controls on your child's computer.
- Encourage your child not to spend too much time online or playing computer games.
- Ask about your child's online friends and encourage them to be open about who they are connected to online.
- If your child has an online profile ask if you or a relative can be an online friend.

Next

# USEFUL LINKS AND TOOLS: WEBSITES

Here are some useful websites that provide further information about staying safe online

- [Know IT All for parents](#)
- [Think U Know \(CEOP\)](#)
- [CEOP YouTube channel](#)
- [KidSMART resources](#)



Next

# USEFUL WEBSITES AND TOOLS: PRODUCTS

Here are some useful websites that provide software to protect and restrict your computer usage

- [Cybersieve](#)
- [Chronager](#)
- [iProtectYou](#)



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# USEFUL WEBSITES AND TOOLS: HOW-TOS

Here are some useful websites that will help you to learn more about resolving online issues

- [Take a screenshot](#)
- [Facebook help and tools for parents](#)
- [RegainYourName \(advice on deleting cyber bullying\)](#)

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# CONCLUSION

The internet is great for:

- Creativity
- Gaining useful skills whilst having fun
- Communication and collaboration
- Digital literacy

But:

- Keep private information private, and beware of creating a digital footprint.
- Be responsible and report and discuss inappropriate content.

Restart