



Click Clever Click Safe

The first UK Child Internet Safety Strategy



"The internet benefits me because it means that I can socialise with my friends, do homework, research things, find old friends and even do shopping for anything. Some aspects of the internet do worry me. For example: social networking sites, because people may not be who they say they are. If I was to give advice to anybody using the internet, I would say to be careful and don't add anyone who you don't know or are uncertain about."

Sherrelle, age 15

"Accessing pictures, CBBC and Club Penguin are some of my everyday internet activities. I often use the internet to chat with friends and family abroad. I use the internet wisely: not going on un-secure websites with violent adverts. Exciting though it is, you have to know the boundaries."

Josh, age 9

"With the internet, I can keep in touch with friends, do my homework, play games and watch videos. It's very cool but also dangerous as there are cyber bullies, viruses and stalkers. If I could give advice to someone, I would say:

- Don't add somebody that you don't know on an IM [instant messaging] site.
- Don't meet up with your online "friend" unless you go with an adult.
- If a site says that you have to be a certain age to join, don't put a fake age in, it's there for a reason!
- And finally, be careful what you click on!"

Phoebe, age 12

"I enjoy using the internet because I can play games and have fun. My only concern about the internet is that people type unkind messages on it. If you are a child, please don't put your name and address on the internet because something bad might happen."

Lucy, age 9



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44

million people in the UK have access to the internet¹ including 99% of 8–17 year olds²

76%

of young people say the internet means their friends are there whenever they need them³

18%

of children have come across harmful or inappropriate content online

67%

of parents have rules for their children's internet usage

33%

of children say their parents don't really know what they do on the internet

Only **half** of children encountering harmful or inappropriate content say they did something about it⁴

The UK Council for Child Internet Safety

The UK Council for Child Internet Safety brings together over 140 organisations and individuals to help children and young people stay safe on the internet. It was launched by the Prime Minister on 29 September 2008 and is made up of companies, government departments and agencies (including the devolved governments in Scotland, Wales and Northern Ireland), law enforcement, charities, parenting groups, academic experts and others.

The Council is a large group of organisations and individuals, and when there is reference to 'we' in this document we mean members of the Council as a whole. Sometimes we refer to specific Council members to avoid confusion.

The Council was a recommendation in Professor Tanya Byron's report 'Safer Children in a Digital World'⁵. The Government accepted Professor Byron's recommendations in full and her report is still an important document which informs our work.

¹ Nielsen Online Marketing Highlights, May 2009 <http://en-us.nielsen.com>

² Ofcom Media Literacy Audit 2008
www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/ml_childrens08

³ The Futures Company/YouthNet Survey 2009
www.youthnet.org/mediaandcampaigns/pressreleases/hybrid-lives

⁴ DCSF Staying Safe Survey, 2009 www.dcsf.gov.uk/research/data/uploadfiles/DCSF-RR183.pdf

⁵ www.dcsf.gov.uk/byronreview

This is the first UK Child Internet Safety Strategy. It sets out:

- the things we have done so far to keep children safe online;
- our commitments to parents, children and young people and the things we are planning to do to make them happen; and
- how you will know whether we are succeeding in making children and young people safer.

This strategy focuses on the next year, and this work starts today as we launch the Digital Code, which will be the basis of our public awareness campaign. However, we know that making children safer on the internet needs a long term partnership. We will regularly measure progress over the next year and at the Second Child Internet Safety Summit in a year's time we will look at this strategy to see how far we have come and what we need to do in future years.

Why do we need a UK Council for Child Internet Safety?

The internet is already a vital part of modern British life, and our dependence on it will only increase as today's children and young people become adults. In May 2009, over 36 million people went online in the UK⁶. Increasingly, young people can't imagine a world without the internet and the benefits it brings: 75% say they couldn't live without it; 76% say the internet means their friends are there whenever they need them; 63% of young people say that thanks to the internet they feel part of new groups and communities; and a quarter say the internet would be their first source of information or advice on alcohol, sex, drugs, finance and health.⁷

While the internet brings opportunities which no generation of children has enjoyed before, there are – as with any area of life – also risks⁸. Of the 99%

of children who have access to the internet⁹, 18% have come across harmful or inappropriate content online¹⁰. Taking advantage of the opportunities which new technology provides is becoming increasingly necessary for anyone who wants to play a full part in society, so if today's children are going to play their full part as digital citizens, they need to be able to deal with the risks.

Parents, carers and the other adults who work with children are learning how to help them stay safe online. But there is still some way to go: 82% of children say their school has taught them how to use the internet safely, but 33% say their parents don't really know what they do on the internet. Even though 79% of parents say that they talk to their children about online safety, only 52% of children agree¹¹. Children and young people are leading the way in using new technology but some don't know enough about how to keep themselves safe, and some don't realise how important their role is in keeping themselves and others safe. 31% of 12–15 year olds don't use privacy settings on their social networking profiles¹² and only half of children encountering harmful or inappropriate content say that they did something about it¹³.

The vast majority of companies want children to be able to use their online services safely. Most children and young people want to use the internet responsibly to learn, communicate and have fun without being exposed to things that aren't suitable for them. And most adults – with or without children of their own – want to use the internet to talk about issues or use services that might not be suitable for children, but not in a way that might expose any children to inappropriate or harmful things.

⁶ Nielsen Online Marketing Highlights, May 2009

⁷ The Futures Company/YouthNet Survey 2009

⁸ Discussed in more detail in at www.lse.ac.uk/collections/EUKidsOnline

⁹ Ofcom Media Literacy Audit 2008

¹⁰ DCSF Staying Safe Survey, 2009

¹¹ DCSF Staying Safe Survey, 2009

¹² Ofcom Media Literacy Audit 2009

www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/uk_childrens_ml

¹³ DCSF Staying Safe Survey, 2009

The Council is a partnership where responsible organisations involved with the internet and children's welfare come together to help children and young people enjoy the benefits of the internet whilst staying safe from the risks. As in the offline world, we can never keep children completely safe, and this is not about imposing unnecessary restrictions that undermine the internet's benefits. But, by working together, learning from one another's experience and reinforcing one another's messages we can achieve more than the toughest legislation, the biggest company or the most caring charity ever could alone. We need to make links between international, national and local efforts to help children; only through working together can we keep pace with changes in technology and the way people live.

The Council is not the first place or the only place where people are working together to keep children safe online. Our work builds on work done by the Home Secretary's Taskforce on Child Protection on the Internet, which existed before the Council, and the current efforts made by companies to raise standards and help their customers. It complements and supports work done by the Child Exploitation and Online Protection Centre (CEOP)¹⁴, and work by the Internet Watch Foundation (IWF)¹⁵ to combat illegal content online. It supports work to help everybody take advantage of the benefits of new technology led by the Digital Inclusion Taskforce and members of the Consortium for the Promotion of Digital Participation as well as work to protect people from online threats such as fraud and computer viruses through initiatives like Get Safe Online¹⁶.



We in the UK don't work in a vacuum and many of our members operate worldwide. Work done here must be done with and alongside international efforts to improve child online safety such as the EU Safer Internet Programme¹⁷ and eNACSO (the European NGO Alliance for Child Internet Safety)¹⁸. Achievements such as the recent EU Safer Social Networking Principles¹⁹ show what is possible when organisations work together at this level.

¹⁴ www.ceop.gov.uk

¹⁵ www.iwf.org.uk

¹⁶ www.getsafeonline.org

¹⁷ www.saferinternet.org

¹⁸ www.enacso.eu

¹⁹ http://ec.europa.eu/information_society/activities/social_networking/eu_action/selfreg/index_en.htm



"I'm eleven years old and I am the one who updates the anti-virus at home!"

Boy, 11

Our commitments to parents, children and young people

As members of the Council, we are committed to working together to help keep children and young people safe online.

For children and young people, we will:

- Teach you about the risks online and how to stay safe: these risks are not just about what you might find, but about how you and others you meet online might behave.
- Make clear what the rules are on the websites and services that you use and what to do when you see something that shouldn't be there.
- Help you to deal with what you find online: there is always a risk of finding things that may upset you but we will help you and your parents to understand what you can do and where to go for help.
- Above all we want to help you to use the internet now and in the future, to learn, communicate and have fun.

For parents and carers, we will:

- Provide search options and high quality controls that you can use to stop your children seeing harmful and inappropriate content online and monitor their behaviour. This software will be easy to set up and use.
- Provide information and advice to help you talk as confidently with your children about online risks as you do about those they find offline and choose services that are suitable for them.
- Help teachers and all of those who work with your children to support them when you are not around.
- Make clear what content and behaviour is acceptable on our organisations' websites, its age appropriateness, how you can complain and what response you can expect if you are uncomfortable about what you or your children find online.
- Give your children the knowledge and skills to build up resilience to the things they find online: like the real world, we can't take away all the risks but together we can help children to play and learn safely.



"If I'm putting photos from the camera onto the computer, my daughter just always sort of takes over and says, 'oh give me the mouse and move over, it's much quicker when I do it!' so I end up not learning how to do it and feeling like the child!"

Mother of two

What has the Council done so far?

Since the launch of the Council, we as members of the Council have done many things to improve child internet safety. Some of the key achievements are listed below.

In schools:

- The Welsh Assembly Government published guidance about online safety for schools in October 2008²⁰.
- The Scottish Government launched '**Glow**', the **Scottish schools' intranet** which provides pupils and teachers with a safe and secure online facility allowing for joined-up networking. By April 2009 over 420,000 pupils and staff had been issued with Glow accounts.
- After the Rose Review²¹ was published in May 2009, online safety was included in the **revised Primary School Curriculum in England**. In Wales the revised National Curriculum, introduced in September 2008, makes strong reference to online safety. Introduced in September 2009, the new curriculum in Northern Ireland includes online safety.
- School inspectors will now assess how well online safety is taught in primary schools in all parts of the UK.
- A new e-safety resource for primary teachers produced by Childnet, '**Know IT All for Primary Teachers**'²² was launched by Professor Tanya Byron in June 2009. It has been sent out to every primary school in England.

²⁰ <http://esafety.ngfl-cymru.org.uk>

²¹ www.dcsf.gov.uk/primarycurriculumreview

²² www.childnet.com/kia

- The Training and Development Agency for Schools (TDA) has revised its **annual survey for newly qualified teachers** in England to include questions on online safety. This will measure how teachers' knowledge is improving.
- The TDA has **included elements on online safety in its ICT skills test for newly qualified teachers**. This means that all newly qualified teachers have to demonstrate understanding of the issues and ways to stay safe online.

To help children directly:

- Since 2006 **CEOP's Thinkuknow**²³ internet safety programme has reached over 4 million children and young people. In 2008–2009 alone, over 3,500 local professionals and industry volunteers were trained. For Safer Internet Day 2009, volunteers from Microsoft, O2 and Visa delivered Thinkuknow directly to children in schools.
- A **new Childnet leaflet for parents and young people**²⁴ was published in April 2009 covering how to use social networking sites safely. Over 34,000 copies have been sent out.
- The Council supported **Anti-Bullying Week 2009**²⁵, for which the theme was cyberbullying – 'Don't be mean on the screen' – including launching a communications campaign aimed at young people.
- The Prime Minister and Professor Tanya Byron launched Beat Bullying's award-winning peer mentoring social networking site '**CyberMentors**'²⁶. Almost 2000 young people have signed up to be CyberMentors and over 260,000 young people have accessed the site. The launch showcased excellent partnership work by UKCCIS members such as Google, Vodafone, Crisp Thinking, Becta and CEOP.

To support parents:

- **MyGuide**²⁷ is a Government run online training resource for adults to learn about the internet and online safety training for parents and other internet users has been developed. The resource was launched in August 2009 and is now available for free on the website.
- Over 1 million parents have now received Childnet's '**Know IT All for Parents**'²⁸ and this number continues to grow.
- The Council supported **Internet Watch Foundation Awareness Day 2009**²⁹ through promotion on our members' websites.
- The Department for Culture, Media and Sport carried out a **review of the classification of video games**. It was announced in June 2009 that the Pan-European Game Information (PEGI)³⁰ system will become the only system of video games classification in the UK. This will provide parents with a single clear system of labelling that replaces the current system where either BBFC or PEGI symbols are displayed.
- UK mobile phone operators reviewed their **code of practice for content on mobile phones**³¹ in June 2009.
- The Entertainment and Leisure Software Publishers' Association (ELSPA) produced guides for parents in October 2008 that give **information on safer online gaming**, parental controls for games consoles and the PEGI system of ratings for games³².

²³ www.thinkuknow.co.uk

²⁴ www.childnet.com/publications/resources.aspx

²⁵ www.anti-bullyingalliance.org.uk/get_involved/anti-bullying_week.aspx

²⁶ <http://www.cybermentors.org.uk>

²⁷ www.myguide.gov.uk

²⁸ www.childnet.com/kia

²⁹ www.iwf.org.uk/media/page.192.htm

³⁰ www.pegi.info

³¹ www.mobilebroadbandgroup.com/social.htm

³² www.askaboutgames.com

In addition:

- The Council funded an **investigation into the sale of age-restricted video games**, the results of which are being used to aid work with retailers around sales of video games.
- The **Digital Britain**³³ report was published in June 2009. The report showed how the Government is bringing together all of its policies for technology, including online safety for children.
- Her Majesty's Inspectorate of Education has completed **Scotland's first inspections of how schools, police and health staff are working together** to make sure children are given advice about online safety.
- The Coroners and Justice Act 2009 simplifies and modernises the **law on assisting or encouraging suicide**. The new provisions are intended to increase public understanding of the law in this area and reassure people that it applies as much online as it does offline.
- The NSPCC and Sport England produced **guidance**³⁴ **for sports clubs** and sport governing bodies in October 2009 that gives advice on how to use social networking and other web services safely.
- The Council has carried out research about what our **public awareness campaign** should look like. This work has shown the need for a Digital Code for online safety.

As well as these achievements, we have prepared the ground for our work over the coming year. This programme is outlined in the next section.

³³ www.culture.gov.uk/what_we_do/broadcasting/5631.aspx

³⁴ www.nspcc.org.uk/Inform/cpsu/Resources/Briefings/briefings_wda60650.html



What is the Council going to do next?

Keeping children safe online is everybody's responsibility: the Government, the police, the companies that provide services online, parents, children and young people and the people who work with them. Because of this, we have three overall aims:

- **Creating a safer online environment:** We will work together to make sure that children are less likely to come across or get access to things online that are not suitable for them. For example, we will work to find better ways for companies to moderate content on websites and provide families with good tools to manage what children access. Also, we will support the work of the Internet Watch Foundation to remove and filter access to online images of child sexual abuse.
- **Giving everybody the skills, knowledge and understanding to help children and young people stay safe online:** We will help parents, carers and people who work with children and families to understand how to help children stay safe online and how to deal with problems if they occur. For example, we will work with schools to deliver better online safety education.
- **Inspiring safe and responsible use and behaviour:** We will make it clear that individuals, including children and young people themselves, need to take responsibility for their own online behaviour. For example, we will deliver a public awareness campaign, letting parents and children know that they can and should make use of the information, support and tools that are available.

These aims draw on Professor Tanya Byron's description of the ways to keep children safe online in terms of reducing availability, restricting access and

increasing resilience to harmful and inappropriate material. Each of these aims supports the others, and if we are to succeed in making children safer we need to succeed in all three aims. This section sets out our priority work over the next year to achieve our aims.

What are we trying to protect children from?

Professor Tanya Byron's report looked at how to keep children safe from 'harmful and inappropriate material on the internet and video games'. Different kinds of online experiences are appropriate for children of different ages. It is up to individual parents (and, as they get older, young people themselves) to make decisions about what is appropriate. Some online experiences might be harmful to some children but not others.

Because the question of what we are trying to protect children from at different times is so complex, we believe that what really matters is that everybody is clear about the role they are playing at any particular time. This means service providers making it clear what is acceptable on their services and users, including parents, children and young people, playing their part by reporting unacceptable behaviour and behaving responsibly themselves.



"It makes it even harder doesn't it, it's one thing looking after your kids online if you can read all of the sites, but if your English isn't as good as some people's, then it's an added level of trouble."

Mother of 18 month old



"The internet is a great way to socialise, a great way to find advice without people looking down on you."

Girl, 15

Creating a safer online environment

We need to make the most of work that has already been done, building on work that was done by the Home Secretary's Taskforce on Child Protection on the Internet³⁵ which helped companies agree what they should be doing to keep children safe. But technology does not stand still, so we will:

- Produce updated **guidance for organisations that employ staff to moderate interactive services** such as chatrooms, by summer 2010.
- Produce updated **guidance for providers of chat, instant messaging and other web-based services** to help them design these services in a way that encourages safe and responsible use and behaviour, by summer 2010.
- Produce updated **guidance for search providers** on how they can help parents choose search options that make it less likely that their children will find things that are not suitable for them.

Wherever this guidance is relevant to services we provide, **we will use the guidance** to make sure our services form part of a safer online environment for children. We will make sure that as many organisations as possible, not just the biggest providers, know about our guidance.

Where Council members provide services that are covered by the Council's guidance, **we will make it clear to everybody using our services how we are using the guidance.**

³⁵ The documents: Good Practice Guidance for the Moderation of Interactive Services to Children, Good Practice Models and Guidance for the Internet Industry On Chat Services, Instant Messaging, Web-based Services and Good Practice Guidance for Search Service Providers are available at www.police.homeoffice.gov.uk/operational-policing/crime-disorder/child-protection-taskforce

Making a difference for you

Children and young people, we will:

- Make clear what the rules are on the websites and services that you use and what to do when you see something that shouldn't be there.

Parents and carers, we will:

- Provide search options and high quality controls that you can use to stop your children seeing harmful and inappropriate content online and monitor their behaviour. This software will be easy to set up and use.
- Make clear what content and behaviour is acceptable on our organisations' websites, its age appropriateness, how you can complain and what response you can expect if you are uncomfortable about what you or your children find online.

Reviewing how we are using the guidance

As a Council **we will make sure that a review of how we are using each set of guidance is carried out periodically** so that parents and young people can understand that the guidance is being applied and how.

We will agree an overall framework for how these reviews will work. For example, reviews will be carried out by someone impartial with the right understanding and experience, and the review process must make sense for services that are not exclusively available to users in the UK.

Each set of guidance will set out how this framework will apply to the topics covered by that guidance. In each case, the review process will take account of the fact that services are different and fast changing, and that organisations play different roles in providing them.

In keeping with the Government's Digital Britain Report, this is about 'effective self regulation'.³⁶

³⁶ www.culture.gov.uk/what_we_do/broadcasting/5631.aspx

Video games are increasingly being played online, so where we develop guidance for online services we will look at how games should be included.

The British Standards Institution (BSI) has developed a **Kitemark^{TM37} for parental control software** which helps parents manage their children's internet access. We will work with the BSI and announce the first group of products to carry the KitemarkTM. We will continue to encourage makers of this software to apply for the KitemarkTM.

We will keep looking at the **parental control systems available for games consoles** to ensure they are effective and clear for parents to use. We will promote the use of these controls to parents, and encourage console manufacturers to apply parental control systems that are simple and effective to use on all new devices that are intended to be used by children and young people.

In all our work to create a safer online environment for children, we will make sure that we support and join up with initiatives such as Get Safe Online³⁸ that address issues that affect all internet users.

³⁷ www.bsigroup.com/en/ProductServices/Child-Safety-Online-Software

³⁸ www.getsafeonline.org

Working with the rest of Europe

In all our work to create a safer online environment we will use the knowledge and expertise of Council members to keep a careful eye on what may happen in the future, making sure that our guidance takes account of changes in technology and the creation of new types of service. We will continue to build strong links with European Union institutions and wherever possible we will join up with other countries to share our work and help create high standards and a safer online environment across the whole of Europe and beyond. For example, the UK **guidance for providers of social networking services** that was produced in 2008³⁶ has been used to develop the EU Safer Social Networking Principles, which are now being independently reviewed at a European level. We will continue to promote such guidance to as large a number of organisations operating in the UK as possible.

³⁶ Good practice guidance for the providers of social networking and other user interactive services 2008: www.police.homeoffice.gov.uk/operational-policing/crime-disorder/child-protection-taskforce



Giving everybody the skills, knowledge and understanding to help children and young people stay safe online

To take advantage of a safer online environment, children need not only to learn the skills to keep themselves safe online but also to develop the resilience to deal with online risks. Giving them the skills, knowledge and understanding to do this is everyone's responsibility. What they learn in school is important but it is also important that this is reinforced and kept up to date through support from companies, charities and parents.

Much of the work to do this started as soon as the Council was established, building on what was there already. The results of this work are shown in the 'what has the Council done so far?' section of this strategy. But to achieve our aim we need to reach all children and make sure that they get the right information.

We will:

- Make sure that the **school curricula across the whole of the UK reflect online safety for all age groups**. In England, the new primary curriculum will mean that all children from the age of five must be taught about how to use technology safely and responsibly from September 2011.
- Give those who work with children, such as teachers, social workers, and childcare workers access to free, **high quality resources**. For example, we will develop further the **'Know IT All' suite of teaching materials for secondary teachers** by March 2010.

Making a difference for you

Children and young people, we will:

- Teach you about the risks online and how to stay safe. These risks are not just about what you might find, but about how you and others you meet online might behave.
- Help you to deal with what you find online. There is always a risk of finding things that may upset you but we will help you and your parents to understand what you can do and where to go for help.

Parents and carers, we will:

- Help teachers and all of those who work with your children to support them when you are not around.
- Give your children the knowledge and skills to build up resilience to the things they find online. Like the real world, we can't take away all the risks, but together we can help children to play and learn safely.

"Anything you want to find online – you can"

Boy, 15



- Look at how we can make sure that online safety is part of the **skills and knowledge that everybody who works with children is expected to have**. In England and Wales by March 2010 we will include online safety in the 'Common Core' of skills and knowledge for people who work with children and work to make sure this is reflected in qualifications for people who work with children.
- Every local area in England has a Children's Trust, which brings together everyone who works with children in that area. Each year the Trusts produce a plan, saying what they are going to do. We will make it clear to them that they should **include online safety in their Children and Young People's Plans**.
- Continue to **encourage school inspectors to challenge schools on how well they teach online safety** by raising inspectors' awareness of the best ways for schools to address online safety issues.
- **Encourage schools to look at online safety across the whole school**. This means we will promote a tried and tested approach such as Becta's Self Review Framework³⁹ which addresses issues about teaching and how to use technology safely, both at school and at home. We will also look at how safe and responsible use of technology should be covered in the guidance on teaching personal, social, health and economic education which the Government plans to give schools in England next year.
- We will issue guidance on **Acceptable Use Policies**⁴⁰ for schools in Wales in December 2009 and local authorities have been asked to report on how these are adopted by schools.
- Deliver the **Becta Home Access Programme** to help poorer families buy computers and get connected to the internet. All computers bought will come with parental controls already set up and **high quality educational materials such as the Know IT All for Parents guide**. The programme will help over 270,000 families by March 2011.

³⁹ www.becta.org.uk/safeguarding

⁴⁰ <http://esafety.ngfl-cymru.org.uk>

- Make sure that **information and support to parents and families** about online safety is part of the national services for parents by working with parenting organisations like Parenting UK and the National Academy for Parenting Practitioners.

The right **support and messages need to reach all who work with children and families**. This is especially important for those who work with vulnerable children.

We need to **keep listening** to parents and those who work with children to help share what works well on the ground.

Our initiatives need to **link closely with awareness raising work to inspire safe and responsible use and behaviour**. This will be most successful when messages given to children and parents are backed up with direct support from the teachers and other professionals that they come into contact with.

We know that our understanding of the issues is not complete and we will continue **researching how children learn and how they use technology**, so that our work is based on evidence and understanding of how children's brains and learning abilities develop.



Inspiring safe and responsible use and behaviour

Even where individuals have the tools, knowledge, skills and understanding to keep children safe online they need to feel inspired to use them. Parents need to know what the risks are and have the confidence to deal with them, just as they would offline. Children and young people need to understand that they share the responsibility for keeping themselves safe online and for treating others the way they would wish to be treated.

To inspire safe and responsible use and behaviour we will:

- Launch a **major public awareness campaign** backed by £2 million of Government funds over two years and based on new research into what will best support parents and children. The first stage of this campaign is being launched at the first UK Child Internet Safety Summit. A second stage will be launched during **Safer Internet Week in February 2010**.
- Work with the Child Exploitation and Online Protection centre (CEOP) to promote their help, support and advice website⁴¹ as an **authoritative one-stop-shop** for child internet safety.
- Continue the **anti-cyberbullying campaign** aimed at young people, launched as part of Anti-Bullying Week 2009.
- Support the **Internet Watch Foundation Awareness Day 2010**.

Online video game safety is an important part of our awareness campaigns. However, because many popular games can be played both online and offline, many parents and children do not distinguish between online and offline play. For this reason we will work to make online safety part of wider video game safety awareness work, including information about the new PEGI classification system.

⁴¹ <http://ceop.gov.uk/reportabuse>

Making a difference for you

Children and young people:

- Above all we want to help you to use the internet now and in the future, to learn, communicate and have fun.

Parents and carers, we will:

- Provide information and advice to help you talk as confidently with your children about online risks as you do about those they find offline and choose services that are suitable for them.

"I honestly don't know who to contact when something goes wrong – I lost the password to the bit that does the parental controls and ended up just switching them off as I couldn't use the computer. That can't be right!"

Mother of two



We will ensure that our campaigns are always informed by current evidence about the changing ways in which people are using technology and the new risks for children this might lead to. We will also make sure that our messages are consistent with what our guidance says about the things companies should be doing to keep children safe and that we join up with what is happening at a European level by working with the UK Node for the EU Safer Internet Programme.

“If there was one website that was like an introduction to the basics but also pointed you in the right direction if you were having technical problems, and then had more advanced stuff on it as well, but still understandable – sounds like a lot to ask but one place to go with an easy to remember address would be really helpful.”

Father of three teenagers

Making sure our work continues to be informed by the evidence

In order to make sure that our work actually makes a difference to children, young people and their families, we need to understand what the evidence is telling us. An up to date understanding of the evidence is particularly important in an area where technology and the ways people use it is changing so quickly.

To achieve this we have brought together over 20 experts from universities, charities, companies and the Government in our Expert Research Panel. Working with the Panel:

- We are carrying out **a review of the available evidence** to understand what is out there and what the gaps in our knowledge are. This will be published in spring 2010 and we will do a further review every year to keep our knowledge up to date.
- We are **establishing a new online database of research** about child internet safety which will be available to the public and anybody working to improve children's safety.

This work sits alongside research which we are carrying out to support specific parts of our work, and the wide range of other research which is carried out both by individual Council members and researchers in other countries.



"I've got a nephew who's eleven but he's got Asperger's Syndrome and he's very clever but some of the stuff that he's managed to download and you're left with the bill because it comes back on your account ... I think what's amazing about it is you go onto something but then that's attached to something else and that's attached to something sinister." **Mother**

Children and young people who are particularly vulnerable

All children and young people need to be safe online, but we know that some will be more vulnerable than others. These children may also be more vulnerable to harm in the offline world – for example, because of issues in their home life or because they have a disability. However, some evidence suggests that there are children who are more vulnerable than others to harm online, but not more vulnerable offline – for example, because they are trying to seek out risky experiences or because their technical skills are ahead of their ability to judge risk sensibly.

Because the question of who is vulnerable online is so complex, we have asked specific people in each area of our work to be responsible for making sure we understand and take account of the needs of vulnerable groups. As a first step they are doing a special piece of work to look in detail at the question of which children and young people are vulnerable online. As well as looking at the factors listed above, this work attempts to look at how children develop and how these changes affect how vulnerable they are.

"The internet? I love all the things it opens up, but it's quite sucking-in and sometimes... it's a bit scary actually."

Mother



"My mum makes comments on my Facebook wall and really embarrasses me."

Girl, 16

How will you know if we're making a difference?

In order to know if we are achieving our three aims – and so achieving our overall goal of helping children and young people stay safe on the internet – we will measure whether the following things are getting better. We will publish our progress against these measures on the Council's website as it becomes available. We will also publish a summary at the next Child Internet Safety Summit in autumn 2010.

As well as this, the Government has also asked Professor Tanya Byron to look in the new year at how well the Council is doing and suggest any ways in which we could do better.

Creating a safer online environment

Are fewer children coming across content that is not suitable for them?

- 18% of children say they have come across harmful or inappropriate content online (DCSF Staying Safe Survey, 2009). We want to see this figure decrease.

How many parental control products hold the Kitemark™?

- None hold the Kitemark™ at the moment. We want to improve on this.

How many companies are using the Council's guidance?

- To measure this we will collate the results of reviewing arrangements. We will want to see this figure increase.

Giving everybody the skills, knowledge and understanding to help children and young people stay safe online

How many teachers are delivering online safety lessons?

- This will be measured through the Becta Harnessing Technology survey in England. A similar measure will be developed for Scotland. We will want to see this figure increase.

How many schools have acceptable use policies?

- This will be measured through the Becta Harnessing Technology survey in England. A similar measure will be developed for Scotland and Wales. We will want to see this figure increase.

Are parents confident they know how to help their children stay safe online?

- 13% of parents say they feel they do not know enough about how to help their child stay safe online (Ofcom, March/April 2009⁴²). We want this figure to increase at first as awareness raises and then decrease as parents become more knowledgeable.
- 33% of children say their parents don't really know what they do on the internet (DCSF Staying Safe Survey, 2009). We want this figure to decrease.

Are children and young people confident they know how to stay safe online?

- 30% of 7–12 year olds and 11% of 13–16 year olds say that no one has spoken to them about staying safe online (Ofcom, March/April 2009). We want to see both figures decrease.
- 91% of children say they know how to protect themselves online (DCSF Staying Safe Survey, 2009). We want this figure to increase or at least stay the same.
- 82% of children say their school has taught them how to use the internet safely (DCSF Staying Safe Survey, 2009). We want this figure to increase.

⁴² Children's and young people's access to online content on mobile devices, games consoles and portable media players, Ofcom 2009
www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/online_access.pdf

Inspiring safe and responsible use and behaviour

Do parents have the right attitudes towards child internet safety?

- 84% of parents of 8–11 year olds and 76% of parents of 12–15 year olds check their child's social networking activity (Ofcom April/May 2009⁴³). We want to see this figure increase.
- 79% of parents say that they talk to their children about online safety. 52% of children say that their parents speak to them about online safety (DCSF Staying Safe Survey, 2009). We want both these figures to increase and the gap between them to decrease.
- 67% of parents have rules for their children's internet usage. 50% of children say that their parents make rules for their use of the internet (DCSF Staying Safe Survey, 2009). We want to see both figures increase and to see the gap between them decrease.

Do children and young people have the right attitude towards online safety?

- 69% of 12–15 year olds use privacy settings on their social networking profiles (Ofcom April/May 2009). We want to see this figure increase.
- 55% of children encountering what they considered harmful or inappropriate content say they did something about it (DCSF Staying Safe Survey, 2009). We want to see this figure increase.
- Ofcom's next 2009 Tracker Survey will include the proportion of children who agree that when they are on the internet they forget about the safety rules. We will want to see this figure decrease.

Are parents and children using online safety tools?

- 40% of parents of 5–7 year olds and 53% of parents of 8–11 year olds use parental control software (Ofcom, April/May 2009). We want to see these figures increase.

⁴³ Ofcom Media Literacy Audit 2009
www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/uk_childrens_ml

- 15% of parents whose child's phone can be used to access the internet say parental controls are enabled (Ofcom March/April 2009). We want to see this figure increase.
- 10% of parents of 8–11 year olds don't know how to use filters/software; 6% didn't know it was possible (Ofcom, March/April 2009). We want to see these figures decrease or at least stay the same.
- 30% of parents of 5–7 year olds, 41% of parents of 8–11 year olds and 30% of parents of 12–15 year olds say they use safe search settings (Ofcom April/May 2009). We want to see these figures increase, particularly for the parents of younger age groups, for whom the settings will be most effective.
- 32% of parents whose child uses a games console to go online are aware of access controls, 67% of which say the controls are activated (Ofcom, March/April 2009). We want to see both these figures increase.

How many people are accessing the key online safety information?

- To measure this we will agree a list of the key information sources and aggregate the number of visits to these sites. We would want to see this figure increase.

"He doesn't realise that I can see what he's doing and thinks he can tell me he's not on his laptop but he is, because I know he is because he's on Facebook and then he gets caught out and I tell him to go to bed through Facebook!"

Grandmother of two

What will we do by when?

By when?**What we will do**

December 2009	Launch of a new digital code. Online research database established.
winter 2009–10	Anti cyber-bullying campaign.
February 2010	Safer Internet Week. Launch of public awareness campaign.
March 2010	Know IT All for secondary teachers developed. Online safety in 'Common Core' of skills and knowledge for people who work with children in England and Wales.
spring 2010	Expert Research Panel publishes review of evidence.
summer 2010	Produce updated guidance for organisations that employ staff to moderate interactive services such as chatrooms. Produce updated guidance for providers of chat, instant messaging and other web-based services to help them design these services in a way that encourages safe and responsible use and behaviour.
autumn 2010	Produce updated guidance for search providers on how they can help parents make sure that children can search without finding things that are not suitable for them. Second Child Internet Safety Summit: review progress against this strategy. Make clear to Children's Trusts that they should include online safety in their Children and Young People's Plans. Raise school inspectors' awareness of the best ways for schools to address online safety issues. Promote Becta Self Review Framework to schools. Announce the first group of parental software products to carry the Kitemark™. Promote the use of parental control systems for games consoles to parents and encourage console manufacturers to apply simple and effective control systems. Promote guidance for providers of social networking services to as large a number of organisations as possible. Support IWF awareness day 2010. School curricula across the whole of the UK reflect online safety for all age groups. Make sure online safety is part of national information and support to parents and families. Launch authoritative one-stop-shop website. Online safety part of wider video games safety awareness work.
March 2011	Home Access Programme has helped over 270,000 families.
September 2011	Online safety education is a requirement from age five in England.



Who we are



This is an alphabetical list of members of the UKCCIS as of 1st December 2009. Organisation name is used in the main, except where the member is acting in an individual capacity.

3™

11 Million

Action for Children

Activision

Advertising Association

Advertising Standards Authority (ASA)

Angus Child Protection Committee

AOL UK

Ask Jeeves

Association for Infant Mental Health

Association for Payment Clearing Services (APACS)

Association of Directors of Children's Services (ADCS)

Chris Atkinson

Bath University

Beatbullying

Bebo

Paul Beresford

Birkbeck University

Blitz Games Studios

British Board of Film Classification (BBFC)

British Broadcasting Corporation (BBC)

British Computer Society (BCS)

Becta

British Sky Broadcasting (BSkyB)

British Standards Institute

BT

Broadband Stakeholder Group

Annette Brooke

Carphone Warehouse Group Plc

Central Bedfordshire Council

Channel 4

Chat Moderators

Child Exploitation and Online Protection Centre (CEOP)

Childnet International

The Children's Society

Churches' Child Protection Advisory Service (CCPAS)

Cisco Systems

Richard Clayton

Crisp Thinking

Crown Prosecution Service (CPS)

Cumbria Children's Services

Department for Business, Innovation and Skills (BIS)

Department for Children, Schools and Families (DCSF)

Department for Culture, Media and Sport (DCMS)

Digital Media Group

Digital Outlook

Diligence Consultancy Ltd

Disney

Dixons Group

E Safety Ltd

Edinburgh Lothian & Borders Child Protection Office

Electronic Arts

Joe Elliot

eModeration

Entertainment and Leisure Software Publishers Association (ELSPA)

Entertainment Retailers Association

Essex University

Facebook

Keri Facer

Family Action

Family and Parenting Institute

Family Online Safety Institute

Fife Child Protection Committee

Fox Interactive Media

FutureLab

Game Group

Get Safe Online

Alisdair Gillespie

Jon Gisby

Google

Harrow Council

Home Office

Independent Commission for the Supervision of Standards of Telephone Information Services (ICSTIS)

Information Commissioner's Office (ICO)

Intellect

Institute of Education

Interactive Software Federation of Europe (ISFE)

Internet Advertising Bureau (IAB)
 Internet Services Providers' Association (ISPA)
 Internet Watch Foundation (IWF)
 Intuitive Media
 Jagex Ltd
 Kingston University
 Anthony Lilley
 LINX
 London School of Economics
 The Lucy Faithfull Foundation
 Magic Lantern
 Marie Collins Foundation
 Mary MacLeod
 Paul Massey
 Mastertronic Group
 Media Literacy Task Force
 Mediawatch
 Microsoft
 Andrea Millwood Hargrave
 Ministry of Justice
 Mobile Broadband Group
 Myspace
 National Academy for Parenting Practitioners
 National Association of Head Teachers (NAHT)
 National Association of Schoolmasters Union
 of Women Teachers (NASUWT)
 National Children's Bureau (NCB)
 National College for Leadership of Schools
 and Children's Services
 National Society for the Prevention of Cruelty
 to Children (NSPCC)

NC Soft
 News Corporation
 Nickelodeon
 Nintendo
 Northamptonshire County Council
 North West Regional College
 Northern Ireland Government
 Nottingham Trent University
 Office of Communications (OFCOM)
 Ofsted
 Open Rights Group
 Orange
 The Overtis Group Limited
 Oxford University
 Pan-European Game Information (PEGI)
 Papyrus
 Parenting UK
 Parentline Plus
 Phorm
 Piczo
 Press Complaints Commission
 Research In Motion
 RM
 Fiona Romeo
 SAFEchild
 Samaritans
 Sandbach High School & Sixth Form College
 Scottish Crime and Drugs Enforcement e-crime
 Sentry Parental Controls
 Sony Computer Entertainment Europe

South West Grid for Learning
 Square Enix
 Stop It Now
 Symantec
 TDA
 Telefónica O2 UK
 Tempero
 Thus PLC
 Tiga
 Tiscali
 T-Mobile
 Ubisoft
 University for Industry (Ufi) - UK Online Centres
 University of Lancaster
 University of London (Goldsmiths)
 Video Standards Council
 Virgin Media
 Vodafone
 Welsh Assembly Government
 Monica Whitty
 WISE KIDS
 Yahoo!
 Young Scot

More information on the Council and how it
 works is available at: www.dcsf.gov.uk/ukccis

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December 2009