Digital Parenting

**Special edition:
25 key articles from issue 2**

4 'How to' guides

SET smartphone Parental Controls with Vodafone Guardian

SET UP YouTube Safety Mode

MAKE THE MOST OF BlackBerry Parental Controls

CHECK Vodafone Content Control

Reporting concerns

How to contact websites, agencies and authorities

Expert views

Why are age ratings important?

What personal information should be shared online?

How can young people stay in control of mobile costs?

Toddlers and tech
It's second nature

Apps, BBM, Facebook...
What are teens' favourite digital spaces?

Grandparents
How can they get more involved?

www.vodafone.com/parents

What's inside?

Welcome

Every day, I see the positive impact that technology is having in my own children's lives. But I also understand how easy it is to feel overwhelmed by the pace of change – just when you think you're getting on top of the latest websites and apps, your son or daughter moves on to something newer, faster, better.

In my professional life too, the issues surrounding young people and technology are close to my heart. Having led a Parliamentary Inquiry into Online Child Protection and in my role as Adviser to the Prime Minister on Preventing the Commercialisation and Sexualisation of Childhood, I have gained some fascinating insight into the way kids and teens use the internet, smartphones, games consoles and other devices.

There is no doubt that digital technologies offer huge advantages to young people but they also bring a number of potential risks and challenges, such as accessing pornography, being bullied and running up large bills. As parents, we have to help our children manage these risks and deal with these challenges, just as we help them in other areas of their lives.

The Government has been hard at work to help parents better protect their children online and we are already seeing real progress. By the end of 2013, the four main Internet Service Providers (ISPs) will provide robust parental controls that cover all devices in the home and almost all public Wi-Fi (in railway stations and cafés, for example) will also have filters automatically turned on.

But no technology can protect everyone – we need education too. With this in mind, I am delighted to introduce this special edition of Vodafone's Digital Parenting magazine. Available for free to parents across the UK, this 48-page digest provides information and advice about how to help protect young people in their digital world. It's a useful reference tool for any family – whether you're the parent of a toddler or a teenager, new to technology or an expert on all things digital. I fully expect it to be a conversation starter in my own living room.

Claire Perry
MP for the Devizes Constituency and Adviser to the Prime Minister on Preventing the Commercialisation and Sexualisation of Childhood

About Digital Parenting

Vodafone is committed to supporting and empowering parents so that they can help their children to make the most of digital technology and deal with the challenges it might bring.

The company launched its Digital Parenting website in 2009 and has also published two issues of Digital Parenting magazine (November 2010 and September 2012), which have been distributed for free to more than 600,000 parents across the UK.

As a result of exceptionally high demand, Vodafone has published this special edition of the magazine that features a selection of key articles from issue 2, including expert views by psychiatrists, parenting advisers and industry representatives and step-by-step 'How to' guides to safety and privacy tools on services such as BlackBerry, Vodafone and YouTube.

You can find online versions of all three Digital Parenting magazines on our website, which you can download and save as a PDF or you can save single articles as PDFs. You can also find further information about many of the topics covered in Digital Parenting and a more detailed jargonbuster there. If you have a QR code reader app on your smartphone, simply scan this QR code to launch the website.

www.vodafone.com/parents

Spotlight on age

The technology timeline for kids and teens is far from straightforward. Not every seven-year-old, 10-year-old or 15-year-old uses the same technologies.

Under 5 checklist

- ✓ **START** setting some boundaries now – it's never too early to do things like set limits for the amount of time they can spend on the computer

- ✓ **KEEP** devices like your mobile out of reach and make sure you have passwords/PINs set up on them for the times you might lend them to your child… or for when they simply get hold of them themselves!

- ✓ **CHECK** the age ratings or descriptions on apps, games, online TV and films before streaming or downloading them and allowing your son or daughter to play with or watch them

- ✓ **EXPLAIN** your technology rules to grandparents, babysitters and the parents of your child's friends so that they also stick to them when they're looking after your child

- ✓ **REMEMBER** that public Wi-Fi (e.g. in cafés) might not have Parental Controls on it – so, if you hand over your iPad to your child while you're having a coffee, they might be able to access more than you bargained for

- ✓ **SET** the homepage on your family computer or tablet to an appropriate website like Cbeebies

6 to 9 checklist

- ✓ **CREATE** a user account for your child on the family computer with appropriate settings and make the most of Parental Controls and tools like Google SafeSearch

- ✓ **AGREE** a list of websites they're allowed to visit and the kind of personal information they shouldn't reveal about themselves online (like the name of their school or their home address)

- ✓ **DECIDE** time limits for things like using the internet and playing on games consoles

- ✓ **BEAR** in mind what older siblings might be showing them on the internet, mobiles, games consoles and other devices and agree some rules as a whole family

- ✓ **TALK** to other parents about their views on things like what age to buy kids a mobile and don't be pressured by your child into letting them use certain technologies if you don't think they're old enough or mature enough… no matter how much they pester you

- ✓ **FAMILIARISE** yourself with age ratings on games, online TV, films and apps, so that you can be sure your child is only accessing age-appropriate content

I t depends on things like how mature they are, what their parents' views are and what devices they have access to at home, at school and at their friends' houses. With this in mind, we decided not to divide all the contents of Digital Parenting by age group. But we do understand that it can be helpful to have specific advice by age, so we've pulled together some key action points to help your son or daughter enjoy their digital world and stay safer and responsible at various ages.

These are by no means definitive checklists (the tech world moves far too quickly to be able to promise that!) but they're a good starting point.

10 to 12 checklist

✔ **MAKE** sure you've set some tech boundaries before they get their first mobile or games console – once they have it in their hands, it can be more difficult to change the way they use it

✔ **REMIND** your child to keep phones and other devices well hidden when they're out and about to minimise the risk of theft

✔ **TALK** to them about what they post and share online – written comments, photos and videos all form part of their 'digital footprint' and could be seen by anyone and available on the Web forever

✔ **DISCUSS** the kind of things they see online – this is the age when they might be looking for information about their changing bodies and exploring relationships, for example

✔ **HOLD** the line on letting your son or daughter sign up for services like Facebook and YouTube that have a minimum age limit of 13 – talk to other parents and their school to make sure everyone is on the same page

✔ **REMIND** them that they shouldn't do anything online that they wouldn't do face-to-face

13+ checklist

✔ **DON'T** think it's too late to reinforce boundaries or teach your child anything about technology – they might think they have the know-how but they still need your wisdom and guidance

✔ **TALK** to them about how they might be exploring issues related to their health, wellbeing and body image online – they might come across inaccurate or dangerous information on the Web at a vulnerable time

✔ **DISCUSS** how they behave towards others and what they post online and don't shy away from difficult conversations about things like pornography, bullying and other risky behaviours, such as sexting

✔ **GIVE** your son or daughter control of their own budget for things like apps and music but make sure you have agreed boundaries so that they manage their money responsibly

✔ **DISCUSS** things like downloading and plagiarism so that they understand what's legal and what's not

✔ **ADJUST** the settings on Parental Controls in line with your son or daughter's age and maturity – if they ask you to turn them off completely, think carefully before you do and agree in advance what is acceptable online behaviour

Digital Parenting 'essentials' checklist

✔ **THINK** about how you guide your family in the real world and do the same in the digital world – don't be afraid to set boundaries and rules for your child from a young age

✔ **HAVE** a go at some of the technologies your son or daughter enjoys – play on the Wii together or ask them to help set you up on Facebook if you're not already on it

✔ **TALK** to your friends, family and other parents about how they help their children to manage their digital world – you might pick up some interesting tips

✔ **MAKE** the most of tools like Parental Controls on computers, mobiles and games consoles, privacy features on social networking sites, and safety options on Google and other search engines

✔ **TRY** not to use technology as a babysitter too often – we all do it sometimes, but it's important to know what your child is doing and set limits

✔ **MAKE** digital issues part of everyday conversation – show your child that you understand how important technology is to them and talk about all its amazing benefits, but don't shy away from difficult subjects like responsible online behaviour, bullying and pornography

Spotlight on
Digital Spaces

There's always a new kid on the digital block. Just when you think you've got it sussed and you're on top of Angry Birds, Facebook and Twitter, along come Muzy, Tumblr and WhatsApp.

"You have to stay one step ahead all the time," says Vicki Shotbolt of The Parent Zone. "My son and his friends are always discovering new sites, new apps and new games and I want to encourage that, but I also want to know what they're doing and whether it's appropriate and safe. It can be a tricky balancing act."

As James P. Steyer, CEO and founder of Common Sense Media explains, "Today's 13 to 17-year-olds are the first generation to go through their entire teen years with such an array of digital devices and platforms."

Smartphones, games consoles, MP3 players, digital TV and tablets are ever-present for many teenagers… and their younger siblings and peers are also embracing tech. Toddlers seem to instinctively know what to do with the iPad and many 10-year-olds have the latest Xbox.

Whatever the age of your child, it's vital you're up-to-speed on all the gadgets, gizmos, websites and services they could be into. We asked Hannah Broadbent of Childnet to help guide you through some of the digital spaces young people enjoy.

Young people and digital media in the UK

Ofcom

www.ofcom.org.uk

Children's access to the internet via a PC, laptop or netbook is increasingly being supplemented by other devices, such as smartphones.

Smartphone ownership is increasing among children aged 5 to 15 with half of 12 to 15-year-olds with a smartphone (52%) saying that they would miss using their mobile the most of any technology.

12 to 15-year-olds are prolific social networkers with large numbers of friends – an average of 92 friends for 8-11s and 286 for 12-15s.

One in three 8-15s (34%) with a mobile, who watch TV and who go online at home, say they undertake some form of cross-media multi-tasking "most times" (e.g. texting while watching TV).

More than one in three 3 to 4-year-olds use the internet via a PC, laptop or netbook, 6% via a tablet and 3% via a mobile.

Source: Ofcom 'Children and Parents: Media Use and Attitudes Report', October 2012

The cloud

'Cloud computing' is the term used to describe software services and applications that are provided via the internet rather than installed on your computer. Put simply, it helps you to sync your computer or laptop with your mobile devices and lets you access and share your personal data (e.g. emails, photos, videos, music, contacts and documents) at any time. Google email (Gmail) and Apple's iCloud are examples of cloud computing.

Want to know more?
Read the PC Magazine article at:
http://www.pcmag.com/article2/0,2817,2372163,00.asp

Wi-Fi

Wireless networking (often called Wi-Fi) enables you to access the internet without phone lines or cables. Many people have wireless internet at home so that they can use their laptop, mobile and other devices to get online from anywhere in the house. Wi-Fi is also available in many cafés, airports, trains and other public places. Bear in mind that young people can sidestep existing Parental Controls on laptops and smartphones when they're using public Wi-Fi.

Check out the BBC's guide to Wi-Fi at:
http://www.bbc.co.uk/webwise/guides/about-wifi

EXPERT VIEW
Hannah Broadbent

Hannah Broadbent is Policy and Research Officer at Childnet International, a non-profit organisation that helps to make the internet a great and safe place for children. She led the development of the Parents' Guide to Technology for the UK Safer Internet Centre.

Childnet
International

www.childnet.com

Digital devices:
smartphones, games consoles and beyond...

Hannah Broadbent of Childnet takes a look at some of the digital devices that children and teenagers enjoy and suggests how parents can stay involved.

At Childnet, it's our mission to work in partnership with others around the world to help make the internet a great and safe place for children. Our Education Team visits schools across the UK every week, so we hear all about the experiences, concerns and questions that children, young people, parents and teachers have when it comes to the digital world.

Children and teenagers are using a wide range of devices to access the internet – not just PCs and laptops but also smartphones, handheld gaming devices, tablets and games consoles – and they are making use of a fantastic range of online services, such as social networking sites and video-sharing websites.

In our work with schools, we hear from many parents who are confused about how their children are getting online and what they are able to do via the ever-increasing range of internet-enabled devices.

Three key sets of devices that seem to cause confusion for parents are smartphones, gaming devices and other internet-enabled devices (such as tablets).

Smartphones

This includes:
BlackBerry
iPhone

Smartphones are mobile phones with internet access. They are capable of a range of functions, including offering on-the-go access to social networking sites, listening to music (which can be done online and offline), playing games, browsing the internet, checking emails, taking photos and videos and watching TV – along with the usual texting and calling.

You can personalise your phone by downloading 'apps' that carry out fun and useful functions, from checking train times to caring for a virtual pet. According to Ofcom, the most popular types of apps among young people are for games, social networking and music.

Smartphones are incredibly popular with young people – research has shown that almost half of young people aged 12-15 have a smartphone. Popular brands include BlackBerry, iPhone and Android phones, such as the HTC Sensation.

Gaming devices

This includes:
Xbox 360
PlayStation 3
PSP
Nintendo Wii
Nintendo 3Ds
Nintendo DSi

Children and young people love playing games. In fact, it is often through games that children first start to use technology. According to Ofcom, nearly half of children aged 5-7 have a games console in their bedroom, rising to seven in ten 8 to 15-year-olds.

Today's games consoles have in-built wireless so they can connect to your home internet or other Wi-Fi hotspots. This enables a wide range of online functions, such as downloading games or 'expansions' to existing games, playing with or against other people online (in a multi-player game), viewing films and TV, storing photos and music, browsing the Web and chatting to friends.

Gaming devices include handheld consoles, such as the Nintendo DSi and 3DS and the Sony PlayStation Portable (PSP), and other consoles like the PlayStation 3, Xbox 360 and Nintendo Wii that are designed to work with a TV.

Internet-enabled devices

This includes:
iPod Touch
iPad

Other internet-enabled devices, including tablets and media players, can provide young people with fantastic opportunities for entertainment and education.

By connecting to the internet, these devices carry out many functions and can bring a wide range of information to your fingertips, including via apps.

Tablets, such as the iPad, function much like a laptop. They can be used to view websites and social networking sites, check emails, download files, play games, take photos and videos, watch TV and films and listen to music, plus more.

Many portable media players, such as the iPod touch, do much more than simply store and play music. Media players with Wi-Fi connectivity can often be used to browse the internet, play games, watch Web TV, stream online music, make online purchases, and, if they have an in-built camera, take photos and videos. The newest iPod touch even allows you to video call with the FaceTime app.

Take action

1 UNDERSTAND the capabilities of any devices, preferably before your child starts using them (e.g. can they access the Web from their mobile?) and learn how you can support them to be smart and safe when using them. Remember that if a device connects to the internet, online safety rules apply

2 PRINT out the shopper's guides from **www.saferinternet.org.uk/advice-and-resources/a-parents-guide** so you know what questions to ask in store or over the phone when you're buying a device, such as whether it has internet access and if it's possible to apply content filters and other Parental Controls to protect younger users

3 TALK with your child about the safe and responsible use of their device and agree a set of family 'rules'. You might want to consider rules about not meeting up with people they have only met online, how much money they are allowed to spend on apps, what websites it's OK and not OK to visit, how long they should be using their device for and whether it should be switched off at night

Childnet has produced a 'Parents' Guide to Technology', which includes downloadable fact sheets about different devices and shopper's guides. The guide is available on the UK Safer Internet Centre website at:
www.saferinternet.org.uk/advice-and-resources/a-parents-guide
For more information about Childnet, go to: **www.childnet.com**

EXPERT VIEW
Vicki Shotbolt

As CEO and Founder of The Parent Zone, Vicki Shotbolt helps companies and organisations to create parent-friendly initiatives. She serves on the board of the UK Council for Child Internet Safety (UKCCIS) and is a member of Vodafone's **Digital Parenting** editorial team.

theparentzone

www.theparentzone.co.uk

"We overlook age ratings at our peril."

Vicki Shotbolt, CEO and Founder of The Parent Zone and mother of a 14-year-old, highlights the importance of getting young people to stick to age ratings.

Taking three teenage boys away for a half term holiday is a real eye opener. Aside from discovering that no matter how many times you fill the fridge up with food they will still be hungry, you realise that only doing activities aimed at specific age groups can be tricky.

Age ratings for games, videos and apps present an even greater challenge for parents. How often do we take the time to watch or play them before we let our kids have a go? And how often do we stick together as parents to make sure that if we say no to an over-18 game, they won't be able to head over to their friend's house to play it there?

The reality is that every parent takes a different approach to making decisions about whether they are going to allow their kids to watch or play things that the age rating says they shouldn't.

As one of my son's friends explained to me, "My parents are super strict. When they found out I had a Facebook account before I was 13, they made me shut it down. I had to go underground."

Getting the balance right

As parents, we all grapple with getting the balance right between allowing our children the freedom to explore new and exciting things in a safe and controlled environment (let's face it, we'd rather know what our kids are doing than discover they are doing it anyway and not telling us) and exposing them to things that are just not appropriate for their age.

We overlook age ratings on things like films, games and apps at our peril. It's a cliché, but those age ratings are there for a reason as I found out when I sat down to watch a film with my son. The seemingly innocuous '15' age rating actually meant a constant stream of bad language and 'scenes of a sexual nature' that were definitely not scenes I wanted to watch with him – or him with me.

Similarly, some of the '18' rated games on his Xbox are an eye-watering experience. The shooting, blood and gore are just the beginning. In some of the most popular war games, players are invited to make major decisions – shoot the civilians to save the kidnap victim or leave them to die and get to the next level?

> ## "How many of us have given in and thought 'what harm can it do'?"

Designed for adults but oh-so-attractive to children, these games encourage youngsters to explore things we would never dream of asking them to tackle in real life before they were ready or, possibly, ever. And yet, standing in the shop, faced with a child who is desperate for the latest game that is being heavily advertised and that all their friends are talking about – and quite possibly playing – how many of us have given in and thought 'what harm can it do'?

When it comes to websites, it can be even trickier as they aren't age-rated in the same way as other media. Some sites, like Facebook and YouTube, have minimum age limits but many under-13s find their way around them.

In the vast majority of cases, young people cope remarkably well with everything they do and see online. But does that make it a good idea to let children see and do things that are intended for a much older audience? Do we want our kids to be listening to bad language, seeing sex scenes and playing violent games at a young age?

Familiarising ourselves with age ratings

The advice we give to parents is to think really hard before you give in and let your children buy or use technology that isn't the right age for them. Furthermore, it's useful to familiarise yourselves with age ratings on games and age limits on websites like Facebook and YouTube and to explain to your children why they exist.

From the 9pm TV watershed to the PEGI age ratings on games to passwords/PIN numbers on mobile phones and services like BBC iPlayer, companies are developing tools all the time to help parents set restrictions so that children don't accidentally (or deliberately) access content that isn't suitable for them. Websites might not have age ratings as standard but it is possible, using tools like Google SafeSearch, to help prevent adult content, such as pornography, from being only a click away.

Most parents will have allowed their children to do, see and play things that according to the age rating they shouldn't have done. I certainly have. It's partly because most of us remember sneaking into the cinema to watch a film that we weren't old enough to watch (the best films were always rated 18).

In today's digital world, with content that is more graphic and more easily available than ever before, we have to start taking notice of age ratings. I'm going to. ◢

The lowdown: PEGI labels

PEGI labels on the front and back of computer and video game packaging indicate the suitability of the game content by age. The age rating does not take into account the difficulty level or skills required to play a game.

3   7   12   16   18

Descriptors shown on the back of the packaging indicate the main reasons why a game has received a particular age rating, namely violence, bad language, fear, sexual, drugs, discrimination, gambling and online gameplay with other people.

For more information, visit the PEGI website at **www.pegi.info**
Source: www.pegi.info

Film ratings and the digital world

U Suitable for all

PG Parental Guidance

12A **12** Suitable for 12 years and over

15 Suitable for 15 years and over

18 Suitable only for adults

R18 To be shown only in specially licensed cinemas, or supplied only in licensed sex shops, and to adults of not less than 18 years

EXPERT VIEW
David Austin OBE

Following a career in the Diplomatic Service, David Austin OBE joined the BBFC in 2003 as an examiner. He became Assistant Director for Policy and Public Affairs in 2011 and is responsible for all aspects of classification policy, as well as the BBFC's outreach and research work.

bbfc
www.bbfc.co.uk

David Austin OBE, of the British Board of Film Classification, explains how it is helping parents to make informed decisions about their family's online viewing experiences.

Be it a trip to the cinema, a DVD from the comfort of your own sofa, or logging on to your computer, it's never been easier to watch a film. But how can you be sure that your son or daughter's viewing habits are appropriate for their age? How can you help them to enjoy this amazing medium and, at the same time, avoid unsuitable content?

Introducing the BBFC
Nearly everyone recognises and understands the familiar British Board of Film Classification (BBFC) symbols, which rate films based on their suitability for different age groups. Along with advice as to what a particular film contains, they help parents make informed choices about what they and their children watch.

That's all well and good in the physical world – for visits to the cinema or for buying a DVD or Blu-ray – but what about online? What information is there to help guide parents when they and their children make viewing choices?

Independent research carried out for the BBFC in 2011 highlighted a clear demand from parents for a trusted guide to digital content – 82% of parents said that they prefer to download videos if they carry a BBFC rating.

In fact, since 2008, the BBFC and the home entertainment industry have been working in partnership to bring trusted BBFC symbols and content advice to films and other audio-visual material (such as video games and music videos) that are being offered online.

Many content providers, such as Warner, Fox, Paramount and Disney, and platforms like BT Vision, TalkTalk, Netflix and blinkbox are working with us to ensure that the material they provide online comes with a BBFC age rating and content advice to empower parents and protect children.

To date, we have classified over 200,000 items of content for distribution online, ranging from full length feature films to music videos. Although this is small in comparison with the vast amount of material available on the internet, it provides parents with reassurance in relation to some of the most popular content and the number of platforms and content providers using BBFC ratings online is growing.

What is available to help parents make decisions about films and other audio-visual materials online?

1 Look out for BBFC ratings as a matter of course. There's no better way of ensuring that your children are watching age appropriate material. Content providers and online platforms that provide BBFC ratings include blinkbox, Disney and Netflix.

2 Check the BBFC website at www.bbfc.co.uk for further information about individual films or classification more generally. The BBFC also offers a free app for the iPhone and Android phones containing information about age ratings and content for individual films and videos, including those classified for distribution online.

3 If you are at all concerned by what you have seen in a BBFC-classified film, contact the BBFC. The BBFC is there to help you make informed choices to protect your children and ensure you have a happy family viewing experience.

Stay informed about the BBFC
You can sign-up for regular updates from the BBFC on its classification decisions and other information it publishes for parents. You can also take part in the regular surveys of public opinion that the BBFC uses to update its Classification Guidelines.

www.bbfc.co.uk

The mobile app revolution

They're just tiny pieces of software on your phone but they might have already changed the way you – and your kids – do certain things. Digital Parenting delves into the ever-evolving world of the app.

We're living in an incredibly exciting time. Mobile phones are no longer just used to make phone calls and send text messages; they're becoming networked computers with endless possibilities. These smartphones have already replaced books, maps, cameras, diaries and MP3 players in our pockets and bags. They will soon replace purses, wallets and even keys.

More than a billion smartphones are used every day around the world and that number is growing. Mobile and device manufacturers are developing new features, handsets are getting cheaper ('Pay as you go' smartphones can be bought for around £40), mobile operators are building faster networks, and more open, advanced mobile platforms have driven the proliferation of mobile applications or 'apps'.

What are mobile apps and how can I get hold of them?

Apps have been around for a while but, as smartphones become more prevalent and apps easier to find, they are playing an increasingly important role in our lives.

Mobile apps are small programmes that sit on a smartphone, giving you quick access to information, entertainment and much more, usually via the internet. There are currently over 900,000 apps for the iPhone and iPad alone, many of which fulfil every day tasks such as shopping, business, banking, diary planning and social networking.

You can get apps via a 'shop' on your smartphone. For example, if you go to Apple's App Store, BlackBerry World or Google Play, you can download and install apps that are either free or paid-for (costing anything from 29p to £10). Payment is usually made via a credit card registered to the app store account or charged to your monthly phone bill or 'Pay as you go' credit. Some apps that are free to download may charge for additional features (such as accessing premium levels within a game or buying virtual goods) via 'in-app purchases'.

Safety in numbers?

Today, there are around five billion devices connected to the internet and it's estimated that this figure will rise to 15 billion by 2015 – that's more than two devices for every person on earth. With sales of smartphones and tablets, such as the iPad and Samsung Galaxy Tab, overtaking personal computers for the first time in 2011, it's clear that mobile devices will play an important role in this predicted growth.

Indeed, smartphones, tablets and mobile apps are becoming our main route to the internet and, given that the average user stores more than 2GB of personal data on their phone – emails, photos, videos, music and much more – the safety of that data is a pressing question for us all.

Mobile users can take straightforward steps to protect their devices against viruses, theft or loss. Passwords and PIN numbers should be used at all times, apps are available to back up valuable photos, music or address books and 'find, lock and wipe' services can – either temporarily or permanently – protect a lost smartphone.

Whilst mobile apps are certainly transforming the way we lead our lives, their benefits won't be fully realised unless people are confident that they can control and protect the personal information held on the device.

Young people and apps

With almost half of 12 to 15-year-olds in the UK now owning a smartphone, parents might have additional concerns when it comes to their kids using mobile apps.

Keeping track of the apps your child is downloading can be a challenge. Whilst there are many educational

Angry Pigs
£2.00
Time to revenge and strike back!
★★★★✦ (1648)
By SolverLabs
If you experience problems downloading or installing this application, please

What is an in-app purchase?

Some apps offer you the chance to buy subscriptions and extra content once you're in the app – these are called in-app purchases.

Bonus game levels, maps, upgrades, tokens, subscriptions and clothes or equipment for characters in a game are examples of things you might be asked to pay for once you are using an app (even if the app was free to download in the first place).

When you make an in-app purchase, you'll see the name and cost of the item on your screen. In-app purchases are charged directly to the credit card that has been assigned to the app store in question, charged to your monthly phone bill or 'Pay as you go' credit, or deducted from the app store allowance or gift card.

Some children and teenagers might not understand that in-app purchases cost real money and there have been times when kids have unwittingly run up large bills buying them.

Take action

1 TAKE a look at the apps that your son or daughter has on their mobile (they show up as icons on the home screen) to check whether they're appropriate for their age

2 CHECK age ratings and content descriptions on apps when purchasing but remember that these are assigned by the app developer, so you should also take a look at the app yourself to check it is age-appropriate

3 DISCUSS the costs of downloading apps and put some ground rules in place (if possible, before they get their first smartphone). Ask questions like 'How do/will they pay for apps?' and 'Are they aware of extra costs, such as data charges and in-app purchases?'

4 BEAR IN MIND that some children might not realise that virtual payments, such as in-app purchases, require real money to be spent

5 USE Parental Controls on their handset to turn off app purchases and/or in-app purchases if you're uncomfortable with your child making them

6 MAKE SURE you keep your passcodes/PINs for your own phone, tablet and things like your iTunes account secret so that your son or daughter can't access apps on your devices… and be careful if you sometimes lend them your phone to play on

7 ENCOURAGE your child to read the privacy policy of any app before installing it so they know what personal information the app requires them to submit and how it will be used

8 REVIEW their app purchases regularly and make sure any receipts are sent to you

9 BUY your son or daughter a gift card or set up an allowance on stores like iTunes rather than providing your credit card details so that they know how much they can spend

10 MAKE THE MOST OF apps like Vodafone Cloud (to back up your child's data) and Vodafone Guardian (to help you manage how they use their mobile)

11 READ our guide about setting Parental Controls on BlackBerry devices (see page 24)

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apps available – from those that help toddlers to spell to ones that teach budding teen astronomers about the stars – not all apps are appropriate for young people.

Furthermore, your child might have to pay for certain apps or in-app features. In-app purchases hit the headlines in 2011 when a number of children ran up large bills buying stuff as part of game apps like Smurfs' Village and Tap Zoo. Even if an app contains a warning about additional costs for in-app purchases, young children in particular might not understand that they are required to spend real money.

No doubt, you want your kids to enjoy the benefits of the mobile internet but, at the same time, would rather they didn't look at unsuitable material, run up large bills, or share too much information with strangers or people outside their friend group.

So what precautions should you be taking? As with any approach to safety and security, prevention is best, but with so many apps and app stores, where do parents start? We've put together a few tips to help you.

Facebook apps

Apps on Facebook include games, such as Words With Friends, and features like Events and Photos. Some apps are created by Facebook; others by outside developers. With the Apps and Games dashboard, it's easy to find and add apps to your Facebook profile (timeline) that let you share what you're reading, listen to music with friends, play games and more.

Facebook users can control who can see their activity from that app. After you install an app, go to App Settings in the account drop-down menu at the top right corner of Facebook and click Account Settings. Then, select Apps from the menu in the left hand column and manage your privacy settings for individual apps you've added.

Facebook recommends that users read the app's privacy policy so they know what information will be collected (such as name, profile picture and email address) and how it will be used. Users are encouraged to use the 'report' button to advise Facebook about any apps they think are not using information appropriately.

For more information, go to the Facebook Help Centre at **www.facebook.com/help** and the Facebook Safety Centre at **http://www.facebook.com/safety/tools/apps/**

Useful Vodafone apps

Vodafone Cloud
Back up and store photos, videos and other files.

Vodafone Digital Parenting
Read more about key digital issues in this app that goes hand-in-hand with our magazine.

Vodafone Guardian
Set boundaries for your child's Android mobile use, such as when they can go online and who they can text.

vodafone

Apps for kids

Common Sense Media has combed through thousands of apps and games for young people and picked some of the best:

5 to 8-year-olds:
Kids ABC Phonics
Colorama
Fruit Ninja

9 to 11-year-olds:
Edge
123D Sculpt
Rock Band

12 to 14-year-olds:
JellyCar 2
Bear Grylls – Bear Essentials
SoundHound

15 to 17-year-olds:
All-in-1 Gamebox
The Sims 3
Geocaching

Source:
www.commonsensemedia.org

How to…
set up the Vodafone Guardian app

The Vodafone Guardian app helps to keep children safer when using a smartphone.

As part of Vodafone's commitment to supporting parents in encouraging their children's safe and responsible use of digital technology, it offers the free Vodafone Guardian app for use on a range of Android devices.

Vodafone Guardian helps parents to manage their child's smartphone by providing protection from inappropriate calls, messages and online content.

The app enables parents to stay in control in a number of ways, including:

→ Blocking specific contacts or mobile phone numbers to prevent bullying text messages or calls

→ Specifying times during which their child can make or receive calls, use apps, access the Web and use the camera

→ Restricting outgoing calls to named contacts, such as Mum, Dad or specific friends

→ Transferring bullying text messages to a secure folder on the phone that could be used as evidence with the child's school or the police

Vodafone Guardian is available to download for free from Google™ Play.

Step 1

Set a Parent Contact

Once you have downloaded the app, enter a parent contact number so that you receive a text whenever Vodafone Guardian is deactivated for any reason. Click 'Save'.

You will also receive a text when an emergency call is made from the handset. Calls to ChildLine numbers are always allowed, you are not notified, and Vodafone Guardian removes the log entries for such calls.

Step 2

Choose a password

You can set a password so that you control the app. No changes can be made to the Vodafone Guardian settings without this password.

Simply enter your password twice and click 'Save'.

Step 3

Enable Message Helper

If you enable Message Helper, Vodafone Guardian will show an 'I Do Not Accept This' button next to incoming messages. Pressing that button will make the message vanish from your child's in-box and it's there to help them if they get an unwanted message.

Go to Message Helper and choose 'Always enabled', 'Never enabled' or 'Enabled between' (and enter your chosen hours and days).

Step 4

Customise the settings

You can customise the settings for calls, text messages and phone features, such as Wi-Fi, Bluetooth, Camera, Browser and Adding and Removing Apps. For example:

→ If you want to set a time schedule for when your child can receive or make calls or receive texts, click on 'Calls & Messages' then 'Active Hours' and choose the time limits. This is useful for limiting how your child uses their mobile during school hours or after bedtime, for example

→ If you decide that you'd prefer your son or daughter to not have access to the internet at all from their mobile, go to 'Phone Features' then 'Browser' and choose 'Never allowed'

→ To prevent use of the camera while they're at school, go to 'Phone Features' then 'Camera' and set the timer underneath 'Allowed between'

Vodafone Guardian has been developed by the Vodafone Foundation (registered charity no. 1089625) as part of its Mobile for Good programme.

vodafone
www.vodafone.co.uk

Tony Neate of Get Safe Online outlines the steps families can take to minimise online and mobile security risks.

Online security

Following a 30-year police career, Tony Neate is now the CEO of Get Safe Online, the UK's leading source of information on protection against fraud, identity theft, viruses and many other problems encountered online.

GET SAFE ONLINE

www.getsafeonline.org

With nine out of ten children (91%) aged 5-15 living in a household with internet access and 41% of 12 to 15-year-olds now in possession of a smartphone, the need for young people to be aware of how to conduct themselves safely and securely online has never been greater.

Online viruses, hacking, spam emails and 'phishing' scams are just a few of the potential security threats that parents need to be aware of. While this may sound worrying, this shouldn't deter families from getting online and enjoying the many benefits the internet and other technologies offer.

Understanding the risks, spotting the warning signs and knowing how to act are the best ways to protect your child online.

Get Safe Online

Get Safe Online is a joint partnership between the UK Government, law enforcement, leading businesses and the public sector. It aims to provide computer users and small businesses with free, independent, user-friendly advice that will allow them to use the internet confidently, safely and securely.
www.getsafeonline.org

What are the potential risks for families and children?

Now that Web-enabled smartphones mean we can be online 24/7, we are spending more time and money on the Web. This, of course, attracts the attention of fraudsters and cyber-criminals who are constantly developing new ways to make money and target the vulnerable.

The potential risks for families are no different to that of any other Web user. Often, the main concern for parents is that they are not always as familiar with certain aspects of the Web as their children, making it difficult to understand what they do online or how best to protect them. Young people who have grown up with the internet are so comfortable with it they are sometimes a little too relaxed and open with what they share and how they behave online.

To this end, we all need to be savvy digital citizens – and if, as a parent, you can say this about yourself, you're most of the way there in being able to help your children to be the same.

The key online security risks include:

→ **Spyware infecting your computer so someone can steal your identity**

→ **Getting ripped off, having your identity stolen and falling for scams**

→ **Pop-ups and viruses messing up your computer**

→ **Someone taking over your computer and using it to target other people with things like spam and viruses**

→ **Being hit with spam and scam emails**

→ **Having your wireless network hacked**

→ **Someone using email or chat to bully, con or cheat you**

→ **Being conned into visiting fake websites and handing over personal information**

There's a lot at stake here – your family's privacy, time, money and even reputation – so it's better to pre-empt these issues rather than try to resolve them when it's too late.

What can I do?

Firstly, taking action to protect the computers, mobile phones and other devices used by your family can dramatically minimise the risk of you or your children falling victim to fraudsters. You can do this easily by:

→ **Installing anti-virus software, anti-spyware software and a firewall**

→ **Updating your operating system (e.g. Microsoft Windows or Apple OS)**

→ **Using up-to-date applications, such as your Web browser (e.g. Chrome or Safari)**

→ **Encrypting your wireless internet network**

→ **Not clicking on spam emails or text messages and blocking them if you can**

The Get Safe Online website at www.getsafeonline.org provides simple, step-by-step advice on each of these measures.

Secondly, it's important to talk to your child about being safe online, taking them through the potential risks and what they mean. This includes not just your home PC, but anywhere where internet access is involved, including mobile phones and games consoles. Be sure to listen to your child and answer any questions they may have – but don't be afraid to ask your own questions back to get a sense of what they are getting up to online and understand any potential risks.

Thirdly, your children need to be aware that what they do, share and how they behave online is just as important as having the latest security software. Increasingly, online criminals are relying on forms of 'social engineering' – in other words, using 'clever' tricks to encourage people to hand over personal or financial details for a seemingly legitimate reason.

Being careful online involves things like:

→ **Using strong passwords (i.e. containing a combination of upper and lower case letters, numbers and symbols such as # or *)**

→ **Not giving away too much personal information on blogs and social networking sites**

→ **Not opening email attachments or clicking on instant messages from people you don't know**

→ **Being aware of and knowing how to spot scams**

Simple measures – such as helping younger children to create a strong, but fun, password for their computer games – will go a long way in building the right attitude and sense of vigilance required to stay safe online.

Do smartphones bring any new risks?

As technology evolves, so do the methods cyber-criminals are using to target us. So, we always have to stay a step ahead.

Today, a growing threat is the increasing volume of malicious software (malware) being used by fraudsters to target smartphone users. More and more young people are using these mobile devices to access the internet – for social networking, downloading apps and games and, for older children, online banking or shopping.

Smartphones hold an abundance of personal and financial data so, in the event that it is lost or stolen, making sure your child secures their handset with a PIN or password is crucial.

Fraudsters have also begun using online app stores to lure smartphone users into downloading 'rogue apps' that can take control of phones, giving criminals free reign to make calls, send and intercept SMS and voicemail messages, and browse and download online content. This also gives them access to all personal and payment data stored on the phone. It's important to make your child aware of the risks associated with 'rogue apps' and what checks they should make before downloading them.

Take time out

The only way to protect your family is to take responsibility for your own security and empower your child to take responsibility for theirs. Although we may feel we don't have time for this, taking preventive measures today will save you a great deal of trouble or worry in the long term. ◩

Get Safe Online Tips

WATCH

→ **…your child's website history and consider keeping the family computer in a common area so you can keep an eye on internet activity**

→ **…mobile phone bills and activity on your child's mobile phone – unexplained charges, rapid battery loss and unfamiliar applications can be warning signs of malicious software**

CHECK

→ **…your child's passwords are strong, containing a combination of upper and lower case letters, numbers and symbols**

→ **…that phone bills are consistent with the agreed-upon monthly rate and do not include things like additional downloads**
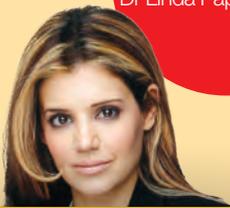
DISCUSS

→ **…not giving out personal information to people or organisations they are not familiar with – just like they wouldn't in person**

→ **…how to surf smartly – for example, always checking reviews and ratings before downloading a new app on their mobile or buying goods from an online retailer**

Useful websites

www.actionfraud.org.uk

www.ceop.police.uk

www.getsafeonline.org

Vodafone's Mobile Security Checklist

1 ENCOURAGE your child to look after their phone as they do other valuables, like their purse or wallet

2 SHOW them how to set auto-lock, a password/PIN on their handset and voicemail, and a SIM lock code

3 SUGGEST they avoid using 'screen swipe' codes (where they swipe a shape on their phone screen to unlock it) as greasy fingermarks could reveal the code to others

4 USE a remote 'lock and wipe' service (e.g. Vodafone Protect) to determine the location of the phone, lock the handset and delete the phone's contents if it is lost or stolen

5 EXPLAIN why they should only download apps from reputable app stores and why it's important to read any Terms and Conditions so that they understand what personal information they are sharing and any costs involved (even apps from reputable app stores may involve additional costs for things like in-app purchases)

6 SUGGEST they switch off or limit who can 'see' their phone via Bluetooth and Wi-Fi

7 KEEP a note of their phone's IMEI number (press *#06# or look under the battery to find it) and, if their phone is stolen, report it to their network provider (e.g. Vodafone) and the police straight away

8 COMPLETE a factory reset to clear the phone of any content associated with your child if they decide to sell their phone or give it away

9 BEWARE of second-hand devices – cheap phones from unauthorised sources may come pre-loaded with malware intended to defraud the new owner

10 EXPLAIN how tampering with or 'jail breaking' their phone could lead to malfunctions and malware and will void the manufacturer's warranty

◯ vodafone

EXPERT VIEW
Dr Linda Papadopoulos

**Dr Linda Papadopoulos'
14-year career as a
research scientist and
practising psychologist
has led to her work being
published in some of
the most well-regarded
academic journals and
given rise to a high profile
media career.**

Dr. Linda
www.drlinda.co.uk

How are young people affected by
sexual images in the media?

Leading psychologist Dr Linda Papadopoulos highlights the consequences of the sexualisation of children and teenagers and suggests how they might learn to navigate our increasingly complex world.

I feel in many ways that I'm part of the 'lucky' generation when it comes to sexual politics. My mum went out to work but she didn't exactly burn her bra; I simply grew up surrounded by the belief that my worth was based on who I was, my talents and what I did with them.

I was aware of the media, of course, but even though it feels like yesterday, the internet didn't even exist, teenage magazines were in their innocent infancy and sex was a really big deal. We had our own version of the pressures all teenagers face – discovering our emerging selves while wanting to be liked, to be clever and to be popular, if at all possible – but I feel we had just that bit more time and space in which to find out who we were.

When I was asked by the Government to look at the relationship between sexualisation and growing violence towards women, I truly wasn't prepared for what I would find.

Why did it feel like we had taken so many steps backward in terms of sexual equality among young people and healthy sexuality? How had rape scenes become a normal part of video war games? Why were so many girls having breast enlargement surgery as teenagers and what possessed a girl to sell her virginity on eBay? Were teenagers just different today and growing up more quickly or was something else going on?

What is 'sexualisation'?

Many of us in the 'lucky' generation are now parents and it feels like we're just now starting to wake up to what is going on with our children and the impact of premature sexualisation.

Simply put, sexualisation is the imposition of adult sexuality on to children and young people before they are capable of dealing with it mentally, emotionally or physically.

While girls are valuing themselves in terms of how sexually desirable they are to boys, boys are feeling the pressure to be hyper masculine.

"There is a growing body of evidence that suggests that sexualisation is having a profound impact on our children's emotional development and how they develop their sense of identity."

Kids are learning how to have sex from pornography and we live in a world that is more saturated by images than at any other time in our modern history.

Behind every image lies a message about expectations, values and ideals. Right now, those images more often than not present and perpetuate a world where women are revered and rewarded for their physical attributes. Gender stereotypes are back in fashion and to object is often to be accused of lacking a sense of humour or proportion.

There is a growing body of evidence that suggests that sexualisation is having a profound impact on our children's emotional development and how they develop their sense of identity. Young people have a natural, healthy interest in sex. But when their developing sexuality is moulded to fit adult stereotypes, this can compromise that healthy developmental process.

Children no longer have the time and space to extend their own understanding as images and constructs are literally 'in their face' on a daily basis, often before their minds are ready to know how to interpret or process them. Instead of putting children in control of their sexuality, we are in danger of isolating them from it altogether.

What are the consequences?

The serious negative consequences associated with the sexualisation of children is becoming ever more clear in areas of body confidence, ambitions, low self-esteem, sexual harassment, abuse within teen relationships and views on sexual violence.

A study in America found a direct correlation between children's exposure to sexual content on television and teen pregnancy rates.

The World Health Organization estimates that 20% of girls and 11% of boys in the UK have been sexually assaulted. Homophobia is still a significant problem within schools.

These are the kinds of consequences that leave long-term effects, often resurfacing at vulnerable times during their adult life, affecting careers, relationships and, in turn, how they parent their own children.

What can we do to help young people?

It's unrealistic to assume that we can stop our children and young people from being exposed to unhealthy images but we can give them tools to navigate the world around them.

From digital citizenship to media literacy, equipping kids with tools to help them understand and interpret what they see without internalising all the negative messages can help them build their self-esteem and inner confidence so they feel secure in their own identity. Just as they are taught reading comprehension and, later, literary criticism, children can be taught how to critique the media they consume.

We may think our children are highly literate when it comes to media but it's just that they know how to *work* it, not how to interpret it. Where these classes are already happening in schools, the children are taking to it with relish and then starting to create their own forms of media and expression rather than simply sitting back and letting it all come to them.

With encouragement and guidance, children are incredibly creative and have the potential for amazing inner strength, resilience and individual thought. ◢

For more information about Dr Papadopoulos' review go to: www.drlinda.co.uk

You Tube ™ How to...
set up YouTube™ Safety Mode™
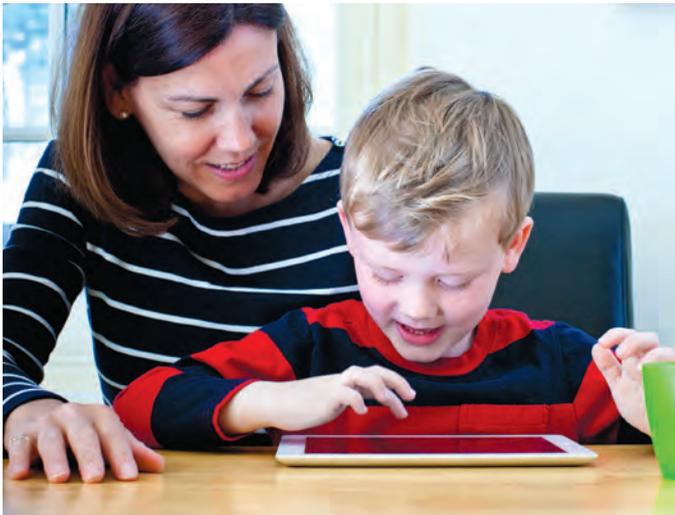
YouTube Safety Mode enables parents to choose whether to limit content on YouTube™ that might be unsuitable for their children, even though it's not against YouTube's Community Guidelines.
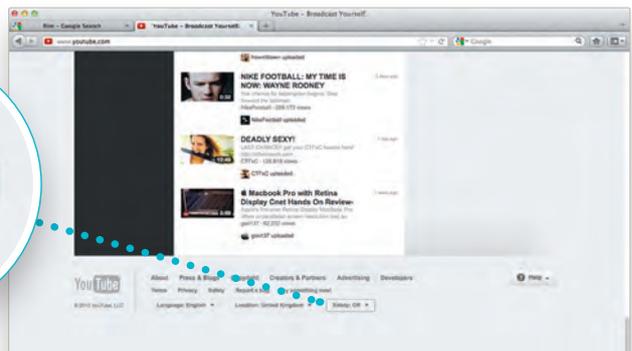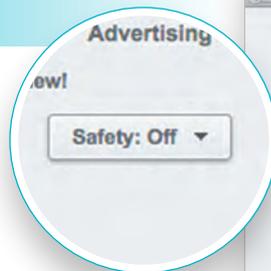
When you opt in to Safety Mode, videos with mature content or that have been age restricted will not show up in video search, related videos, playlists, shows and movies.

Step 1

Go to safety preferences

Simply go to the bottom of any page on YouTube™ and click the grey 'Safety' button to open the preference setting.

Step 2

Turn Safety Mode 'on' or 'off'

Choose to turn Safety Mode 'on' or 'off' and click on Save. If you turn it on and you have a YouTube™/ Google account, you can sign in to your account and lock Safety Mode so that no-one else can change the settings whenever YouTube™ is accessed from that browser.
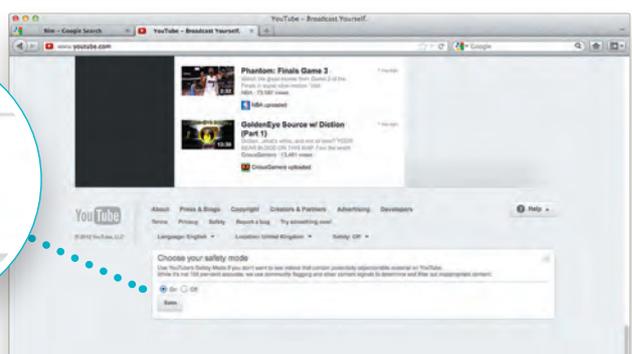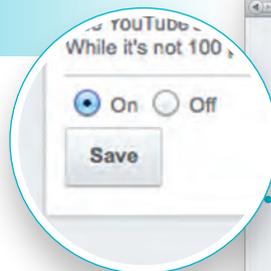
Please note: while no filter is 100% accurate, YouTube™ uses community flagging, hides objectionable comments and uses pornographic image detection to identify and hide inappropriate content. Safety Mode on YouTube™ does not remove content from the site but rather keeps it off the page for users who opt in.

You Tube ™

www.youtube.com

Staying in control of mobile costs

With the cost of living predicted to rise, it's no surprise that many families are tightening the purse strings and that mobile phone bills are coming under increased scrutiny.

For children and teenagers in particular, budgeting on their mobiles can be a steep learning curve. Texts, downloads and apps can all add up and, if they're on a 'Pay monthly' contract, they might not even notice the costs mounting until it's too late.

So, how can parents advise their kids about staying on top of mobile costs? Digital Parenting highlights some of the main considerations and some of the tools and resources that may help.

Did you know?
Smartphone ownership among 12 to 15-year-olds in the UK increased from 41% in 2011 to 62% in 2012.

Source: Ofcom Children and Parents: Media Use and Attitudes Report, October 2012

'Pay monthly' vs 'Pay as you go'

Choose how you or your child will pay for the phone – either 'Pay monthly' (sometimes called 'Contract') or 'Pay as you go' (also referred to as PAYG, Pay as you talk, or Pre-pay).

'Pay monthly' customers must be over 18 and usually sign up to a contract for 12 months or longer. The monthly fee covers the cost of the handset and the calls, texts and other services, with many providers offering inclusive text and call packages and additional benefits, such as handset upgrades.

By setting up a 'Pay monthly' contract on behalf of your child, you can choose to receive an itemised bill (online or paper) on which your son's or daughter's calls, texts and premium rate service charges, such as downloads, are listed.

If you choose an inclusive package for them, find out what the call and text limits are and check whether your provider will only allow your child to receive calls or texts once they have reached that limit (as you might be charged at a higher rate if your child exceeds it). Sit down with them and go through the monthly bills together so that everyone knows what the money is being spent on.

Bear in mind that if you set up a 'Pay monthly' contract on behalf of your child, you are liable for any charges your child runs up, however inadvertently.

With **'Pay as you go'**, the mobile handset can be bought up-front and you, or your child, have to pay for calls or texts in advance. You, or they, can top up their phone in various ways, including from a bank account, at a cash machine, using vouchers bought in a supermarket or newsagents, with a swipe card, or via the mobile provider.

Some people say that PAYG gives young people more control over their mobile spending. TopUp vouchers or credits can be given in lieu of pocket money, for example, and can help them to budget their phone time. Disadvantages include that your son or daughter might keep asking for money for TopUps or that they might find themselves out of credit when they need to make an important call.

top-up

Premium rate services

According to a survey by PhonepayPlus, 65% of children with mobile phones have used a premium rate service. These services generally fall into two categories: a) premium rate numbers and b) apps, games and other content that involve a charge being made.

Premium rate calls, messages, apps and other content are usually charged outside your mobile price plan and the majority of premium rate services are supplied by third party companies (only a fraction are supplied by mobile providers).

Premium rate numbers are charged for in the same way as a phone call, through your monthly mobile bill or through credit on your mobile.

These services, which include support lines, chat services and competition lines, tend to cost more than a normal phone call (between 10p and £1.53 per minute/call from a BT landline, for example). Mobile providers often charge an additional fee for these services so it's worth checking the costs first.

For 'Pay monthly' mobile users, the charges show up on your monthly bill, while for 'Pay as you go', they are taken out of the balance straight away.

In the UK, you can recognise different types of premium rate numbers by the first few digits.

For example:

→ Mobile shortcode numbers are typically five to seven-digit numbers beginning with 5, 6, 7 or 8. You can either send texts to these numbers (to donate to charity, enter competitions or download games and ringtones) or you might be asked to ring a shortcode to vote on a TV show. As these shortcodes only apply to mobile callers, the price advertised is the price you pay.

→ 118 is for directory enquiries. Prices range from 60p to £6 per minute depending on the service you require and which mobile provider you use.

→ With 0800 reverse, the person receiving the call pays for it.

→ 0843, 0844, 0871, 0872 and 0873 numbers are generally customer helplines, technical support lines, chat lines and sales/booking lines. Prices vary between landline and mobile networks.

→ 090 is mainly used for competitions, TV voting, horoscopes and chat lines. These numbers will either be charged by the minute (on mobiles, prices range from 50p to £2.50 per minute) or per call.

Number Checker

Not sure about a number that's on your bill? Check it out here...

Check it! →
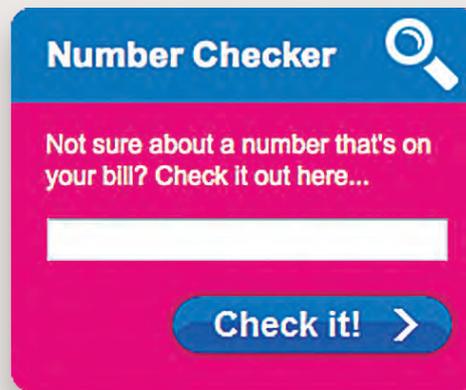
You can check numbers on your phone bill on your mobile provider's website or on the PhonepayPlus website. Vodafone customers can go to **www.vodafone.co.uk/shop/pay-monthly/call-charges**

Sources:

PhonepayPlus
www.phonepayplus.org.uk

vodafone
www.vodafone.co.uk

Apps, games and other content can also be charged to your mobile bill. It's therefore important that you talk to your son or daughter about how the costs of apps, games and other content could add up.

While some content is free, other content has to be bought – young sports fans might choose to spend £1.49 to download Flick Kick Football on iTunes or £4.58 for FIFA 12 on Google Play, for example. Other common payment methods for apps include credit/debit cards, PayPal and cash (via Top-Ups).

To help protect you and your child, promotional materials for apps, games and other content should clearly state what the charges are. Furthermore, transactions may be limited (e.g. to £30 per day per user) although, if you choose to let your child use your credit card or a pre-paid mobile account, the only limit that applies is your own credit limit.

In some cases, your child might download a free app or game but then be asked to pay extra once they have downloaded it (often called a "freemium" product or service).

In-app or in-game purchases, such as for clothes, food or weapons for a character in a games app, are increasingly common and some kids might not understand that they'll be paying real money even though they're playing in a virtual world.

Mobile payments

Nowadays, you can pay for many products and services direct from your mobile. Purchases can be a) charged to your monthly mobile bill or 'Pay as you go' credit, b) made via an online payment service like PayPal, c) charged as a premium rate text message (as outlined on the previous page) or d) made using a 'digital wallet' app (where you simply "touch" your smartphone on a terminal to pay).

As smartphones become increasingly central to young people's lives, it's important to talk to your son or daughter about mobile payments. Are they using their phone to buy games, ringtones and other content? Have they ever been surprised by a large bill? Do they know what information to look for when making a mobile purchase (e.g. potential hidden costs and customer helpline details)?

To make the process of buying low cost goods from mobiles more transparent, Vodafone and other leading mobile providers in the UK have set up a payments scheme and trust mark called Payforit.

When you purchase content from any company that has signed up to Payforit and you want to charge it to your mobile:

→ **You are presented with a standard Payforit screen that includes information about what you are buying, who you are buying from, and how much it will cost you**

→ **Once you authorise payment by pressing 'Pay Now' or 'Subscribe', a payment request goes directly to your mobile operator for validation**

→ **The cost is then applied to your next phone bill or removed from your existing credit**

→ **You receive a receipt via text message**

Useful websites

www.payforit.info

www.phonebrain.org.uk

www.phonepayplus.org.uk

www.saferinternet.org.uk

www.vodafone.co.uk

To prevent overspending, some companies have 'spend limits' in place (e.g. a limit on the amount that users can spend per transaction or per month).

Take action

1 VISIT the PhoneBrain website (www.phonebrain.org.uk) together to find out more about premium rate services

2 FIND OUT how your child's mobile provider blocks premium rate services for users under the age of 18 before you get them a mobile phone

3 CHECK with your mobile provider whether mobile payments are set to 'on' on your child's phone. If you don't want your child to be able to make mobile payments, contact your provider's customer service team to request they are turned off

4 REMIND your son or daughter to think before they click on any 'Buy' buttons and to read the terms and conditions so that they have all the information they need before they make a purchase

5 KEEP receipts you receive for digital content and services as they will confirm how much was paid and who to contact for customer support

6 EXPLAIN to your child how a PIN/password on their handset can stop accidental calls, texts or purchases being made from their pocket or bag. This also protects their mobile from other people using it and all phones still allow 999 calls to be made when locked

7 PUT A PIN or password on your app store accounts and don't share it with your children. You can also request that any receipts for apps are sent to your email address so that you can keep an eye on purchases

8 MAKE THE MOST OF Parental Controls on your child's mobile (e.g. Vodafone Guardian) if you would prefer to prevent your child downloading apps and making in-app purchases, for example (turn to pages 10 and 24 for more information)

9 SHOW your child how to use the PhonepayPlus Number Checker (www.phonepayplus.org.uk) to check the cost of particular premium rate services

10 TALK to them about the costs of using their mobile abroad – you might want to suggest they switch off mobile data on their phone while they're on holiday

11 CHECK whether your mobile provider offers any special price plans when using their mobile abroad

12 LEARN more about in-app purchases on page 8

13 TAKE a look at our mobile security checklist on page 13

Travelling abroad

Before your child takes their phone on holiday with them, make sure they understand the costs of making calls, sending texts, and using mobile internet when they're abroad as these will not fall under their normal price plan. You might even want to suggest they turn off mobile data on their phone while they're on holiday in order to keep costs down.

If you're travelling within the EU, there is a maximum charge of €0.45 per MB excluding VAT (around 38p) for using mobile internet, such as accessing maps, videos, photos, social networks and email (as a guide, 25MB is enough to watch a couple of YouTube clips, read up to 90 BBC News stories and read and reply to around 100

emails). The maximum price to make a call within the EU is around 20p per minute and it's around 6p per minute to receive a call, under 7p to send a text message and 37p to send a picture message.

To help avoid unexpectedly high bills for using mobile internet, if your son or daughter is travelling inside or outside the EU, they will get a warning text message, email or pop-up window when they are nearing €50 of data downloads.

They will then have to confirm they are happy to go over this level in order to continue using mobile internet.

Vodafone's EuroTraveller service helps 'Pay monthly' customers to stay in control of mobile costs when abroad. For just an extra £3 a day, you can use your UK price plan in Vodafone's Europe Zone (but no extras). The daily charge is only triggered by customers making calls, sending texts and using the mobile internet. There is no charge for receiving calls or texts.

Useful tools for Vodafone customers

vodafone

Vodafone in the UK
www.vodafone.co.uk

- Vodafone 'Pay monthly' customers can keep an eye on their bills online and can text 44555 from their handset at any time to receive a free text message showing their usage information – Vodafone does not offer a spend limit on mobile accounts, however

- Vodafone 'Pay monthly' customers can register for itemised online bills for free or pay £1.54 per month for itemised paper bills. Itemised billing is not available on 'Pay as you go' accounts

- All Vodafone customers can use the My Vodafone app to keep track of their account (see below)

- For just an extra £3 a day, Vodafone 'Pay monthly' customers can use their UK price plan when travelling in Europe, so they'll have freedom from unexpected bills – find out more about Vodafone EuroTraveller at www.vodafone.co.uk/eurotraveller

- Customers can request that Vodafone bars premium rate services on a particular mobile and can also take advantage of the Vodafone Guardian app to limit what their child can download onto their mobile

- Vodafone customers can post questions about their mobile in the company's eForum at http://forum.vodafone.co.uk

My Vodafone app
www.vodafone.co.uk

If you're a Vodafone customer in the UK, you can download the My Vodafone app for your Android, iPhone or BlackBerry smartphone to help you keep track of your Vodafone account. With My Vodafone, you can:

- Check your usage – see the minutes, texts and internet you've used or check your credit and Vodafone Freebee allowance if you're on 'Pay as you go'

- Find free Wi-Fi – search for local BT Wi-Fi hotspots and connect to them for free if you have a Wi-Fi allowance as part of your plan

- See price plan information – check your current price plan, see when you can upgrade and check the cost of your latest bill

- Check what you've opted in to – if you've got any extras like Vodafone EuroTraveller or Vodafone IOU, you'll be able to see them here

- See how the Vodafone support section can help you – find out about the services available, get to grips with your phone and have your bill explained

- Contact Vodafone – find out about all the ways you can get in touch

PhonepayPlus

PhonepayPlus
www.phonepayplus.org.uk

PhonepayPlus regulates premium rate services in the UK and investigates complaints about them.

Where PhonepayPlus decides that its rules have been broken, it can fine the company responsible, bar access to its services and even bar the individual behind the company from running other services under a different company name.

PhonepayPlus has taken action on behalf of consumers on a wide range of issues, from malicious apps that charge users without their knowledge to misleading advertising.

The PhonepayPlus code of practice is built around six outcomes for consumers. Services must:

- be upfront about the service they offer and the cost
- treat consumers fairly
- comply with the law
- not invade consumer privacy
- not cause harm or unreasonable offence to consumers
- resolve consumer complaints quickly

To help you keep in control of your bill when using premium rate services, PhonepayPlus has three top tips:

- Treat your mobile number like your credit card number – you can be charged to both
- Read the small print
- Check your bill regularly

You can find out more about PhonepayPlus at **www.phonepayplus.org.uk**

PhonepayPlus also runs the PhoneBrain website for young people at **www.phonebrain.org.uk**

For further information, go to: **www.vodafone.com/parents/mobilecosts**

Digital grandparenting

What do grandparents need to know to help young people stay safer online?

Many of the more than 14 million grandparents in the UK are actively involved in their grandchildren's lives. Whether they're a now-and-again babysitter, a regular carer or even if they live many miles away, what role can they play in keeping their beloved grandchildren safer in their digital world?

Facebook, smartphones and tablets aren't just for the young. Lots of grandparents are using the internet and other digital technologies to support their hobbies, build friendships and stay in touch with their families.

In a survey conducted by Vodafone in 2011, a tenth of the UK-based grandparents interviewed said they use technology every day to make contact with their grandchildren and more than a quarter (29%) revealed that they might feel isolated from their family if they didn't have access to the internet. From text messages and email to webcams and sharing photos on social networking sites, it's all helping to bring grandparents and grandchildren closer.

For the millions of grandparents who help look after their grandchildren, there are other reasons why technology simply cannot be ignored. Whether they're in charge for a few hours, while mum and dad are out for the evening, a weekend here and there or every day while the child's parents are at work, it's important that grandparents understand the kind of gadgets and websites that young people enjoy so that they can support them and help them stay safer when they're in their care. And with the rise of smartphones like the iPhone and BlackBerry giving young people a mini-computer in their pocket 24/7, it's even more important to know what's going on.

Even the most tech-savvy grandparents might have concerns about what their grandchildren are doing on the internet, mobiles and other devices and, when it comes to the times that they're

'Grandparents' checklist

Here are a few tips to help you get more involved in your grandchildren's digital lives…

✓ **TAKE** an interest in how your grandchildren use digital technologies – talk to them about their favourite websites, hobbies and games and who their online friends are

✓ **DO** fun stuff together, like playing games on their Wii or watching TV programmes on BBC iPlayer, and ask them to show you the websites they like – they'll no doubt enjoy sharing their tech know-how with you

✓ **TALK** to them regularly about their experiences in the digital world (both good and bad), so that they can build their confidence and know they can turn to you if something upsets or troubles them

✓ **ENCOURAGE** them to share any worries or difficult experiences with an adult they trust, such as a parent, teacher or you – some children find it easier to talk to a grandparent than other adults so they'll appreciate your offer of support

✓ **FIND OUT** from their parents what technology rules they have in place at home (e.g. how much time they are allowed to spend on the internet or their games console) so that you can also stick to them when your grandchildren are with you – your son or daughter might not have even thought about such rules (in which case, giving them a copy of this magazine might be a good way to get the conversation started) or they might just have forgotten to tell you about them

✓ **PUT** passwords or PINS on your own computer, mobile and other devices if you think your grandchildren might use them when they come to visit. Make sure your grandchildren don't know your passwords or PINs (e.g. your Wi-Fi password or mobile PIN) as they might be tempted to break the rules

✓ **MAKE** the most of tools like Parental Controls on computers, mobiles and games consoles and safety options on Google and other search engines for when they are at your house – take a look at our 'How to' guides for more information

✓ **TAKE** the things you might already be teaching your grandchildren in the real world and apply them to the digital world – like the importance of being kind and considering other people's feelings

✓ **REMEMBER**, even very young children use technology so it's never too early to encourage them to use it safely and responsibly… it's better to get them into good habits as quickly as possible

✓ **DON'T** wait until something goes wrong – help them develop the skills they need to take care of themselves (just as you would if you were teaching them to cross the road by themselves)

✓ **IF** you discover something that worries you, it might be difficult to know what to do but it's better to take steps to find out more rather than ignore it. You could start by talking to your grandchild and agreeing with them what to do next, such as talking to their parents. If you're still worried, you can email The Parent Zone for advice at **help@theparentzone.co.uk**

✓ **HAVE** a good look through the rest of this magazine – it contains lots of important information but we recommend you start with our Spotlight on Age (page 2) and Spotlight on Digital Spaces (page 4) articles

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under the grandparents' roof, it can be particularly tricky knowing what rules are already in place and how to help if something goes wrong.

"It's normal to worry about your grandchildren and the digital world," says Geraldine Bedell, editor of Gransnet, the social networking site for grandparents. "For one thing, young people might think they are better with technology than we are – it's one of the few areas where our wisdom is not in demand. For another, most grandparents want to be the fun people in the family, not the boring old heavy-handed makers of rules."

Grandparents' digital concerns often mirror those of their own children. Of the grandparents who spoke to Vodafone, around a quarter are worried that their grandson or granddaughter could be meeting strangers online (25%) or accessing inappropriate content on the internet (24%). Other concerns might include young people giving away too much personal information online, being bullied and spending too much time in front of a screen.

For the great majority of kids for the vast majority of the time, the digital world will be a source of harmless fun, creativity and learning, so it's important to stay upbeat and positive about it. At the same time, grandparents can play an incredibly important role – as an extra pair of eyes and ears, a guide and a confidant. ◾

If you'd like to pass this article on to your child's grandparents, simply go to www.vodafone.com/parents to save it as a PDF that you can email or print.

EXPERT VIEW
Carrie Longton

Carrie Longton founded the parenting website Mumsnet with Justine Roberts in 2000. Mumsnet has more than 4 million unique visitors each month and its discussion boards attract 35,000+ posts each day.

mumsnet

www.mumsnet.com

Setting boundaries

Carrie Longton, Co-Founder of Mumsnet, asks how parents' technology habits can influence their children and reveals how she tackled the great Facebook debate.

"**W**hy should I get off my iPhone – you're always on yours?" I'm guessing that's a familiar refrain in kitchens across the country if mine is anything to go by.

As adults, we're using technology all the time… so how do we set boundaries for our children about its safe and appropriate use?

Tech boundaries (and yes, that means for mum and dad too)

I'm currently doing some work with Drinkaware (the alcohol awareness people) and one of the reasons parents give for not being too hard line on early teenage drinking is they don't want to lose their adult right to a nightly tipple.

I think there are some parallels with technology here. As we become increasingly addicted to our tablets/smartphones/laptops, we lose the moral high ground when it comes to trying to limit our children's use of theirs.

Never mind that we're not actually playing BrickBreaker on our BlackBerry all day (which is what my six-year-old once accused her father of doing!) If you're checking your texts or emails at the table, it makes it a lot harder to challenge your teenager when they're skimming through Tumblr over the fish fingers.

So here's the deal. You have to set some family boundaries about when and how we use technology – and that includes you.

"Our family internet charter… made us sit down and think as a family what we all wanted from technology."

But, those boundaries for use and timing will be different for each family because of course there are no hard and fast rules (though I'm sure Mumsnetters could suggest a few).

One of the most useful things we did as a family, following a school internet safety evening, was to write a family internet charter. Drawn up by my then 12-year-old, it contained what she thought she/we could get away with/manage.

To be honest, I'm not sure we've stuck to everything. The computer is mostly kept in the family room, but not always; we don't have mobiles at the dinner table (unless dad's expecting a big call); the kids do ask if they want to go on the computer, but don't always listen when I say no – but it opened a dialogue. It made us sit down and think as a family what we all wanted from technology. It didn't make us all agree, but it helped us see where we didn't.

The great Facebook debate

One huge area of contention in our family was what was referred to in our house as 'holding the line' on not joining Facebook until the legal age of 13.

When my eldest was 11, I thought I'd already had this conversation. I'd done some work with Facebook and was something of an internet safety champion through my work at Mumsnet, so I'd said in no uncertain terms that I didn't want her on Facebook until she was 13. She got the perks of my job – an advance copy of 'Sister, Missing' and, the chance, once, to meet Gok Wan – so she needed to cope with the downsides too, which included having a mum with an inside knowledge of what was acceptable on a social network and what was not.

I was blithely boasting about her FB abstinence at a friend's house when, on my friend's daughter's Facebook page, up popped my darling under-age daughter (name cleverly disguised but with pictures) advertising the fact that we were about to go on holiday. To say I reacted badly was an understatement. All I could say was "... but I bought you a dog!" I then banned her from all technology for a month and sent a message via Facebook to all her friends saying I knew who they were and would tell their parents they were on Facebook if they didn't know already. Harsh some might call it – and she did.

Part of my reaction I'm sure was injured pride that my top parenting skills had actually counted for nothing – she'd just chosen to ignore me – but actually her privacy settings were a joke and I passionately believe that wonderful as Facebook can be, it's not ideal for under 13s.

"I'd said in no uncertain terms that I didn't want my daughter on Facebook until she was 13."

My daughter and I eventually made up and moved on and for her 13th birthday she got a cake in the shape of a Facebook 'Like' and membership of the club she'd wanted to join for so long.

So would I hold the line again? I have two younger children so this is a question as much for myself as for this article. Yes, I hope I will, but I guess I'll have to cross that bridge when it comes. But it would also have helped if my daughter's school had addressed it earlier. Our first session on this was year 7 – by then, 75% of the pupils in her year were already on Facebook (I know this because the school surveyed them!)

Mumsnet is full of great advice on internet safety both from other parents and from experts and our talk boards and dedicated information area is well visited, but on this subject, as on many teen issues, it also helps if the peer group your child mixes with (and their parents) are getting the same message at the same time. I would have liked my daughter's school to have made a bigger deal about underage Facebooking with parents earlier – more parents might have 'held the line' and made each other's lives (well mine at least) a lot easier then.

This isn't about bashing Facebook. I am my daughter's 'friend' on Facebook (part of the deal) and when, during one of our 'full and frank discussions', I cheekily suggested that if she didn't do as she was told I would shame her by asking her FB friends to be mine, a bunch of the ones I knew well anyway ended up 'friending' me... which makes for entertaining updates.

Facebook is now something we still fight about occasionally (though I can't really argue about how long she spends on there given the average time I and other people spend on Mumsnet) but we try and enjoy it together – even if she does accuse me of stalking on occasions.

Rather embarrassingly, when my daughter did join Facebook, she was appalled by my privacy settings and has been able to advise me on my social networking (note the casual use of Tumblr earlier – natch). Not something you would expect the co-founder of the biggest social network for parents to need help with, but there you go... we can always learn from our children.

Jargonbuster

tumblr.

A free blogging tool that lets users post and share text, photos, videos and other content. There are more than 60 million Tumblr blogs online. **www.tumblr.com**

BlackBerry®

How to...
set up BlackBerry®
Parental Controls

Parental Controls help you have more control over how the features of your child's BlackBerry® smartphone are used – you can block content, turn features on or off and decide what types of communication are available. A password is required to prevent children and other people from changing the settings.

This updated guide explains how to set up the Parental Controls that are built in to BlackBerry® 10 smartphones.

The BlackBerry® Parental Controls application is also built in to BlackBerry® 7.1 and is available for download from BlackBerry® World™ for BlackBerry® 5, BlackBerry® 6 and BlackBerry® 7 smartphones. Type 'Parental Controls' into the BlackBerry® World™ search box and select the app to download or scan this QR code by hitting the Menu key and selecting 'Scan a Ba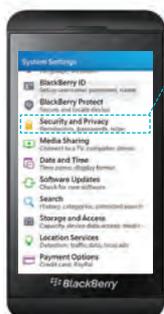rcode'. Please refer to our previous guide on page 54 of Digital Parenting (issue 2) for earlier BlackBerry® smartphones – go to
www.vodafone.com/parents

BlackBerry® Z10 smartphone

Step 1

Turn on Parental Controls

a On the home screen or in a folder, click the 'Settings' <Gear> icon.

b Click 'Security and Privacy'.

c Click 'Parental Controls'.

d Select 'On' to turn on Parental Controls.

Step 2

Set your Parental Controls password

Once you have turned on the Parental Controls feature, you will be asked to enter a password. To prevent children or other parties from changing the settings, your password will be required each time you access the Parental Controls menu.

Step 3

Select Parental Controls options

You can select one or more of the following options to allow or limit the use of the Parental Controls feature. Your options will be saved automatically.

For example:

→ To allow phone calls and text messages from contacts only, select the Phone Calls and Text Messages checkboxes.

→ To allow photos and videos to be taken, select the Camera and Video Features checkbox.

→ To allow internet access, select the Browser checkbox.

→ To allow access to Twitter and Facebook, select the Twitter and Facebook checkboxes.

→ To allow the uploading of files to YouTube, select the Upload to YouTube checkbox (NB: This restriction does not limit access to the YouTube website – it only limits the ability to upload videos to the site).

→ To allow email accounts to be added and edited, select the Email Account Setup checkbox.

→ To allow the use of location services, like GPS, select the Location Information checkbox.

→ To allow content to be purchased, select the Purchase Content checkbox. Please note, you can 'allow' or 'not allow' purchases in the BlackBerry® World™ app store

as well as in-app purchases for those apps that use the BlackBerry® World™ payment system.

→ To allow the installation and removal of third party applications, select the Install Application and Remove Application checkboxes.

→ To allow access to BlackBerry® World™ (the app store), select the BlackBerry® World™ checkbox. You can also set Content Restrictions within BlackBerry® World™ at this point.
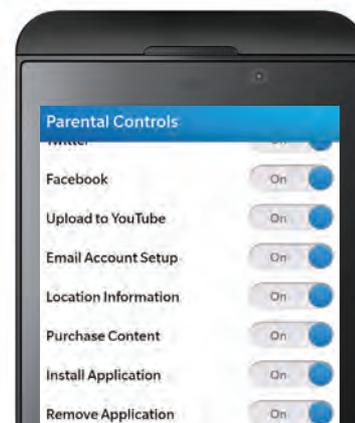
Step 4

Change your Parental Control settings

If you decide to change the settings at any time (for example, if you decide your child may have access to Facebook on their smartphone once they reach the age of 13), simply follow the instructions below.

a. On the home screen or in a folder, click the 'Settings' <Gear> icon.

b. Click 'Security and Privacy', then 'Parental Controls'.

c. Enter your password.

d. Make changes to your options (these will be saved automatically).

BlackBerry®
www.blackberry.com

BlackBerry Messenger: the lowdown

Does your son or daughter spend hours on their BlackBerry? Do you wonder what it means when they talk about "BBM", "swapping PINs" or "bc'ing a message"? Digital Parenting gives you the lowdown on BlackBerry Messenger.

BlackBerry Messenger (often called BBM) is an instant messaging app just for BlackBerry smartphone users. It's very popular with young people as it works like a private mobile social network, where you can set your own status update and profile picture, create groups and share images and content with your fellow BBM contacts.

With BBM, you can:

→ **Send and receive messages in seconds, see when your contacts are typing and know when your messages are delivered and read**

→ **Swap PINs to add BBM friends quickly and easily (PINs are unique eight-digit letter and number codes – similar to a phone number – assigned to each BlackBerry device)**

→ **Scan barcodes to invite new BBM contacts (every BlackBerry handset has a unique barcode – just position your handset so you can see the other person's barcode through your screen and your new contact will be scanned and added to BBM)**

→ **Share Facebook and Twitter status updates**

→ **Create BlackBerry Groups so that you can message multiple contacts at once (often called a 'broadcast')**

→ **Share your location and plan your schedule with your contacts**

→ **Invite and accept friends via BlackBerry Tag by simply tapping your device against another BlackBerry smartphone**

For more information about BlackBerry Messenger, go to:
www.blackberry.com/uk/bbm

Take action

1 ENCOURAGE your child to carefully consider who they give their BBM PIN to and whether to include it on their Facebook profile

2 SUGGEST that they set a password on their BlackBerry device and download the BlackBerry Protect app so that if they lose their device or if one of their friends gets hold of it, they can lock it remotely

3 EXPLAIN to them why they should 'think before they post' – for example, if they make a comment or share an image, it could be forwarded on to other people or saved and shared using a 'screen muncher' app, which might cause embarrassment or upset

4 DISCUSS how messages can be broadcast (often referred to as 'bc' by BBM users) to large groups of people very quickly and how they might have a negative impact

5 MAKE SURE your son or daughter understands that although BBM offers free messaging, it does use internet data, which means they might be charged if they go over their contract allowance for such data. Each BBM message uses a small amount of data but, if they're a heavy user, it can add up

6 SHOW them how to make the most of built-in controls to do things like block someone in BBM, store their BBM chat history and leave a BBM group

7 CONSIDER potential additional costs on 'Pay as you go' BlackBerry devices. If your child has a 'Pay as you go' BlackBerry (rather than a monthly contract) and they want to use BBM, they'll need to opt in to the BlackBerry Internet Service. If they're a Vodafone customer, for example, this costs £5 and lasts for 30 days. It can be set up by calling Vodafone for free on 40035

Too much
of a good thing?

Leading child and adolescent psychiatrist Dr Richard Graham investigates how young people's technology use can sometimes tip over into addiction.

EXPERT VIEW
Dr Richard Graham

Dr Richard Graham is a leading Consultant Child and Adolescent Psychiatrist and Clinical Director of the Adolescent Department at the Tavistock and Portman NHS Foundation Trust and the Technology Addiction Service at Capio Nightingale Hospital.

The Tavistock and Portman **NHS**
NHS Foundation Trust

Capio Nightingale
Hospital

www.tavistockandportman.nhs.uk/
helpforadolescents

www.nightingalehospital.co.uk/
condition/technology-addiction

One of the most difficult dilemmas that any parent faces today is knowing when the amount of time a young person spends online is becoming too much.

Other risks of the online world, such as cyberbullying or accessing inappropriate material, tend to be more easily understood and might present more immediately (the child might show signs of distress, for example). What is much more difficult to recognise is the gradual increase of online time until it reaches a level that many would consider not only a problem, but even an addiction.

My work in recent years has centred on the influence of social networking, social media and video games on adolescents, with a particular focus on technology addiction. In 2010, I founded the UK's first dedicated Technology Addiction Service for Young People at Capio Nightingale Hospital, so I have seen first-hand the effect that excessive use of digital technologies has on families.

When being online becomes priority #1

There are many reasons why a child or teenager might increase their Web use. Homework often has to be completed on a computer now and smartphones, games consoles, tablets and other portable devices mean that the digital world is available to them 24/7.

Yet, as some parents discover rather late, there is a point where online activities become the dominant part of a young person's life and even essential biological needs, such as sleeping and eating, take second place.

Clinical work with young people and their families – where their online activities are interfering with their school attendance, offline social activities and even their physical health – does suggest that internet addiction is a reality and can be compared with other behavioural addictions, such as gambling addiction.

Simply put, thinking about or getting access to the internet takes over, and a young person may spend more than half of their day online. Convergence of online activities makes it difficult to be clear what it is that pulls the young person back online and even compulsive gamers are often heavily involved socially with other gamers online.

My approach

To help determine whether someone is becoming addicted to technology, I ask questions such as: Does what you do online or on your phone ever affect you in a negative way, such as delaying you from doing other things or getting annoyed if someone bothers you? Do you hide or become defensive about what you do online?

These kind of questions help to indicate technology addiction but it is often the intensity of the feelings or responses that identify the level of difficulty experienced.

For example, many young people get angry when they are asked to switch off their laptop but some parents fear aggression, even violence, if they ask their child to do this. Similarly, a teenager's online time might be rising to three or four hours a day but this is far more ordinary and less concerning than someone spending 14 hours a day gaming who cannot go to school or work because of the time they spend online. What is tricky is that, at some point, the gamer would have only spent a few hours a day online.

A range of motives

In a sense, the task is to establish how dependent the young person is on online activities in order to feel good – either about themselves or their lives. In other words, how much of a grip do their online activities have on them? As with other addictions, there is a slow realisation that the laptop or phone has become a dictator demanding attention to the point that the online activity takes over everything and is in control of the young person and their life.

The motives of going back online are many: to avoid feeling excluded, to placate peers who demand your return, to manage the reputation of the digital self, to obtain rewards in a game and so on. Understanding the range of these motives can help to inform any discussion of how much time is too much time spent online. I have found, for example, that a detailed description of what exactly a gamer might do in a role-playing game opens up the discussion and allows some recognition of what they may be forgetting.

Technology time-out

A simple test of how far someone has gone down that road is to ask the young person to go for three days without their phone or laptop. At a time when most young people never switch off their phone, the response to this question can be disturbing. But then it can be just as disturbing for many adults.

It is perhaps too soon to have established guidelines as to how much time a young person should spend online each day, partly because it depends on the actual online activity – some activities, such as instant messaging or gaming, seem to exhaust the brain more quickly than others. Some young people also feel drained by the expectation to respond to others online and are relieved when their mobile or laptop is 'put to bed' at night.

Similarly, as recommended in the USA, a week away from technology from time to time can have a really positive effect on the young person's mood; too much online time can lead to a very flat, depressed young person, who becomes livelier and more confident after a week offline.

If you're planning on suggesting a time-out from technology for your son or daughter, make sure you are in a place where getting online will be difficult and plan lots of physical activities. Some of the 'withdrawal symptoms' of going offline are minimised by having something to do, especially if it involves all of their senses and their body. It's fair to say, the eyes and the thumbs can really use a holiday.

For more information about excessive use of technology, visit:
www.vodafone.com/parents/excessiveuse

Take action

1 KNOW Find out how long the young person spends online

2 MONITOR Ask yourself, is the time they spend online growing rapidly? Is it interfering with ordinary life?

3 BALANCE Organise offline activities and opportunities to balance out time in front of a screen – don't let online time mushroom

4 SUPPORT Get support from partners and other family members when trying to reduce online time

5 HOLIDAY Organise weekends and holidays to allow for more offline activities

It's all about the
drama

When does gossip and being mean online tip over into bullying?

Name calling, spreading rumours, arguing...
the digital world has given teenagers a new stage for their social dramas.
But what if a throwaway comment is misconstrued or a joke gets out of hand?
And at what point could teasing, gossiping and being mean be considered
something more serious, like bullying? Digital Parenting looks at some of
the latest research and offers pointers for parents.

"Why does she look so worried?" you ask yourself, as you catch your teenage daughter's eye across the living room. She's been glued to her mobile for the last hour with only an occasional glance up at the TV and something seems to be bothering her.

The truth could be quite complex. With places like Facebook and BlackBerry Messenger (BBM) now such important social hubs for young people, they are often navigating them without the kind of parental guidance they would get in other areas of their life. Just like in the real world, they come across a broad spectrum of personalities and behaviour online and they are developing

their own coping mechanisms, often in line with what is considered to be 'the norm' within their own community.

Against this backdrop, research reveals that many children and teenagers are not even using the same language as adults would to describe negative online behaviour – referring to it as 'drama' rather than 'bullying'.

Discovering new interests, building friendships and testing boundaries is all part of growing up. A lot of this is now done through social networks and smartphones and young people are developing increasingly sophisticated ways of creating and managing their digital persona. For some children and teenagers, the internet and other technologies give them a sense of freedom and perceived anonymity so they might behave very differently online to how they do in real life – that can be difficult for parents to understand.

While much of what young people see and experience in the digital world is positive (teens comment that social networking sites help them to strengthen friendships and feel good about themselves, for example), it is not without its challenges. Just like in the real world, your child might come across meanness, cruelty and bullying online and when this kind

of behaviour takes place in front of an audience of hundreds of other teenagers on Facebook or via text message, it can be particularly hard to handle.

As Amanda Lenhart of the Pew Research Center's Internet & American Life Project explains, "Social networking sites have created new spaces for teens to interact and they witness a mixture of altruism and cruelty on those sites. For most teens, these are exciting and rewarding spaces. But the majority have also seen a darker side. And for a subset of teens, the world of social media isn't a pretty place because it presents a climate of drama and mean behaviour."

Meanness (be it someone being mean to your own child or your child being mean to someone else) can be a difficult pill to swallow for any parent. Throw in the 'digital factor' and even the most savvy mums and dads might find it difficult to know how to help their son and daughter stay in control. What advice should you give them about dealing with things like name calling on Facebook or a rumour being rapidly spread by text message? When does online meanness become bullying? What practical steps can your child take to help protect themselves?

Positive and negative behaviour online

The good news is that positive behaviour is prominent on places like Facebook. In a 2011 study of teens by Pew Internet in partnership with the Family Online Safety Institute ('FOSI'), Lenhart and her colleagues found that more than two-thirds of young people who use social networking websites say their peers are mostly kind to one another on such sites. On the other hand, 88% of these teens said they have witnessed people being mean and cruel to other people on these sites and 15% reported that they have personally been the target of mean or cruel behaviour.

"While teenage conflict is nothing new, today's gossip, jokes and arguments often play out through social media like Formspring, Twitter and Facebook," point out Dr Danah Boyd and Dr Alice Marwick, who have spoken to hundreds of teenagers about their online lives as part of their research for Microsoft.
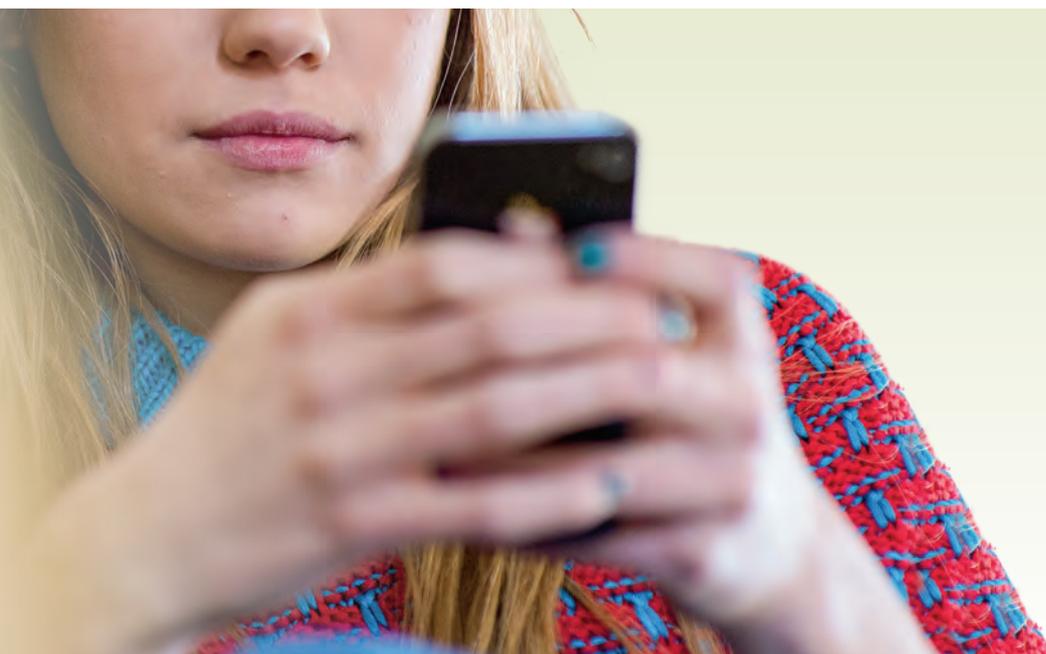
So, how are teens dealing with this kind of negative behaviour? Do they stand up for themselves and others? Or do they sometimes join in?

Take action

1 TALK to your child regularly about their online friendships as well as their offline friendships

2 REASSURE them that they can come to you if they have any concerns about people being mean to them online

3 BEAR in mind that what you, as an adult, might consider to be bullying might simply be seen as gossip or drama to your child – be sensitive to how they want to handle matters

4 LOOK OUT for behaviour changes that could be a sign that your son or daughter is being bullied or is bullying someone else

5 MAKE THE MOST OF tools like Parental Controls on your child's computer, mobile and games console, privacy settings and 'Report/Block' options on social networking websites like Facebook

6 OFFER practical as well as emotional support if your child tells you they're being bullied – help them to save emails or texts as evidence, take screen shots of websites, and contact their internet or mobile provider

7 RESIST the temptation to approach the bully yourself, even if it's someone you or your child knows – if it's a fellow student, speak to their teacher so that the school can take the appropriate action as part of its anti-bullying policy

8 ENCOURAGE them to tell you, or a teacher, if they witness any meanness or bullying

According to the Pew Internet research, most teens who witness online cruelty choose to ignore it but nearly a quarter have joined in the harassment of others on a social networking site. 80% have stepped in and defended a victim of meanness, however.

When does online meanness tip over into bullying?

For young people and parents alike, it can be difficult to determine when meanness becomes something more serious, like bullying.

The UK charity Cybermentors defines cyberbullying as '…when someone uses technology, like the internet or a mobile phone, to deliberately hurt, humiliate, harass, intimidate or threaten someone else' and points out that bullying is something that is done on purpose and is a repeated action.

9% of teens who spoke to Pew Internet said that they had been bullied by text message in the last 12 months and 8% had been bullied online (via email, a social networking site or instant messaging).

Bullying – whether offline or online – can undermine a young person's confidence, self-esteem and sense of security and also affect their school attendance and performance. In the most serious cases, the victim might harm themselves or even feel that their life isn't worth living any more.

Even if your child has never bullied anyone in real life, they might act differently in the digital world. They might perceive that they are anonymous online or they might not realise that teasing and being mean to people via text or on Facebook is just as bad as saying it in person. In fact, writing and publishing a comment can have a much greater impact than saying something to someone's face when it can be shrugged off and a child may hesitate or think twice to say it at all.

Teen talk

Understanding meanness and bullying has never been easy for parents but new research has revealed an added complication – adults and teens simply don't view these issues in the same way and they don't even use the same language to refer to them.

A study by Boyd and Marwick investigates what teens like to call 'drama'. According to the authors, dramas on social networking sites like Facebook include posting inappropriate photos and videos, private conflicts that become public standoffs, cries for attention and relationship breakups, make-ups and jealousies.

Reflecting what teens see on soap operas and reality TV, these dramas take place in front of a captive online audience. Those watching on their laptop or mobile can even get involved themselves – by posting a message of support on someone's Facebook wall, for example.

While adults who witness this kind of behaviour might regard it as bullying, Boyd and Marwick ask whether teens refer to these interpersonal conflicts that are played out online as 'drama' as a way of defending themselves against the realities of aggression, gossip and bullying. In other words, do they call it 'drama' to save face and not take on the mantle of either bully or victim?

Parents matter

It certainly seems that the boundaries between meanness, drama and bullying are somewhat blurred in the digital world. What remains clear, however, is that families should have regular conversations about the kind of experiences their kids are having online and should also discuss why it's so important to behave responsibly and respectfully, just as you would expect them to in the real world. For, even if adults and young people seem to speak a different language at times, good digital manners can still be a common goal.

**For more information and advice about bullying, go to:
www.vodafone.com/parents/cyberbullying**

The four digital bullying roles

1 THE BULLY – the person who uses digital media tools to deliberately upset or harass their target

2 THE TARGET – the person who is being bullied

3 THE BYSTANDERS – the kids who are aware that something cruel is going on but who stay on the sidelines. In some cases, they might participate in the bullying themselves by commenting on a post or sharing a text

4 THE UPSTANDERS – those who take action by sticking up for the target, addressing the bully, or reporting the incident

Source: Common Sense Media

Online sexual
grooming

Zoe Hilton of CEOP, the UK's lead police agency for protecting children from sexual abuse, talks to Digital Parenting.

EXPERT VIEW
Zoe Hilton

Zoe Hilton is Head of Safeguarding and Child Protection at the UK's Child Exploitation and Online Protection (CEOP) Centre, the lead police agency dedicated to eradicating the sexual abuse of children. CEOP tracks and brings offenders to account either directly or in partnership with local and international police forces.

CEOP

www.ceop.police.uk

Vodafone asked the Child Exploitation and Online Protection (CEOP) Centre to share their advice on how parents can protect their children online. As young people's lives become increasingly digital, they sometimes forget to take the same precautions they would in real life. They might accept friend requests from strangers on social networking websites or start chatting to someone they don't know while playing a multiplayer game. And, with webcams built into many laptops and cameras now available on most mobiles, they might even exchange photos and videos with people they have never met.

One of the concerns you might have as a parent is that someone could make contact with your son or daughter with the motive of preparing them for sexual abuse. While it's unlikely that your child will be approached in this way, online sexual grooming does happen. Here Zoe Hilton offers insight into this sensitive issue.

Every day at CEOP, we sadly see the devastating effects on the lives of young people and their families when things go wrong online.

While the internet creates wonderful opportunities for children and teenagers and plays an increasingly significant role in their lives, there are real risks that parents should be aware of.

In early 2012, reports to CEOP stood at around 1,000 a month and related to online grooming, online sexual abuse, making arrangements to meet a child online, or a child being in immediate danger.

Young people now access the internet in an increasingly diverse number of ways – from their laptops, games consoles or smartphones. They share videos and photos and post comments online – on the move, in an instant and sometimes without thinking about the consequences of their actions. Some make friends with people they don't know in real life.

Research by EU Kids Online shows that just under a third of children in the UK have had contact online with people they had not met before.

Befriending strangers, posting provocative, naked or sexual photos and videos, or giving away too much personal information could expose them to the risk of grooming.

What is online grooming?

Grooming is a highly manipulative process and adults with a sexual interest in children may use online environments to gain access to young people. The techniques used to start contact can be quite sophisticated and may seek to exploit any apparent vulnerability in the child.

A young person may be made to feel special and loved by an offender, who can pretend online to be of a similar age or have similar interests to the child they are targeting. Alternatively, an offender may use bribes or threats.

Through the grooming process, an offender's aim could be to get sexual photos or videos of young people or to arrange to meet them to abuse them in the real world.

What action can parents take?

Parents can play a pivotal role in protecting their children online, just as they do in protecting them in the real world. Understanding and playing a part in your child's online life is one of the best ways to protect them so they can safely enjoy all that the internet offers. Here's a checklist to get you started. ◢

Online grooming and the law

In the UK, the Sexual Offences Act 2003 defines online grooming as 'A course of conduct enacted by a suspected paedophile, which would give a reasonable person cause for concern that any meeting with a child arising from the conduct would be for unlawful purposes.'

CEOP checklist

1 REGULARLY DISCUSS the kind of websites that your child uses, how to set safety features and how to report concerns

2 ADVISE your child to set their social network profile settings to private

3 ASK your child about their online friends and warn them that some people create fake online identities

4 SET appropriate Parental Controls on your child's computer, mobile and games console

5 AGREE with your child that they will tell you if they are worried about something online

6 MAKE SURE you know where to get help if you're concerned about your child or another child

Useful CEOP websites

You can find further information and guidance on the Thinkuknow website at **www.thinkuknow.co.uk/parents** and in the CEOP Safety Centre at **www.ceop.police.uk/safety-centre**, including a new online show called 'The Parents' and Carers' Guide to the Internet'.

If you're concerned that an adult has made inappropriate contact with your child, you can report this directly to CEOP. Go to **www.ceop.police.uk/safety-centre** and click on the red 'Make a CEOP report' button or click on the Click CEOP button available on many websites, including Facebook.

How to... guides

As well as the 'How to' guides about BlackBerry® Parental Controls, Vodafone Content Control, Vodafone Guardian and YouTube™ Safety Mode™ that you'll find in this magazine, six additional 'How to' guides are available for download as PDFs on the Digital Parenting website at www.vodafone.com/parents/guides, namely:

Set up Facebook privacy controls

Facebook's privacy controls enable users to decide which people can see their posts, photos, tags and other content. Facebook maintains added protection and security settings for 13 to 17-year-olds.

Go to www.vodafone.com/parents/guides for the full Facebook 'How to' guide.

Set up Google SafeSearch™

Google's SafeSearch™ filters give parents the ability to change their browser setting to prevent adult content from appearing in their children's search results.

Go to www.vodafone.com/parents/guides for the full Google™ 'How to' guide.

Set up Parental Controls on the Xbox 360™

The Xbox 360™ console lets you customise and manage your family's access to games, film and TV content. The Xbox 360™ Parental Controls can be used to control the console itself and also to control access to the online service, Xbox LIVE.
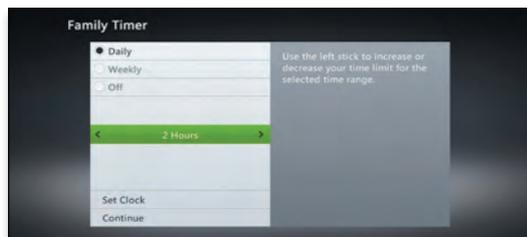
Go to www.vodafone.com/parents/guides for the full Xbox 'How to' guide.

Make the most of Windows® 7 Parental Controls

With Parental Controls in Windows®7, you can set time limits on your child's computer use and prevent them from playing games that you don't think are appropriate for their age. If you have Windows®8 on your computer, check the Microsoft website for information about changes to Parental Controls in Windows®8.
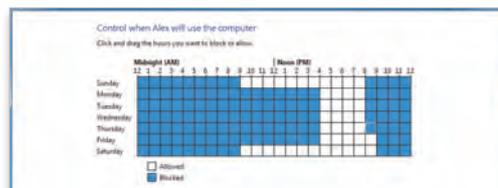
Go to www.vodafone.com/parents/guides for the full Windows®7 'How to' guide.

Set up BlackBerry® World™ Content Rating Controls

BlackBerry® World™ is the official store for BlackBerry® users to browse, download and update apps, such as games and ringtones. Each item in the BlackBerry® World™ storefront is assigned a rating based on the audience it is intended for (General, Teen 13+, Mature 17+ and Adult 18+).

Go to www.vodafone.com/parents/guides for the full BlackBerry® World™ 'How to' guide.

Report online child sexual abuse content to the Internet Watch Foundation (IWF)

You can anonymously report potentially criminal online content, such as child sexual abuse images, to the Hotline run by the Internet Watch Foundation (IWF) in the UK.

Go to www.vodafone.com/parents/guides for the full IWF 'How to' guide.

Reg Bailey is the Chief Executive of Mothers' Union, an international charity with over four million members in 83 countries. He led the Independent Review into the Commercialisation and Sexualisation of Childhood.

Mothers'UNION
Christian care for families

www.themothersunion.org

"It's about core parenting skills – online and offline"

Reg Bailey, Chief Executive of Mothers' Union, explains why parents shouldn't shy away from conversations about technology.

"I couldn't possibly talk to the kids about that. They know far more than I do." I hear those few sentences almost more than any other when I speak to parents about their children and teenagers in Mothers' Union parenting groups. It used to be said in the context of sex education 30 years ago; today it is much more likely to be about the digital world.

Many of us can relate to the scene in the BBC comedy programme 'Outnumbered' where mum is screaming with frustration at the laptop and eventually hands it over to her young son and suggests he installs the Parental Controls as she simply cannot do it.

The sad thing is that the refusal to talk to children about sex and relationships was certainly nothing to do with young people knowing more than their parents. Now, our nervousness about talking about the digital world betrays a similar lack of confidence when it comes to engaging with our children about areas of life that may be complicated and, perhaps, embarrassing.

Communication is key

Most parents talk to their children about road safety – certainly, we see it as a prime responsibility before we allow our children to go out into the physical world on their own. Yet technology offers a huge opportunity for young people to travel far and wide in the virtual world and sometimes we do not take the same common sense precautions, perhaps because we feel uncomfortable with where the conversation may lead.

In 2011, I carried out a review into the commercialisation and sexualisation of childhood at the request of the Prime Minister. I was asked to look into this issue because so many parents are concerned that their children are coming under pressure to become consumers and that the world they live in is increasingly sexualised.

The internet plays a major part in this and, in my report, called 'Letting Children be Children', I argued – with a lot of support from parents and young people – that Parental Controls should be made easier to set up and that any Web-enabled device or service should require the user to answer the question 'Would you like to set up filters to screen out inappropriate material?' at the point of purchase.

> **"It's important that parents and carers are nudged into having a conversation with their children about online safety and privacy."**

I always knew that some people would be able to circumvent those filters if they wanted and I did not want parents to have a false sense of security. What seemed to me to be most important was that parents and carers be nudged into having a conversation with their children about personal safety, about privacy, and about some of the less attractive material available on the internet, such as violence, hardcore pornography and self-harming websites. That conversation goes a long way in helping make our young people more aware and more resilient.

I am also keen to see age ratings applied to currently exempted videos, particularly music videos, which received strong criticism in our Call for Evidence.

A year on from my Review, progress has been slow, but the Department for Culture, Media and Sport has launched a public consultation on Exemptions to the Video Recordings Act to ask what changes should be made in order to address this issue.

ParentPort

Following my recommendation that there should be one single website where parents can complain about any TV programme, advert, website, product or service if they feel it is not appropriate for children, ParentPort (**www.parentport.org.uk**) was launched in late 2011. Run by the UK's media regulators, including the Advertising Standards Authority and Ofcom, ParentPort aims to help protect children from unsuitable material on TV, in films, on the internet and in other media.

Since its launch, ParentPort has done much to address the issue of making parents' concerns heard but I am disappointed that research published by the Chartered Institute of Marketing in June 2012 showed that 85% of parents remained unaware of ParentPort. More needs to be done to raise the awareness of this important tool for parents.

PARENT PORT
WORKING TOGETHER FOR MEDIA STANDARDS

What children need

As digital technology plays an increasingly important role in our lives, core parenting skills are still important. Giving a child a sense of belonging, teaching them about interdependence as well as independence, and having the confidence to offer a sense of meaning to their lives remain crucial.

Over the years, I have seen those parents who get this and who have the joy of seeing their children develop a sense of emotional resilience and wellbeing to deal, not just with the virtual world, but also the real world in which we still spend most of our time.

For more information about the 'Letting Children Be Children' report, go to: www.education.gov.uk

REALITY CHECK

"I rely on Skype and Facebook to keep in touch"

18-year-old Sofia Karasinski loves how technology helps her to stay in touch with friends and family and discover new music.

Sofia

I come from an international family. When people ask me what nationality I am, I hesitate, but I've settled on 'Polish-American-Londoner'. As a result, some of my oldest and best friends live overseas.

My mobile is the technology I use most but, for staying in touch with friends and family overseas, it's not ideal because of time differences and, more importantly, the cost. Instead, I rely on Skype and Facebook to keep in touch, which cost nothing. When I was in India during my gap year, Facebook, Skype and the addition of a blog were essential for reassuring my parents that I was safe and well and reminding my friends that I hadn't fallen off the planet!

A lot of my social life is organised through Facebook. It's how I find out about parties and keep an eye on what others are up to, but I have recently noticed that it has been taking a back seat.

It's no longer cool to share everything that you are doing and photo-document every social event you attend. I also recently deleted a lot of 'friends' as I was finding it difficult to post on my wall. The thought that someone I met three years ago for only a few minutes can view my profile and judge me unsettles me.

Music is very important to me. My iPod is with me at all times and I would have a breakdown if anything were to happen to my iTunes. I'm into music that is the opposite of mainstream so finding new bands can be a challenge.

Instead, I read music blogs, such as Pitchfork, to keep up and I go on YouTube and Soundcloud to actually sample the music.

I sometimes complain that digital technology is too integral to my life. Some of the most fun I have had is when technology is not available. At the same time, however, it is true that I am in contact with a lot more people as a result of technology, which makes for a more interesting and varied life. ■

"The pressure for the iPhone is building"

For Oliver Wyatt and his daughter Mabel, who live apart, technology is essential for staying in touch and being entertained (dad even gets his dancing shoes on sometimes!)

Oliver Wyatt and Mabel

Mabel (aged 9)

I don't live with my dad all the time, only on Wednesdays and weekends. When we see each other, we like to spend time playing on the Wii, especially making ourselves look stupid on Just Dance. I've also got a DS but I don't play with that as much.

I'm always reading on my Kindle and I love it because wherever I go I can carry about loads of books. I love reading and the Kindle makes it easier.

On a Saturday, when I'm with my dad, we like to watch films via Netflix and LOVEFiLM on the Xbox… though my dad usually chooses the rubbish ones.

When we're not together, I miss him, so we Skype and talk most days, but what I really want is for us both to have iPhones so we could use FaceTime, and I could use this with my mum as well because she's got one already. I will keep nagging my mum and dad for an iPhone but I think I might have to start saving up for one.

Oliver

It's really important to me that when Mabel isn't with my partner and me we still talk regularly – this is one of Mabel's main arguments as to why she should have a mobile, specifically an iPhone, so she can contact me when she wants and vice versa.

There are ongoing discussions between me and Mabel's mum about the age you should have your first mobile. It seems that Mabel's 10th birthday in a few months time seems like a sensible point, although Mabel has made it quite clear that having my HTC Desire handed down to her is not an option!

I have to admit, I also have a secret longing for an iPhone and FaceTime seems like a good excuse to get one. My partner and I are expecting a baby and Mabel has already said that she wants to be able to see her brother every day and if she had her own phone she could do this!

We use Skype on a regular basis but neither of us can really get used to the time delay and we usually end up talking over each other. It would be good if Mabel could get in touch with me by herself whenever she wanted to. As staying in touch with her is really important to me, the pressure for the iPhone is building…

When we spend our time together, and Mabel hasn't got her head stuck in her Kindle, then it's the Wii that she loves. I have to leave my dignity at the door when Just Dance makes an appearance.

Being able to share this sort of thing when we're together is really important for us. I've been trying to persuade Mabel that what she really wants is Kinect for the Xbox but there is something about the Wii that really appeals to her. ■

As Group Privacy Officer and Head of Legal for Privacy, Security & Content Standards at Vodafone, Stephen Deadman is responsible for Vodafone's privacy strategy and policy and the management of Vodafone's global privacy programme.

vodafone

www.vodafone.com

Digital privacy

Worried your child might be over-sharing? Digital Parenting invited privacy expert Stephen Deadman of Vodafone to answer some burning questions about digital privacy.

Q Why has digital privacy become so important in people's lives?

A Because we increasingly live our lives through technology and technology is evolving faster than social norms. Our use of digital devices creates a footprint very different from the one we create in the physical world. As a society, we are just coming to terms with how to navigate this new environment and manage our digital footprints.

The norms we've established in the offline world – essentially, the things we are comfortable with – might apply differently in the digital world. For instance, if you make a fool of yourself at a party, it will probably be forgotten over time. But if your foolishness is captured in a photo and published online, everyone could see it... and the internet is not designed to forget!

Similarly, if I use a paper map to get from A to B, the map doesn't need to know anything about me. But today, our mobiles and sat nav devices use satellites to track our whereabouts (to within a few metres) – an enormous benefit but also a potential risk when this geographical data is treated in unexpected ways (stored insecurely, for example, or shared with governments).

When our social norms and expectations don't match our experiences online, that's when privacy concerns arise.

Q What are the main risks that young people could face if they reveal too much personal information online and via their mobiles?

A I think there are two main risks from over-sharing: the risk to reputation and the risk to safety.

The more likely (although arguably less harmful) of the two is the risk of embarrassment and harm to reputation. When we share information about ourselves, we don't tend to think about how that information might be interpreted by others – be they people we didn't intend to see it or even those we did intend but who can still see it later in life.

Teenagers, for example, may think nothing of posting comments and sharing photos online, but these could create embarrassment later on and even harm their prospects if they are seen by potential employers, colleges or universities.

The other major risk is to safety as young people's use of technologies could make them vulnerable to stalking and harassment. One of the attractions of technology is that it enables people to make new connections. But because there is no failsafe way to know exactly who you are dealing with online, young people may make connections with people who are not who they say they are.

Mobiles make this digital connection potentially more worrying because they bridge the digital and physical divide – you carry your mobile with you and can easily share your location as well as your online profile. While we've seen very few instances of people being physically stalked, tracked or harassed in the real world as a result of location-sharing, it continues to be a concern that we should acknowledge and address.

Q Does the growth in smartphones bring new privacy concerns for children and teenagers?

A Smartphones are powerful computing devices that are always with us and always on, so they magnify many of the benefits, but also the concerns, of the digital world. Add in the fast-moving but sometimes 'wild west' innovation of downloadable apps, combined with additional information like your location, and you can see why they bring privacy concerns.

The smartphone environment is hard to control without also undermining its potential and value. Just a few years ago, the services available on your phone were closely guarded by your mobile operator; now, there's an app for almost anything you can imagine! But the developer could be located anywhere in the world and the app could include functionality that may not be appropriate for children (or for any user, for that matter).

What is a digital footprint?
It's the trail you leave from all your digital activities and interactions, such as emails, Web searches, uploaded photos and text messages.

Q How important is it that young people use privacy settings and Parental Controls?

A With the explosive growth of smartphones, we're only just beginning to understand how to build in controls around privacy and age appropriateness.

Parents can't always depend on the age verification features that online services or apps might include – they don't always work so well and might be circumvented – so the first thing to bear in mind is: who is the app or service designed for... adults, teens or everyone?

It's very important for parents to understand how their children are using their phones and online services, like Facebook and YouTube. Are they enabling location features that might share their whereabouts with strangers and advertisers? Are they disclosing information in social networks that might put them in danger or embarrass them if shared too widely?

Many of the apps and features that are most appealing to young users take as their starting point an agreement to share personal information (e.g. your location when you 'check in') unless you change your privacy settings. While this starting point, or 'default', may be appropriate for adults or older teens, it may put younger children at risk.

So, understanding how things like Facebook privacy controls and iPhone Restrictions work is very important. I'd also advise parents to familiarise themselves with additional controls that can be downloaded, such as Vodafone Guardian, and child-safe browsers like Mobicip or Child Safe from F-Secure.

Q What do parents need to know about how advertisers might target their child online?

A Everybody loves a free app or a useful website but we don't always understand how those apps and services are funded by advertising. Every time we take an action online, we generate a piece of data that can be remarkably valuable to those who seek to understand us in order to better target advertising or provide more tailored services – like sending us a coupon for pizza at exactly the time that we're searching for a lunch spot and passing the pizza joint.

This type of behaviourally-targeted advertising has caused a lot of discussion about privacy and how much people understand and are happy with what is going on. Even adults can be unaware how their data is collected and used, so children are unlikely to understand what this means for them. Parents should be mindful of this and, where possible, ensure that their child's devices have the appropriate settings that reflect their choices.

Did you know?
Around three in ten parents are concerned that their child may be giving out personal details to inappropriate people online
(Source: Ofcom Children's Media Literacy Report, October 2011)

Take action

1 DON'T be too paranoid. As parents, we have to help our children learn to use technology for good and empower them to live their lives and also give them the maturity to do so wisely and responsibly – both for their own protection and for others

2 BE a partner with them on this journey. Road safety is a good analogy – when our kids are very young, we hold their hands when they cross the road, we then let go of their hands but cross with them still and, eventually, we have enough faith in them to allow them to cross on their own. So it is with technology

3 KNOW when to let go. You don't want to encourage your kids to try and deceive you in order to avoid over-monitoring; rather you should endeavour to have a trusting and open dialogue about technology, its benefits and its risks. If you have taught them to be streetwise – in the digital sense – they will learn to take responsibility for themselves

What is Vodafone doing about digital privacy?

We're working to better build privacy into our own practices and products and we're also working with the wider industry to ensure that high standards are applied by all the different companies that provide digital products and services.

At the heart of our global approach to privacy are the Vodafone Privacy Commitments – seven statements that drive everything we do on privacy at Vodafone. We strive to embed 'privacy by design' in all our products and services and we also develop practices and products to help our customers when they interact with other companies' services, websites or apps.

In addition, we work with our partners in the mobile and internet industries to identify and implement standards and practices that better respect our customers' privacy and we participate in technology standards organisations that help shape the technologies of tomorrow. For example, we

are part of the Mobile Privacy Initiative led by the mobile operators' global trade association (the GSMA), which aims to create privacy standards across all types of mobile services and apps.

We also work with governments to ensure that policy and legal frameworks are developed to encourage the best privacy outcomes for our customers. For example, we are involved with an EC initiative called The ICT Coalition, which has created a common self-regulatory framework to help keep children safe online.

In terms of specific tools, parents can set a child profile on their child's Vodafone account in order to restrict the account from accessing Vodafone services that we deem appropriate only for older teens and adults. This won't, however, stop a younger user accessing inappropriate apps, websites or services provided by other companies and that don't use Vodafone's mobile network

(e.g. if the user is in a Wi-Fi hotspot) or that are shared 'peer-to-peer' between friends (e.g. via Bluetooth).

So, we have also developed a Parental Controls solution called Vodafone Guardian that enables parents to choose how certain features on their child's smartphone operate (e.g. who they can call or text and how long they can spend browsing the Web).

vodafone

For more advice about digital privacy, go to:
www.vodafone.com/parents/privacy

Sexting: fact or fiction?

Some teenagers are known to be sharing provocative or naked images but it's proving difficult to determine how widespread so-called sexting is. Digital Parenting looks at the latest research and advice.

Pop stars, footballers, actors… barely a day goes by without some scandal hitting the headlines about a celebrity sending a sexually-explicit photo or video that has got into the wrong hands. Is it any surprise that, surrounded by this 'wallpaper' of sexualisation, children and teenagers are also tempted to do the same?

Indeed, a study by the University of Melbourne reveals that young people believe a media culture that bombards them with sexualised images creates pressure to engage in what is commonly known as sexting. The umbrella term 'sexting' is used to describe a range of behaviours whereby young people use technology to explore sex and relationships – from sending flirtatious picture texts to exchanging hardcore sexual videos. Young people might not realise that they could be breaking the law by sending, receiving or forwarding on sexual photos and videos of under-18s.

What is proving difficult, however, is understanding the scale of the issue. The results of a number of studies into sexting among young people are so varied that it is difficult to determine the true prevalence of the problem.

→ **A 2008 survey in the US by The National Campaign to Prevent Teen and Unplanned Pregnancy and CosmoGirl.com found that 37% of teenage girls and 40% of teenage boys were sending or posting sexually suggestive messages**

→ **A study by the University of New Hampshire Crimes against Children Research Center in late 2011 revealed that only 2.5% of 10 to 17-year-olds had participated in sexting in the last year**

→ **Beatbullying's 2009 research in the UK indicated that over a third (38%) of under-18s have received an offensive or distressing sexual image via text or email**

→ **The Pew Internet & American Life Project (December 2009) found that 4% of mobile phone owners aged 12 to 17 in the US have sent sexually suggestive images of themselves by phone and 15% have received 'sexts' containing images of someone they know**

→ **In a report for UK charity the NSPCC (May 2012), researchers at the Institute of Education, King's College London, London School of Economics and Open University stated that statistics for young people involved in sexting range between 15% and 40%, depending on their age and the way sexting is measured**

As many researchers acknowledge, it's normal for adolescent boys and girls to explore sex and relationships. And, with the explosion in digital devices giving them 24/7 access to the internet and their friends, it's no surprise that young people are using communication technologies like laptops, smartphones and webcams as part of their exploration.

"The desire for risk-taking and sexual exploration during the teenage years combined with a constant connection via mobile devices creates a 'perfect storm' for sexting," comments Amanda Lenhart of Pew Internet. "Teenagers have always grappled with issues around sex and relationships, but their coming-of-age mistakes and transgressions have never been so easily transmitted and archived for others to see."

It's certainly a complex area – especially as many young people are grappling with issues like fitting in, feeling attractive and being popular – and it's difficult to determine the various causes and effects of sexting. Often, teenage boys and girls are pressured by others into taking and passing on provocative or naked images of themselves – it might involve taking a photo of an intimate part of their body with someone's name written on it in marker pen to show it's the 'property' of that person or sharing videos of 'daggering' (an explicit dance), for example.

In early 2012, a small scale study for the NSPCC (the researchers spoke to 35, 13 to 15-year-olds at two London schools) revealed that girls, in particular, face increasing pressure to provide sexually explicit pictures of themselves.

As Jessica Ringrose from the Institute of Education, who led the NSPCC research, explains: "Girls are being pressured by text and on BlackBerry Messenger to send 'special photos' and perform sexual services for boys from an early age. In some cases they are as young as 11… Some of them found ingenious ways to fend off the demands but still the pressures are immense and the younger girls in particular wanted help."

Key findings from NSPCC study

1	Threat comes mostly from peers
2	Sexting is often coercive
3	Girls are the most adversely affected
4	Technology amplifies the problem
5	Sexting reveals wider sexual pressures
6	Ever younger children are affected
7	Sexting practices are culturally specific

Source: A Qualitative Study of Children, Young People and Sexting for the NSPCC, May 2012

"What's most striking about this research is that many young people seem to accept all this as just part of life. But it can be another layer of sexual abuse and, although most children will not be aware, it is illegal," comments Jon Brown, Head of the Sexual Abuse Programme at the NSPCC.

The 'wallpaper' of sexualisation that surrounds children and teenagers is clearly having an impact. But, with such mixed findings in academic research and other studies, it remains difficult to determine the prevalence of sexting among adolescents.

What is known is that young people in the UK could be breaking the law if they have in their possession, or distribute, indecent images of a person under the age of 18 on to someone else. So parents would be wise to keep their eyes, ears and the lines of communication well and truly open.

Q&A

Q What is sexting?

A Sexting (a combination of the terms sex and texting) is the act of creating, posting or receiving sexual photos or videos via mobiles or the internet. These images could involve young people removing their clothes, masturbating and performing sexual acts.

> **"Boys usually ask for them… and I felt like if I didn't do it, they wouldn't continue to talk to me."**
> (High school student interviewed by Pew Internet)

Often, teenagers consent to exchanging these images – they might choose to share them with a current boyfriend or girlfriend, with someone they know and would like to date, or even with someone they have only met online. They might even simply exchange 'rude' photos or videos with friends for a laugh. In some cases, however, the sender is pressured into taking and sharing the image.

Mum's the word

In a 2011 survey by the UK charity Family Lives, 67% of parents felt they were best placed to talk to their children about sexting. Only 57% of dads were prepared to discuss the issue compared to 75% of mums, however.
Source: Family Lives Parents' Week survey, October 2011

Watch CEOP's short film, called 'Exposed', to see how a 15-year-old girl deals with the consequences of an inappropriate photo she has sent
www.youtube.com/ceop

☞ **Turn to page 14 for an article about the sexualisation of young people.**

For more information and advice about sexting, go to:
www.vodafone.com/parents/sexting

Q Why do young people sext?

A Exploring relationships and sex is a normal part of adolescence – the digital world simply offers teenagers another way to investigate this part of growing up.

With young people now so used to documenting their lives online, they might not always think before they post. They happily post photos, videos and status messages and exchange texts about the minutiae of their days and, if they are involved in a relationship (or would like to be), they don't treat that any differently.

They might exchange sexual messages and images as a way of flirting, proving commitment, showing off, or even just as a joke. And they might not even consider what they send to be 'sexting'.

"Sexually-suggestive images have become a form of relationship currency…" explains Amanda Lenhart, the author of a report by Pew Internet on 'Teens and Sexting'. "These images are shared as a part of or instead of sexual activity, or as a way of starting or maintaining a relationship with a significant other. And they're also passed along to friends for their entertainment value, as a joke or for fun."

Sometimes, it might not even be about relationships or sex. Kids and teens might simply think it's funny to send a friend a picture of an intimate body part.

family lives

Q What are the consequences?

A Often, young people sext for fun or as a romantic gesture and don't consider the potential ramifications – both for the sender and the recipient. In the digital world, images can be copied, manipulated, posted online or sent to others in a matter of seconds and the creator can soon lose control of their extremely personal photo or video.

There are a number of consequences when a sext is shared. In her report about sexting for the Family Online Safety Institute (FOSI), Nancy V. Gifford relates the impact of sexting to the three forms of online safety identified by Anne Collier of Netfamilynews.org

1 Physical impact
Bullying might occur if sexual images are shared with other people, often without the subject's permission. In some cases, bullying might lead to tragic consequences, such as self-harm or suicide.

2 Psychological impact
Young people might feel that trust has been broken (i.e. if a boyfriend or girlfriend forwards on a private image) and they could also become the target of bullies.

3 Reputational and legal impact
Once an image has been shared, it cannot be retrieved and the subject might not know who it has been passed on to. Schools might take disciplinary action, for example, and study and employment opportunities could be affected. Crucially, the sender and recipient could be breaking the law.

Furthermore, the police are concerned that sex offenders who search for sexual images of young people on the Web might make contact, pass the image on to others or blackmail the person in the image into committing indecent acts.

Sexting and the law
By having in their possession, or distributing, indecent images of a person under the age of 18 on to someone else, young people in the UK could be breaking the law.

Take action

1 TALK about sexting as part of wider discussions about relationships, sex, growing up and respecting others. Don't panic and don't worry if you find it embarrassing – the important thing is to open up the dialogue and begin guiding your child

2 BEAR IN MIND that young people don't necessarily label things in the same way adults might – your son or daughter might not consider something to be 'sexting' even if you do, so choose your language carefully when speaking to them

3 DISCUSS with your child what could happen if they share a sexual image of themselves (like it being seen by someone they don't want to see it, spread around school or even broadcast on Facebook or BlackBerry Messenger). Once they share an image on the internet or on a text, it can end up anywhere and they won't be able to get it back

4 REASSURE them that you understand there's a lot of pressure to send revealing photos or videos and work together to come up with ways to try and resist the pressure

5 EXPLAIN that it's illegal to take, hold or share indecent images of under-18s in the UK

6 ENCOURAGE them not to pass other people's sexts on, as it could be part of a bullying campaign and they could be breaking the law

7 CHECK whether sharing sexual messages and images online and on mobiles is covered as part of your child's sex education classes at school and how their teachers would handle sexting incidents

Useful websites
www.ceop.police.uk
www.commonsensemedia.org
www.familylives.org.uk
www.nspcc.org.uk
www.thatsnotcool.com
www.netfamilynews.org
www.pewinternet.org

How to...
check Vodafone Content Control on your child's mobile

Vodafone UK's Content Control solution is automatically included on the Vodafone network to prevent young people from accessing inappropriate content and services, such as violent games, adult content and gambling websites.

With Vodafone Content Control activated, you receive a splash screen if a website you try to access is classified as 18+.

To change the Content Control setting, users must be over the age of 18, have the approval of the Vodafone account holder (if they are not the registered user) and, if necessary, provide proof of age.

In this guide, we advise how a Vodafone account holder can check the Content Control setting via their online account.

Please note:

→ Vodafone Content Control only works when your child is using the Vodafone network, not on Wi-Fi

→ While no content filter is 100% accurate, Vodafone endeavours to keep Content Control as up-to-date and comprehensive as possible

If you're not a Vodafone customer, check what your mobile provider offers in terms of content control.

Step 1

Getting a Vodafone online account

If you have a Vodafone mobile pre-pay or post-pay contract, you can set up an online account to manage a number of settings. Simply go to **www.vodafone.co.uk** and click on 'Log in to My Account', which will provide you with the option to 'Register for My Account'.

During registration you will need the mobile phone to hand as you will receive a security password to complete the registration, linking the SIM and number to that account.

It will also help if you have an existing email account to support forgotten passwords etc.
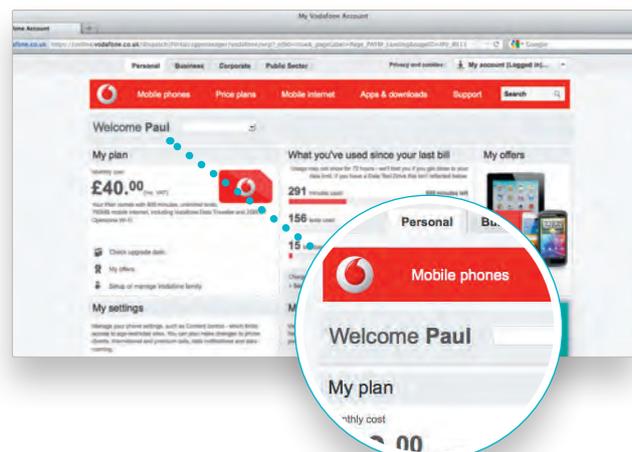
Step 2

Checking 'My Settings'

Once you have an online account, you can manage various areas of your Vodafone account including your tariff plan, extras, TopUp on pre-pay, call barring and Content Control.

You'll find the Content Control setting under the 'My Settings' section.

Click here to see the current setting on your child's mobile phone.
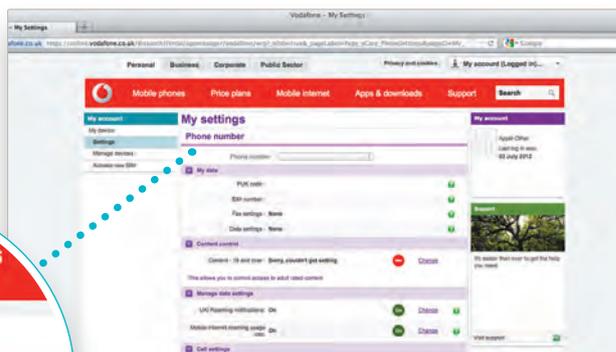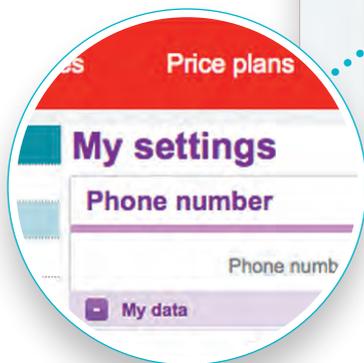
Step 3

Content Control setting

If the Content Control setting is off, you can request for it to be activated.

The setting will change the next time the handset/SIM is used to access the internet.

As with PCs, you might need to switch some devices off and on and also clear the memory cache.

You can get support at 'Phones and Devices' on the Vodafone Support pages at **www.vodafone.co.uk**

If you would like the Content Control bar to be lifted, you will be required to verify your age.
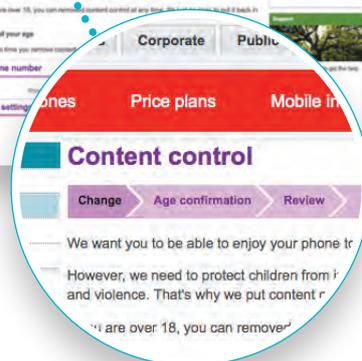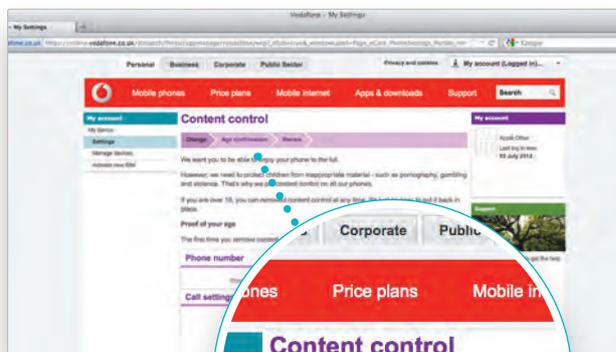
Step 4

Confirmation

Any changes made to the settings will appear on a confirmation screen and be sent to your email address.

If you are the account holder but you do not have access to an online account, you can also check the settings via Customer Care (191 from a Vodafone phone) or at a Vodafone Shop.

For your local market solution outside of the UK, please refer to your local Vodafone website or contact Customer Care.

If you're in the UK, visit the Support section at **www.vodafone.co.uk**

vodafone
www.vodafone.co.uk

Location, location, location

If you've replaced your battered old roadmap with a Sat Nav device, you're already using location services. Or maybe you've really embraced them, checking into Foursquare as you grab lunch at your local café, geo-tagging your photos on Instagram and tracking your morning jogs on RunKeeper.

Whether you're an aficionado of location services and apps or a complete newbie, your kids might well be using them, so you need to understand how they work and what the potential pitfalls might be.

Put simply, GPS and Wi-Fi on your child's laptop, smartphone and other portable devices, such as games consoles and tablets, can determine your son or daughter's geographical location so that they can receive local information (like where the nearest Starbucks is) or share their own location with friends (e.g. on Twitter).

But, while the benefits are obvious, young people also need to think carefully about how and with whom they share their location using these services.

If they broadcast their location to their online social network, it might not just be their friends who see it. If they use a location app on their phone, they might start receiving adverts for, or offers from, local businesses on their mobile. And if they regularly 'tag' themselves in the same locations (i.e. assign their location to their online status updates or photos), it might not take long for someone to work out their daily routine.

We've put together some advice to help you navigate this area and we've also asked Facebook to explain a bit more about their built-in location features and the tools they've put in place to help protect younger users. ◾

Take action

1 BE AWARE of the kind of devices that location services feature on, such as smartphones and games consoles

2 TALK to your son or daughter about the kind of personal information they share online, including their address, school name and day-to-day locations

3 DISCUSS the potential pitfalls of location services and apps, such as strangers being able to find out where they live or go to school and businesses targeting them with advertising

4 ENCOURAGE them to respect minimum age limits on location services and apps (many are 13+) – if your son or daughter isn't honest about their age when they register, built-in safety and privacy mechanisms aimed at helping young people won't apply

5 EXPLAIN why it's useful to check how their personal data might be used by service/app providers (this should be in the small print) and to use privacy settings on social networking services and apps

6 SUGGEST that they switch off the location feature on their smartphone and other devices – on the iPhone, this can be done in Settings/General/Location Services; on Android phones, go to Settings/Location

7 REMIND them that their friends might not want to be geo-tagged in their photos or status updates

Jargonbuster

Geo-tagging
Geo-tagging is where geographical identification data is added to things like photos or online messages. It can be done on any GPS device, such as a smartphone.

In recent years, there has been a boom in location apps for smartphones and other mobile devices (many of which are free to download) and location features within social networking sites like Facebook. Although some of these services and apps (like the OKCupid dating app) have minimum age limits of 17 or 18, others (like the Star Chart astronomy app) can be used by teenagers.

With young people's offline and digital worlds blending more and more, it's easy to see why they love location services and apps. From letting their friends know they're at that must-see gig to getting discounts by 'checking in' at a particular shop, it's all about sharing, socialising and saving money.

Did you know?
Around two-thirds of 13 to 17-year-olds have included their physical location in their social networking status
(Source: McAfee's 'The Secret Life of Teens' study, June 2010)

Jargonbuster

Foursquare
Over 20 million people around the world use Foursquare to keep up with their friends, discover what's nearby, save money and unlock deals from their phone.
www.foursquare.com

Instagram
Just snap a picture, choose a filter to transform its look and feel, post it to Instagram and share it on Facebook, Twitter or Tumblr.
www.instagram.com

RunKeeper
RunKeeper makes tracking your workouts fun, social and easy to understand so that you can improve the quality of your fitness.
www.runkeeper.com

For more information about location services, go to:
www.vodafone.com/parents/locationservices

SOCIAL LANDMARKS AROUND THE WORLD

People everywhere use Facebook to check in to places and share what they're doing with friends. Based on this activity, here are some of the most social cities and their most popular landmarks.

EXPERT VIEW
Simon Milner

Simon Milner is Facebook's first UK and Ireland Policy Director, responsible for issues such as privacy, safety and advertising policy. He joined the company in January 2012 having previously held senior roles at BT and the BBC.

facebook.

www.facebook.com

Location services on Facebook

Simon Milner, Director of Policy at Facebook, explains how Facebook is helping to protect younger users.

A lot of parents don't know that the experience 13 to 17-year-olds have on Facebook isn't the same as that of adults.

We work hard to make Facebook a safe place and proactively thinking about the best way young people can use Facebook is a big focus for us.

Facebook accounts registered to under 18s can't be found by an external search engine. For Facebook Search, under 18s can adjust the setting of "Who can search for me by name or contact info" from 'Everyone' to 'Friends' or 'Friends of Friends' by going to their privacy settings, clicking 'how you connect', and then adjusting the setting for who can search for them. Friends of Friends is also the widest possible audience for under 18s' photos or status updates or for exchanging messages.

Location services on Facebook

Facebook use on mobile devices is growing quickly and with many people using their mobiles to stay in touch wherever they are, we have built location tools into the heart of Facebook.

If you choose to share your location with friends on Facebook, the process is simple, quick and intuitive. Again, we apply protections to location sharing for under 18s – so if a young person chooses to add their location to posts, only their friends will see it.

The location sharing option for teens is defaulted to 'off' but they can turn it on by clicking the location icon button.

There are two ways in which they can choose to share their location on Facebook. They can add their specific location, such as a cinema or a café, as a 'tag' to their posts by clicking the location icon or by using the 'check in' button in Facebook mobile applications.

Secondly, they can also choose to add a more general location to all of their posts, by hovering over the 'near: town name' text under the update. This adds the broader area they are posting from to their updates.

Because location is shared with a teen's friends, we encourage parents to help their children understand that it's

important to take care over who is on their Facebook friends list.

Get talking

You don't need to be a technology expert to ask questions and begin an ongoing discussion with teens about online safety. In fact, as more and more of our world becomes digital, online safety is a life skill we all need to learn. As a father of three kids (aged 14, 12 and 9), I know this only too well.

Having conversations about safety and technology early and often should be something that we all do, in the same way that we talk with our children about being safe at school, in the park, on public transport or playing sport.

At Facebook, we've thought a lot about how we can all help each other start these conversations and have drawn up some pointers and advice in our Family Safety Centre at **www.facebook.com/safety**

One good way to get your teen talking is to ask them to show you how they use Facebook or to ask for advice

on what you as a parent can do on the site.

You can also find information about how our Social Reporting Tools work in the Family Safety Centre – they enable young people to send a copy of a report they make if they have had a problem on Facebook, such as bullying, to you so you'll know straight away if they need help.

All of the content was put together by our dedicated safety team, many of whom are parents themselves, to help parents, teenagers and teachers stay as safe as possible online – on Facebook and across the rest of the Web.

You can find a guide to Facebook's privacy controls at www.vodafone.com/parents/guides or visit www.facebook.com/safety

Reporting
online concerns
...inappro

Things can go wrong online as well as offline. Your son or daughter might be upset by an abusive message on Facebook, they might come across inappropriate content during a Google search or they might want to stop subscribing to a premium rate text message service, for example.

As with any parental concerns, you'll have your own way of dealing with them but it's important to know how you can report serious concerns to your child's mobile, social networking or games provider, search engines, websites, the police and other authorities so that they can take action.

By making a formal report, you could help to improve the experience for all users of that service and also help to protect other young people from worry and harm.

Visit the Digital Parenting website at www.vodafone.com/parents for a more detailed guide to reporting online concerns, including how to send reports to Club Penguin, CBBC, Moshi Monsters, Stardoll, Twitter and Habbo Hotel.

How to... report online concerns to service

Google
www.google.com
Google screens websites that contain sexually-explicit content and removes explicit images from your search results ('Moderate filtering' is the default setting). If you would like to also filter out explicit text, you can use Google SafeSearch to set 'Strict filtering'.

No filter is 100% accurate, however, so if you have SafeSearch activated and still find websites containing inappropriate content in your results, report it to Google at **www.google.com/webmasters/tools/safesearch** and they will investigate.

For more information, go to:
www.google.com/goodtoknow/familysafety/

Facebook
www.facebook.com
The best way to report abusive or offensive content on Facebook, such as bullying, pornography, graphic violence and discussions about self-harm or suicide, is by using the 'Report' link that appears near the content itself. To report a photo or video, for example, click the gear menu in the top right of your child's profile or timeline and select 'Report this photo' or 'Report this video' (see screen shot above).

While reporting content doesn't guarantee that it will be removed, Facebook reviews reports to see if they violate the Facebook Terms and takes the appropriate action.

In addition, all Facebook users in the UK have access to the Click CEOP app. Run by the police, Click CEOP provides safety advice and a dedicated facility for reporting instances of suspected grooming or inappropriate sexual behaviour.

For more information, go to:
www.facebook.com/safety

How to... report online concerns to the police and other auth

Child Exploitation and Online Protection (CEOP) Centre
www.ceop.police.uk
CEOP is the UK's lead law enforcement agency for protecting children from sexual abuse.

If someone has acted inappropriately online towards your child or another young person you know, report it to CEOP. It may be sexual chat, being asked to do something that makes them feel uncomfortable (such as sharing intimate photos or webcam footage), or someone being insistent on meeting up.

Go to **www.ceop.police.uk**, click the 'Click CEOP' button in the right hand corner (see screen shot above), then click the red 'Make a CEOP report' button on the next page and follow the steps outlined.

If you need immediate help or have a real emergency, call 999 or contact your local police.

The Click CEOP button is also available on various websites including Facebook and Habbo Hotel.

For more information, go to:
www.ceop.police.uk

IWF
www.iwf.org.uk
If anyone in your family comes across child sexual abuse content (often referred to as child pornography) or criminally obscene adult content on the internet, report it to the UK Hotline run by the Internet Watch Foundation. Reports are confidential and can be made anonymously.

Go to the IWF website at **www.iwf.org.uk**, click 'Report criminal content here' (see screen shot above), and follow the steps outlined.

Your report to the Hotline may help to trace and rescue a young victim from further abuse.

For more information, go to:
www.iwf.org.uk

priate & illegal content... bullying...grooming... privacy breaches

providers

Vodafone
www.vodafone.co.uk

To report inappropriate content or conduct related to your child's Vodafone mobile, go to **www.vodafone.co.uk** and click on 'Contact Us' at the bottom of the page (see screen shot above).

You can report the issue to Vodafone by your preferred method:

a) Call Customer Care directly from your Vodafone mobile on 191 (or use callback)

b) Call from a landline – 08700 700191 (Pay monthly customers) or 08700 776655 (Pay as you go customers)

c) Contact a Vodafone Advisor online from the Contact Us page (Chat)

d) Send an email using the online form on the Contact Us page (900 characters max.)

For more information, go to:
www.vodafone.co.uk

YouTube
www.youtube.com

If you find a video on YouTube that you think violates the company's guidelines (if it contains pornography or graphic violence, for example), you can flag it as inappropriate and it will be submitted to YouTube for review.

To report a video, simply click the 'Flag' button that is located below it on its watch page (see screen shot).

After you report the video, YouTube will review it and, if the video is found to be in violation of the company's Terms of Use, it will be removed from the site. Users who continually violate YouTube's Terms of Use will have their accounts penalised or possibly closed.

For more information, go to:
www.youtube.com/yt/policyandsafety

Xbox LIVE
www.xbox.com

If your son or daughter is worried about something that has happened while playing against other people online on Xbox LIVE (such as being harassed by another player during a game), you can report it to Xbox in a number of ways:

a) Connect directly with an Xbox support agent (chat)

b) Request a call from an Xbox support agent

c) Get help from an Xbox support agent via email

d) Tweet the Xbox Support Team @XboxSupport

For more information, go to:
http://support.xbox.com/en-GB

orities

ParentPort
www.parentport.org.uk

A new website called ParentPort, which is run by the UK's media regulators, such as the Advertising Standards Authority and Ofcom, sets and enforces standards across the media to protect children from inappropriate material.

Have you seen or heard something unsuitable for children on TV, online, in a film, an advert, a video game or a magazine?

Go to the ParentPort website and click on 'Make a complaint'. You'll be taken through to the 'Make a complaint' page where you'll be asked what your concern is (see screen shot).

Once you have answered a few simple questions, ParentPort will take you straight to the right part of the website for the regulator that will handle your complaint. For example, if you wish to complain about a game on a mobile phone, you'll be directed to the Video Standards Council website.

For more information, go to:
www.parentport.org.uk

The Parent Zone
www.theparentzone.co.uk

The Parent Zone runs a help service to assist with parenting dilemmas and queries, including those about technology. If you are not sure what to do or where to go for information or support, contact them.

You can email them at:
help@theparentzone.co.uk

Jargonbuster

Access control/filter
A bar that is put in place by e.g. an internet or mobile provider to prevent access to certain content

Application (app)
A piece of software, often designed to run on smartphones and other mobile devices

BBM (BlackBerry Messenger)
A free instant messaging app available on BlackBerry devices

Bluetooth
A way of exchanging data over short distances between mobile devices

Browser
Allows access to the Web (e.g. Google Chrome or Internet Explorer)

Cloud computing
Software services and applications that are provided via the internet rather than installed on your computer (e.g. iCloud)

Coding
Another word for computer programming

Cookie
A piece of text stored on your computer by a Web browser that remembers information about you, such as websites you've visited

Crowdsourcing
A way of outsourcing tasks to a group of people online

Cyberlocker
A third party service for storing and sharing files, such as documents or music

Digital footprint
The trail you leave from digital activities and interactions, such as Web searches and uploaded photos

Drag and drop
Where a virtual object is selected and moved to a different location

Geo-tagging
Where geographical identification data is added to things like photos or online messages via a GPS device, such as a smartphone

GPS (Global Positioning System)
A global navigation satellite system used for things like in-car navigation

Hackathon
A 'hacking marathon' during which computer programmers work together intensively (e.g. non-stop for 24 hours) on the development of new software

IMEI (International Mobile Equipment Identity)
A unique number on your mobile, usually printed inside the battery compartment

In-app purchase
Additional content and features available for purchase once you're using an app

IP address (Internet Protocol address)
A unique number that identifies where you're accessing the internet from

Malware
Malicious software, such as viruses and worms, that infiltrates computers

MP3
MPEG-1 Audio Layer 3 – a common format for digital music files

Peer-to-peer (P2P)
A network on which users can share files, such as music

Phishing
Unsolicited emails or texts sent in an attempt to get personal information (e.g. passwords and credit card details) from you

PIN (Personal Identification Number)
A way of locking your mobile and other devices

Plug-in
A set of software components that add capabilities to a larger software application (e.g. a video plug-in in a Web browser)

Premium rate (or phone-paid service)
A paid mobile service (e.g. ringtone downloads or competition entries)

Rogue app
A piece of malicious software disguised as a mobile Web application

Spam
Unsolicited email or text messages

Spyware
A type of malicious software that collects information about you without your knowledge

Stream ripping app
A way of saving MP3 files from streamed music on the internet on to a computer

Tablet
A mobile computer, such as the iPad or Samsung Galaxy Tab

Tag
A way of assigning a piece of information or an image to a particular person

Wi-Fi
Broadband without wires

Various sources, including: **www.wikipedia.org.uk**
For a more detailed jargonbuster, go to: **www.vodafone.com/parents/jargonbuster**

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