

# Primary Online Safety

Parents Information Presentation 2025-26



# What are your children doing online?

Their childhoods may be very different from yours because of the digital playground that is available to them. Whilst this digital playground affords them a whole new set of opportunities it also brings its own new set of risks.

## Using social media?



## Creating or watching videos?



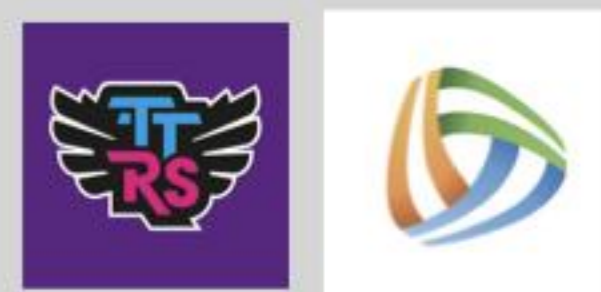
## Playing or streaming games?



## Using AI



## Home learning or home work?





Parliament calls for better online protection of children

**Study: Most Parents Worry About Kids' Online Privacy — but Aren't Doing Anything about It**

Facebook Has to Answer for Letting Minors Pay for Games

Average teenager has never met quarter of Facebook friends

**How Facebook and social networking sites are used by child abuse gangs to groom victims for 'sex parties'**

Online porn linked to child sex abuse

**Parents worry about strangers — and advertisers — tracking kids online, says report**



**GOOGLE AI'S GEMINI**  
RECEIVES  
**8,574** VISITORS

**TIKTOK**  
USERS UPLOAD  
**16,000** VIDEOS

**NETFLIX**  
SUBSCRIBERS  
STREAMED  
**362,962**  
HOURS

PEOPLE DO  
**5.9M**  
**GOOGLE**  
SEARCHES

**SIRI**  
ANSWERS  
**1,041,666**  
QUESTIONS

**18.8M**  
**TEXT**  
**MESSAGES**  
SENT

TRAVELERS BOOK  
**852** **AIRBNB**  
STAYS

**3,472,222**  
**YOUTUBE**  
VIDEO VIEWS

**4,080**  
**RECORDS**  
COMPROMISED IN  
DATA BREACHES

**138.9M**  
REELS PLAYED ON  
**FACEBOOK +**  
**INSTAGRAM**

**FORTNITE**  
USERS WATCH  
**1,563 HOURS** OF  
LIVE STREAMS

**251.1M**  
**EMAILS**  
SENT

**1.04M**  
MESSAGES  
SENT ON  
**SLACK**

**9,000**  
**MEMBERS**  
APPLY FOR  
JOBS ON  
**LINKEDIN**

**DOORDASH**  
DINERS PLACE  
**\$126,763**  
IN ORDERS

**AMERICANS**  
TAKE  
**1,151,176,000**  
STEPS

**288**  
**PEOPLE**  
DOWNLOAD  
**ZOOM**

**CYBER**  
**WEEK**  
SHOPPERS  
SPENT  
**\$43.6M**  
GLOBALLY

**SNAPCHAT**  
USERS SEND  
**3.3M** SNAPS

**229M**  
MEETING MINUTES  
RECORDED ON  
**MSFT**  
**TEAMS**

# Children's Tech Trends

Ofcom children's media use and attitudes report

<https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/childrens-media-use-and-attitudes-report-2022/>

Internet Matters: wellbeing in a digital world 2025

<https://www.internetmatters.org/hub/research/childrens-wellbeing-in-a-digital-world-index-report-2025/>

# Children's tech trends

3-5



19% have their own mobile phone

85% use any device to go online.

To go online: 69% use a tablet, 34% use a mobile phone, and 12% use a laptop

56% use messaging sites/apps

91% use video sharing platforms

49% use live streaming sites/apps

37% use social media and 60% have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (85%), WhatsApp (31%) and Snapchat (23%)

31% play games online

76% watch TV or films on any type of device other than a TV set (77% on a TV set)

32% watch live TV | 77% watch SVoD (Such as Netflix, Amazon Prime or Disney+)

6-7



30% have their own mobile phone

96% use any device to go online.

To go online: 80% use a tablet, 48% use a mobile phone, and 26% use a laptop

57% use messaging sites/apps

94% use video sharing platforms

48% use live streaming sites/apps

36% use social media and 63% have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (91%), WhatsApp (33%) and TikTok(30%)

43% play games online

78% watch TV or films on any type of device other than a TV set (83% on a TV set)

38% watch live TV | 76% watch SVoD (Such as Netflix, Amazon Prime or Disney+)

# Children's tech trends

8-9



42% have their own mobile phone

97% use any device to go online.

To go online: 73% use a tablet, 51% use a mobile phone, and 37% use a laptop

74% use messaging sites/apps

96% use video sharing platforms

61% use live streaming sites/apps

57% use social media and 69% have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (93%), WhatsApp (46%) and TikTok (42%)

65% play games online

80% watch TV or films on any type of device other than a TV set (85% on a TV set)

41% watch live TV | 74% watch SVoD (Such as Netflix, Amazon Prime or Disney+)

10-12



82% have their own mobile phone

100% use any device to go online.

To go online: 81% use a mobile phone, 68% use a tablet, and 48% use a laptop

94% use messaging sites/apps

99% use video sharing platforms

73% use live streaming sites/apps

81% use social media and 86% have their own social media profile

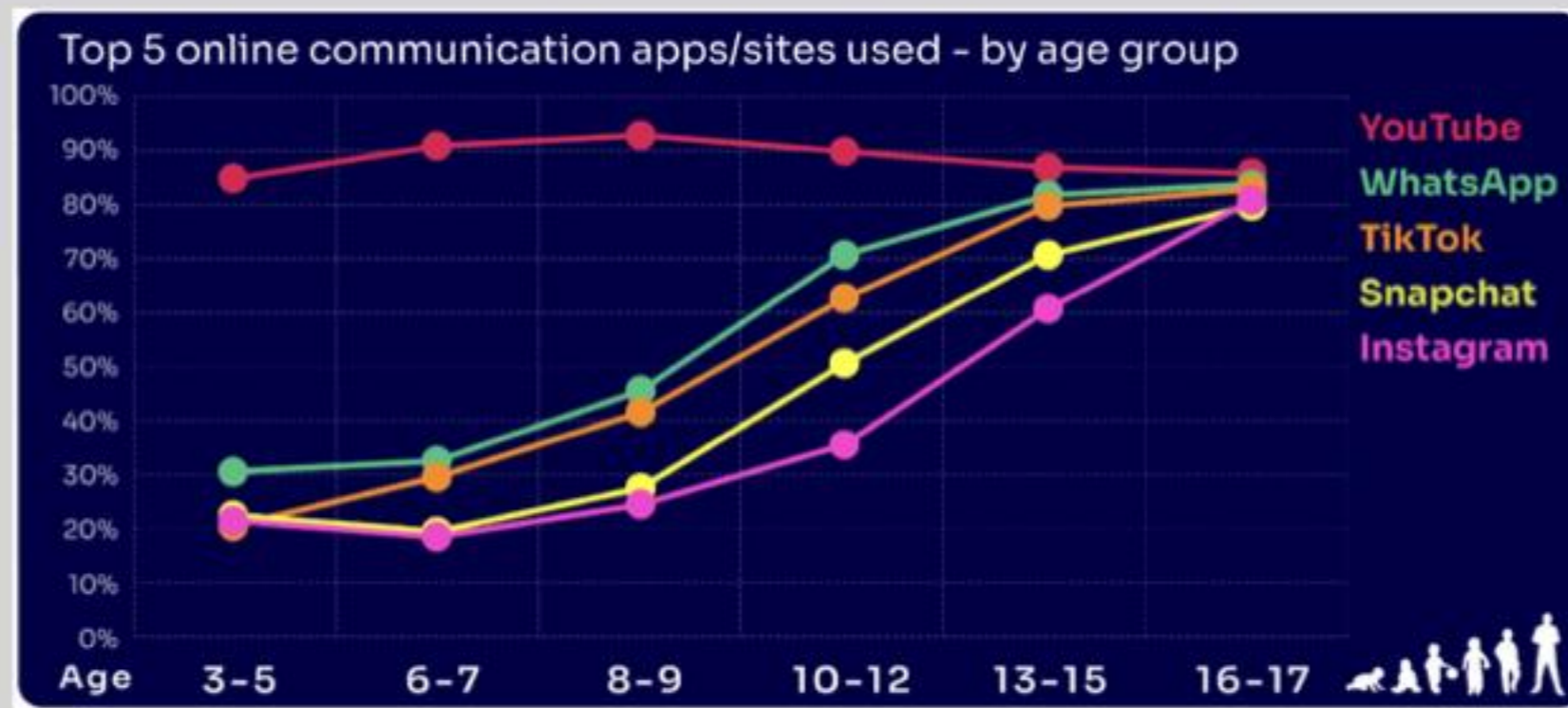
Across these categories the top 3 sites/apps used by this age group are Youtube (90%), WhatsApp (71%) and TikTok (63%)

77% play games online

79% watch TV or films on any type of device other than a TV set (87% on a TV set)

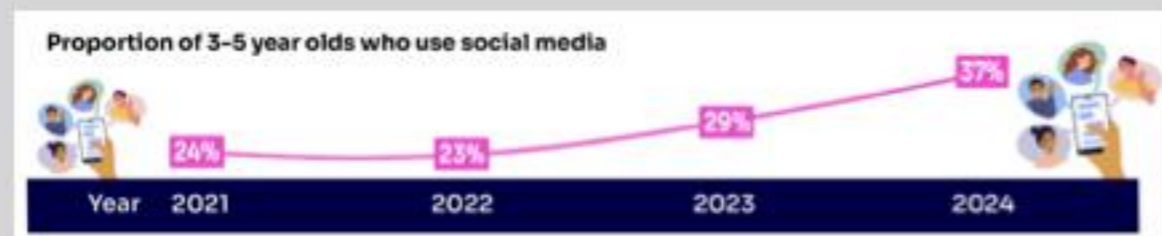
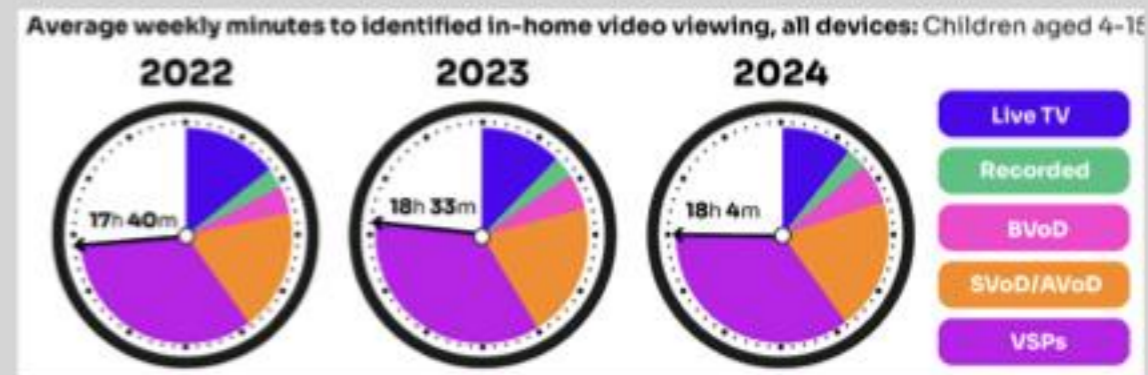
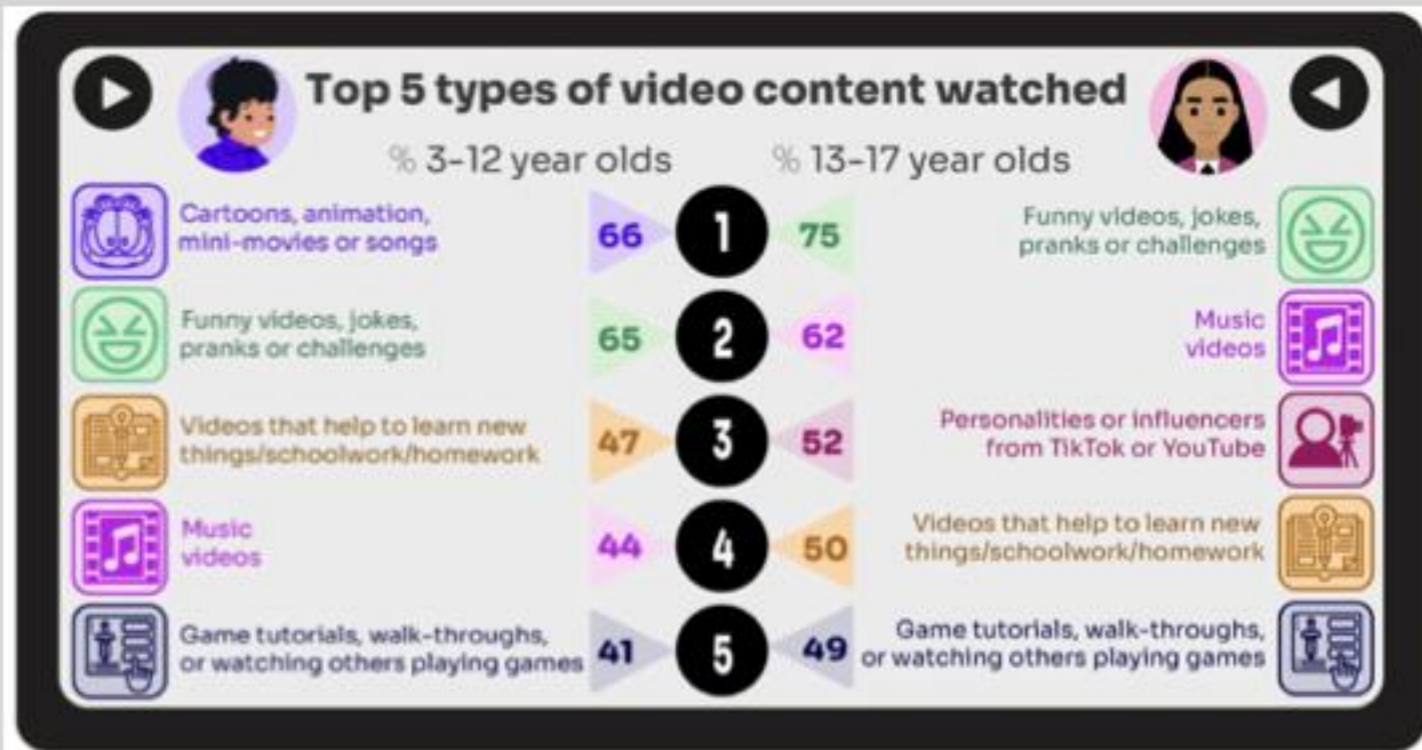
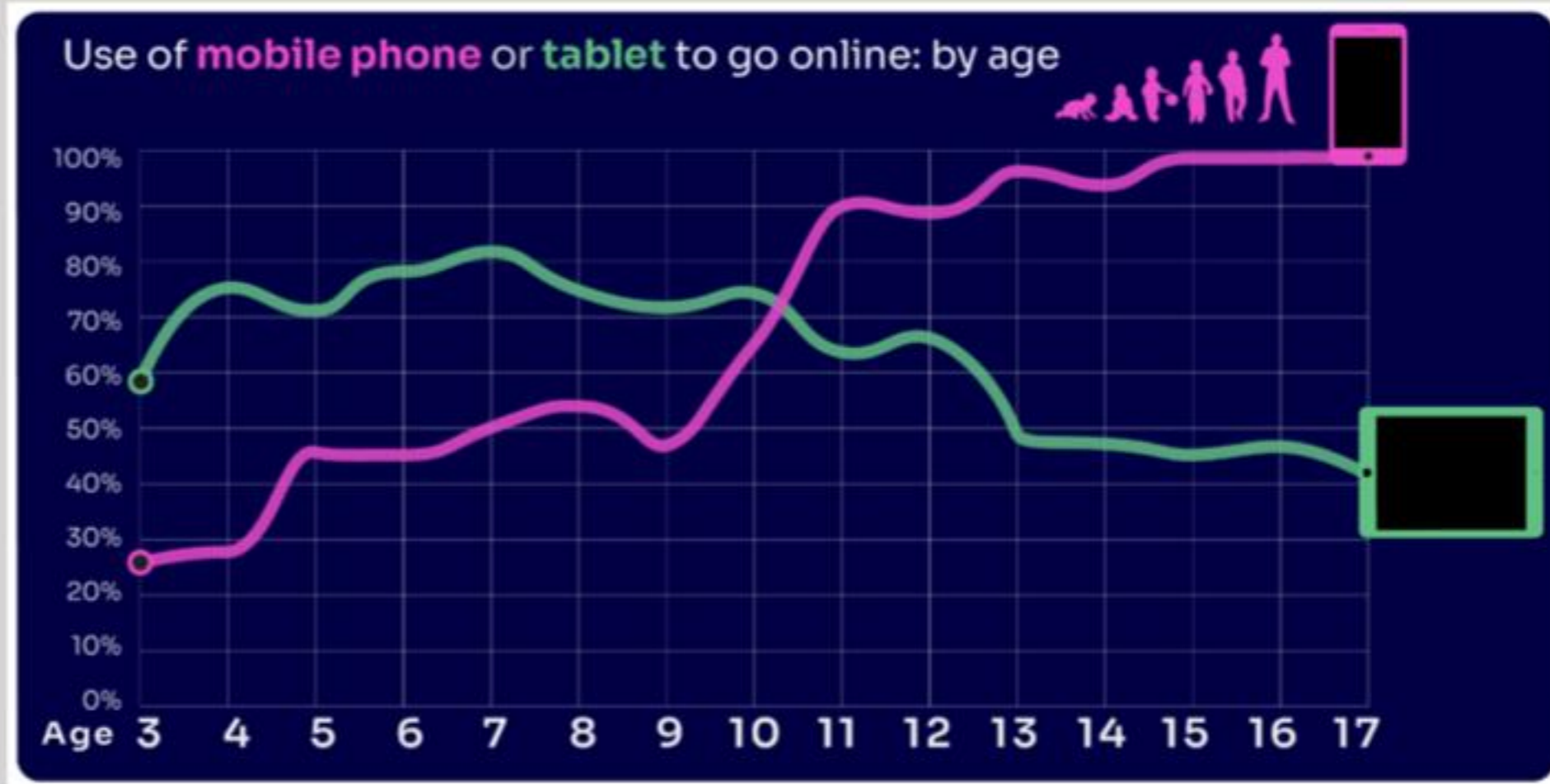
41% watch live TV | 77% watch SVoD (Such as Netflix, Amazon Prime or Disney+)

# Children have greater access to the internet than ever before.



**But this means the internet has greater access to children than ever before.**

The way children interact with what they see online has changed in recent years and continues to change as they grow older.

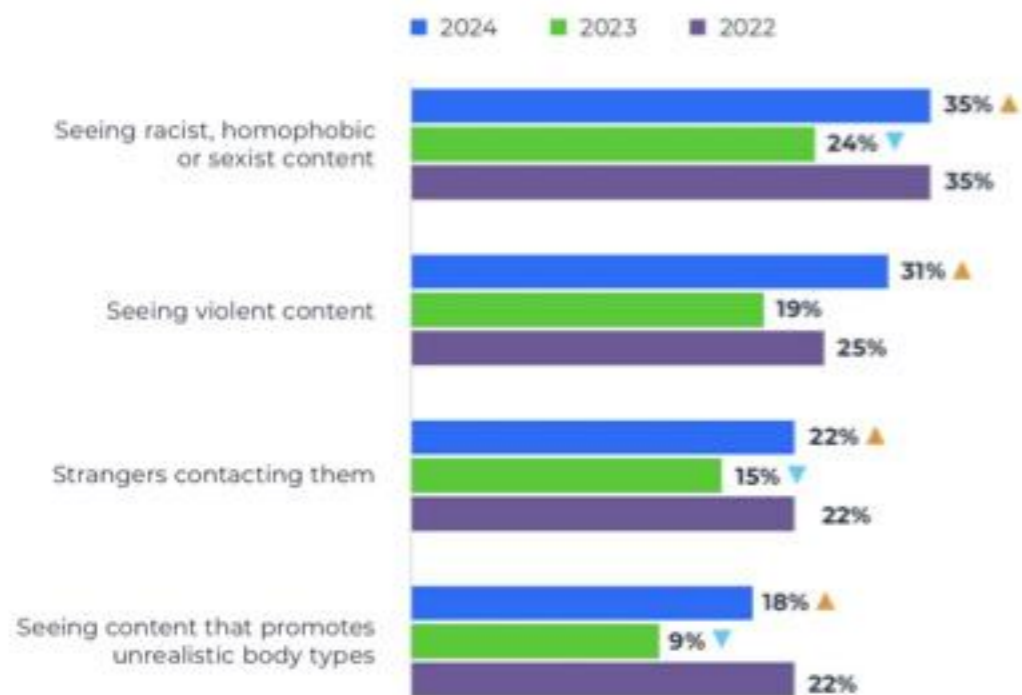


**BVoD - Broadcast Video on Demand**  
(iplayer, ITVX, All4, etc.)

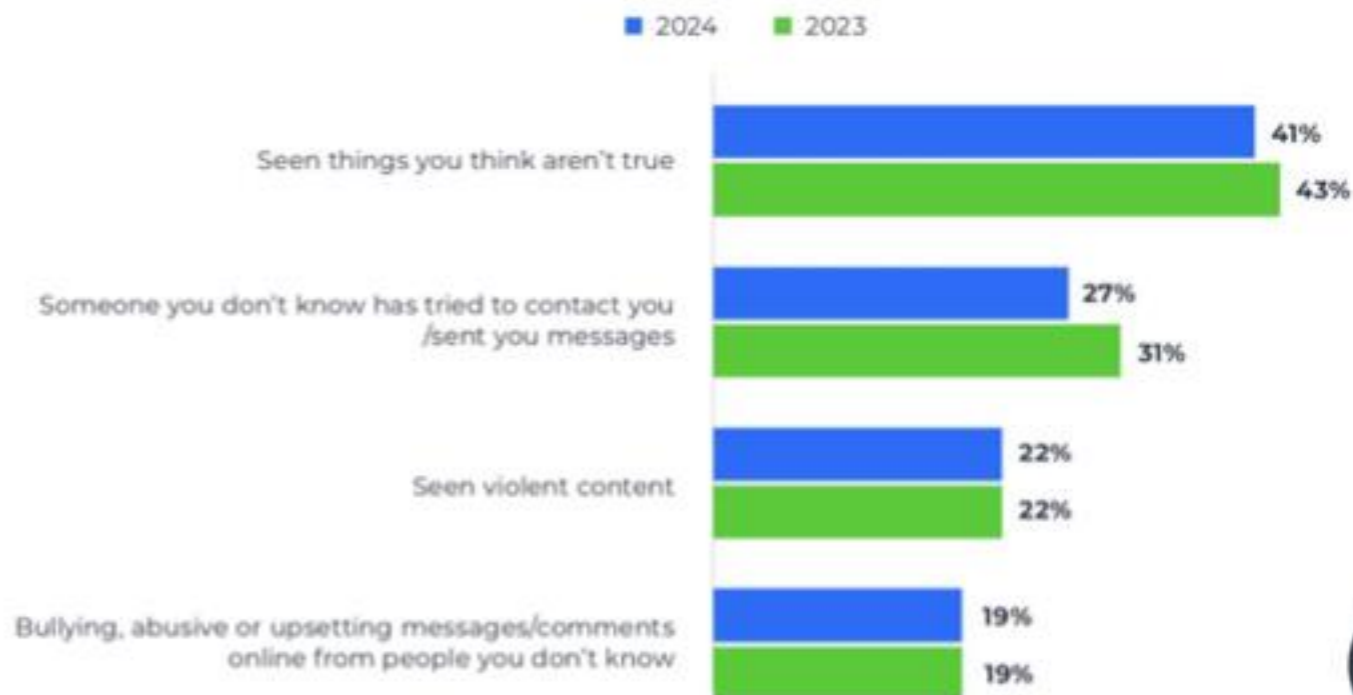
**SVoD - Streaming Video on Demand**  
(Netflix, Amazon Prime, Disney+ etc.)

**VSPs - Video Sharing Platforms**  
(Youtube, Tiktok, Twitch, etc.)

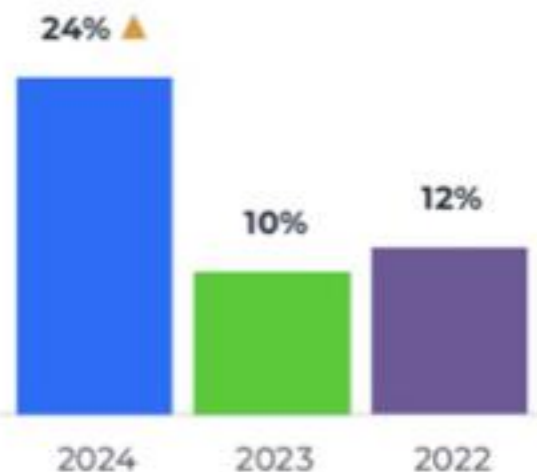
**Children who said they found the following experiences upsetting or scary**  
 (% selected 6/7 on a 1-7 scale, with 7 being 'I found it really upsetting or scary', child data)



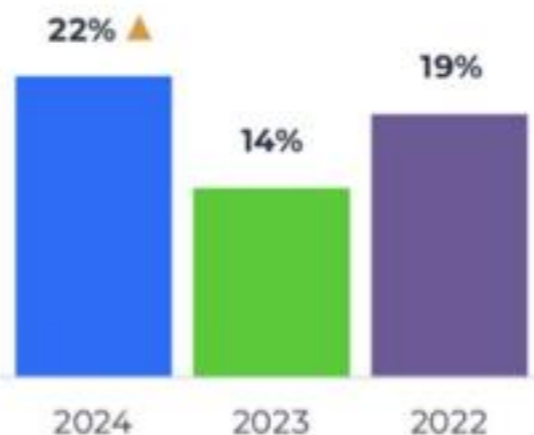
**Experiences of potentially harmful online content or interactions**  
 (% experienced, child data)



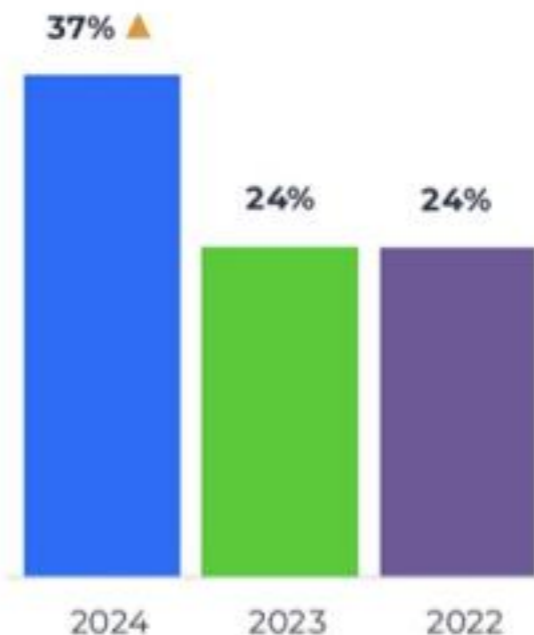
**Having upsetting experiences interacting with others online (e.g. bullying)**  
 (% 'all the time' or 'quite a lot', child data)



**Turning down opportunities to meet friends so they can stay online**  
 (% 'all the time' or 'quite a lot', child data)



**Avoid apps, website or games because of how people act to on them**  
 (% 'all the time' or 'quite a lot', child data)



# Concerning trends in the news.

**Children using screens 7 hours a day, survey finds**



**TikTok investigated over use of children's data**



**Pre-school children's screen time at 'crisis point'**



**Government considering setting social media screen time limits for children**



## **Internet safety risks for school-age children**

There are 4 main kinds of internet safety risks for children.

### **Content Risks**

Illegal, inappropriate, harmful, e.g. Fake news, deep fake images, racism, misogyny, self-harm, extremism, pornography.

### **Contact Risks**

Bullying, grooming, sexual harassment, exploitation, influencing, 'end-to-end encryption.

### **Conduct Risks**

Acting in ways that might hurt others or being victims of this behaviour—privacy, digital footprint, health and wellbeing, nudes and semi-nudes, copyright and live streaming.

### **Contract Risks**

Contracts, membership agreements, or terms and conditions that they aren't aware of or don't understand. Online gambling, advertising, phishing scams, financial scams and micro-transactions.

**What's in the  
news?**

# New report reveals how risky and unchecked AI chatbots are the new 'go to' for millions of children

Internet Matters Team | 14th July, 2025

5 Likes   Share



## Musk launches AI girlfriend available to 12-year-olds

xAI's 'crazy in love' chatbot Ani designed to engage in sexual conversations with users

 James Titcomb  
Technology Editor

Related Topics  
Elon Musk, Artificial Intelligence, Ofcom, Big tech, Children

16 July 2025 2:41pm BST

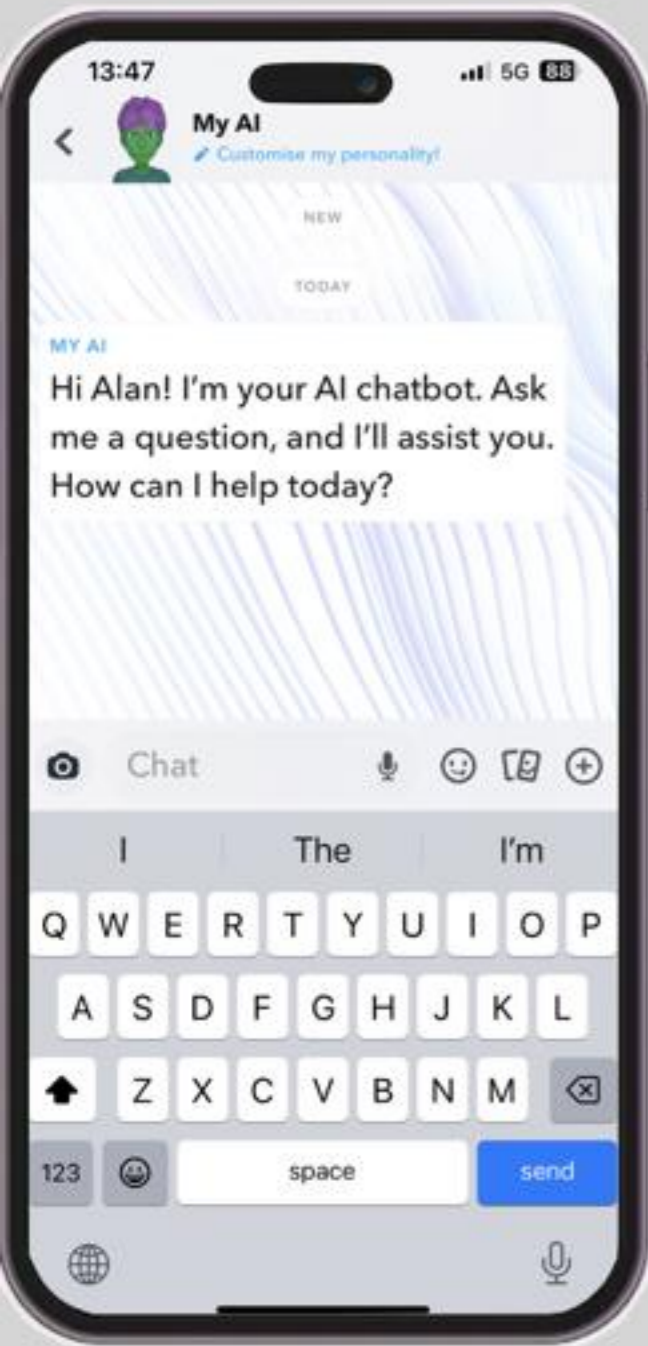
  344

 Gift this article free





# AI is already on your phone...



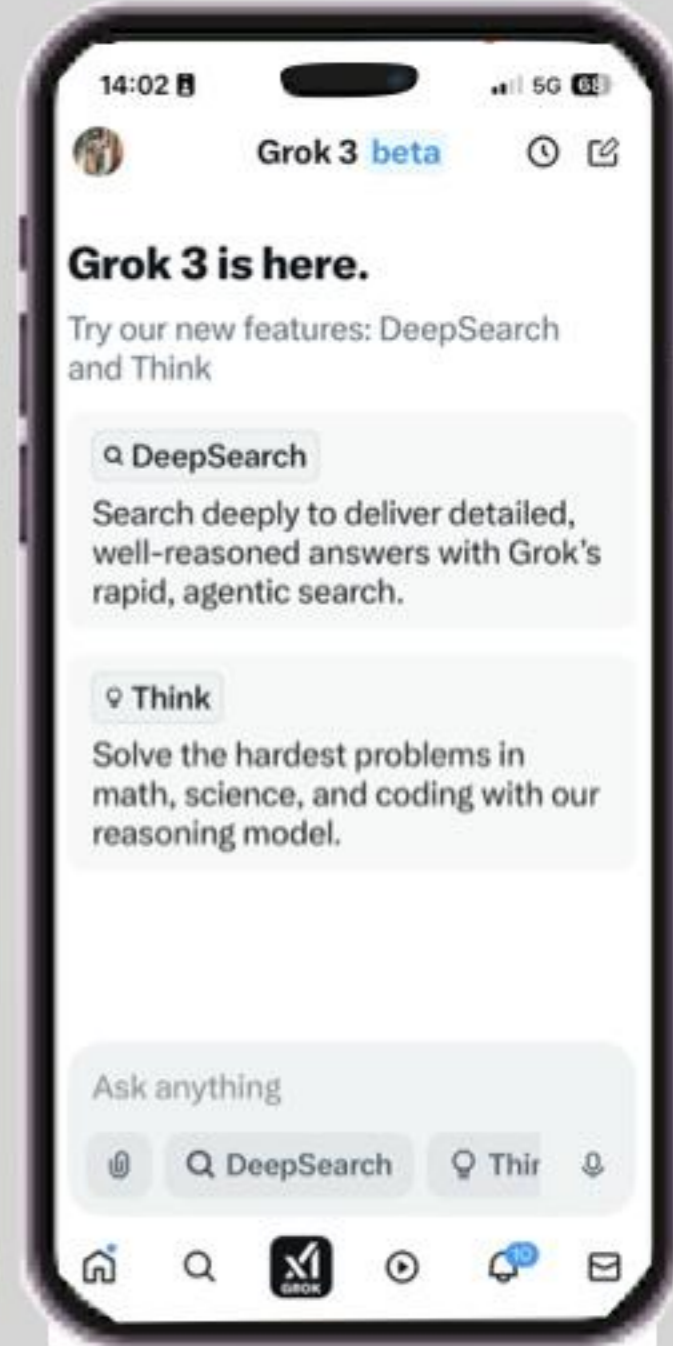
Snapchat



Instagram/Messenger/  
WhatsApp



Apple Intelligence / Gemini  
Chat GPT



X - Grok 3

# Who are they aimed at?



## Tolan: Alien Best Friend 12+

Chat and hang out together

Portola

Designed for iPhone

#4 in Graphics & Design

★★★★★ 4.9 • 30.2K Ratings

Free · Offers In-App Purchases

[View in Mac App Store ↗](#)

### iPhone Screenshots



# What the Online Safety Act is - and how to keep children safe online

🕒 24 April



GETTY IMAGES

# Online Safety Act: What's Changing in 2025?



## NOW: Illegal Content Duties In Force

Since March 25, search and user-to-user (U2U) services must assess, manage, and mitigate the risk of illegal content and take down such content.

1



## From July: Porn Measures

From July, there must be 'highly effective age-checks' to prevent children from accessing porn.

This includes porn sites and 'user-added content' eg on social media.

2



## From July: New Child Safety Duties

Any app, site or game 'likely to be accessed by children' must implement a range of new moderation and safety measures.

If content is not suitable, 'robust age checks' are needed to prevent access.

3



## Still to Come

Later in the year, Ofcom will announce which providers will be Category 1, 2A or 2B services.

These will require further protections, which will be clarified by the end of the year.

4

# School smartphone bans - are they effective?



PA MEDIA

Many schools are locking away students' phones to prevent access during classes

**What can you  
do?**

# Understand the world our children grow up in.



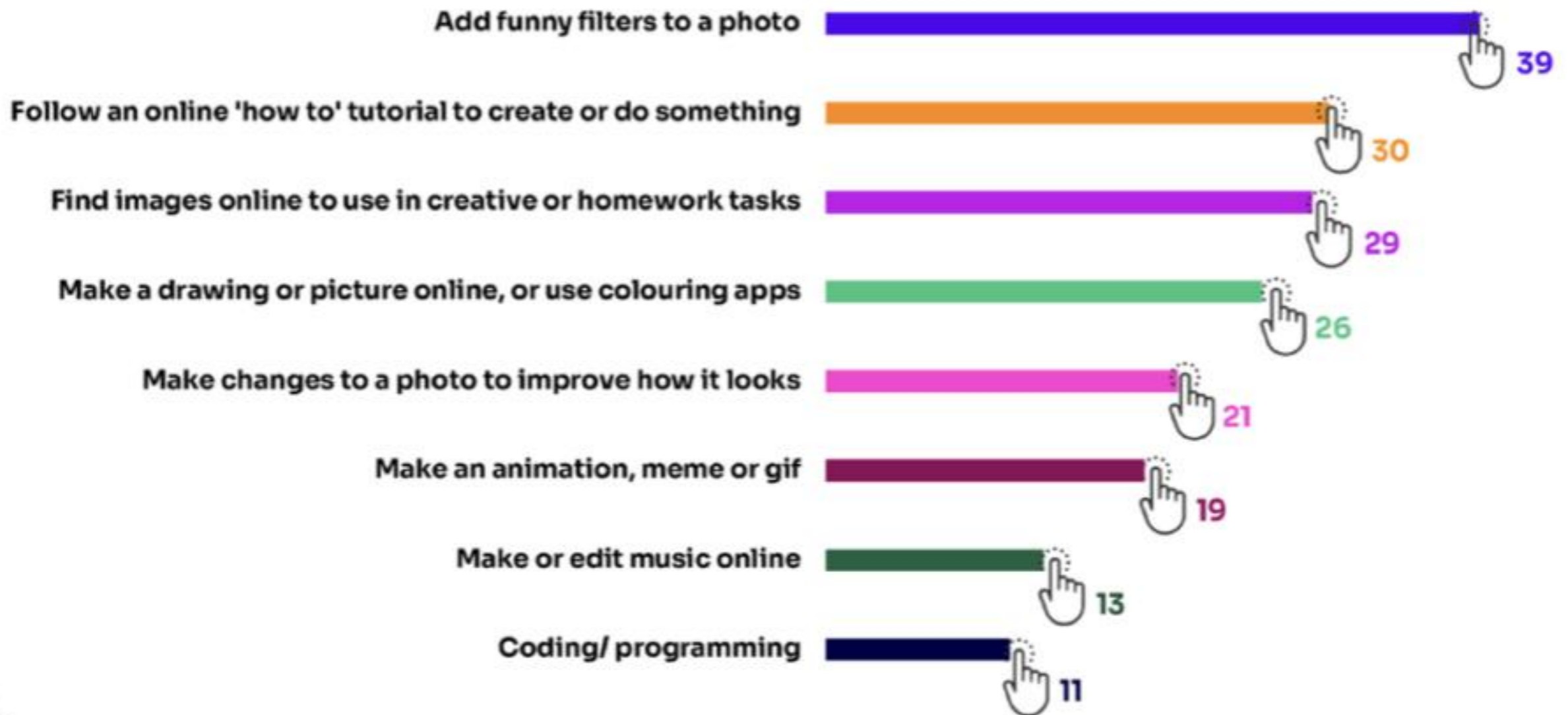
# Support your children

- Take an interest.
- Listen and don't judge.
- Engage with them.
- Use technology with them.
- Lead by example.
- Talk to other parents about any issues - join social media parents groups.
- Be open minded to technology.



# Encourage Creativity!

Creative activities undertaken on devices by children aged 8-17 (%).



# Agree on reasonable boundaries.

## Top 5 parental rules in place



% 3-12 year olds

% 13-17 year olds

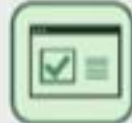


Rules about the video content they watch online

76

1

66



Rules about the types of websites or apps they can use

73

2

60



Rules about how much time they spend online

68

3

59



Rules about who they can contact online

66

4

53



Rules about spending money online

62

5

52

Rules about spending money online



Rules about who they can contact online



Rules about the information they can share online



Rules about the types of websites or apps they can use



Rules about the video content they watch online



## Main online supervision method used (% of parents whose children go online)

Being nearby and regularly checking what they do

3-5s 66%

6-7s 75%

8-9s 76%



Asking about what they are doing or have been doing online

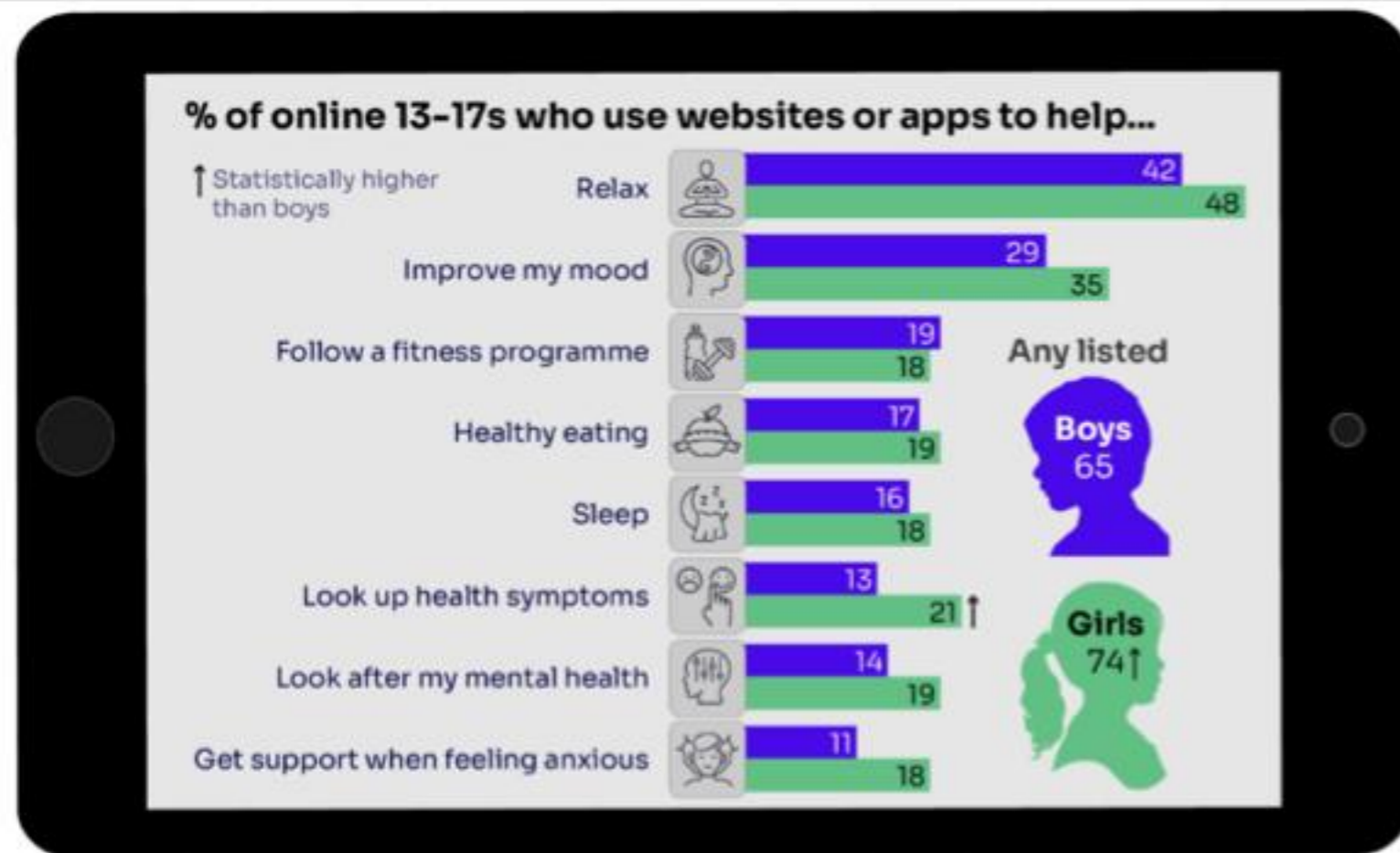
10-12s 70%

13-15s 64%

16-17s 48%



# Acknowledge the positives!



## Being online helps my child...

% of parents with children aged 3-17 3-12 13-17

with schoolwork / homework



to develop creative skills



to develop skills with reading/numbers



to learn a new skill



to build or maintain friendships



to find useful info about personal issues



to find out about the news



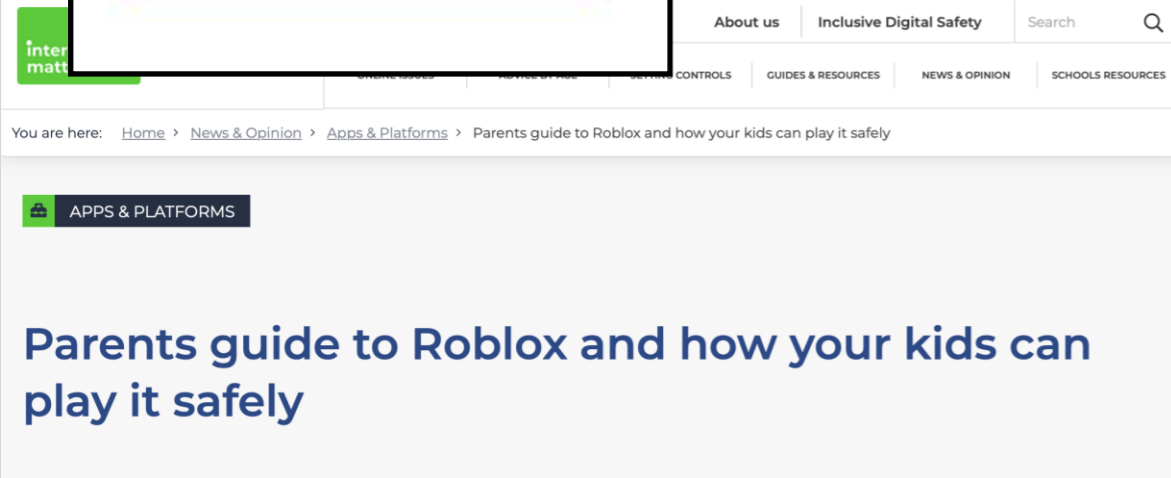
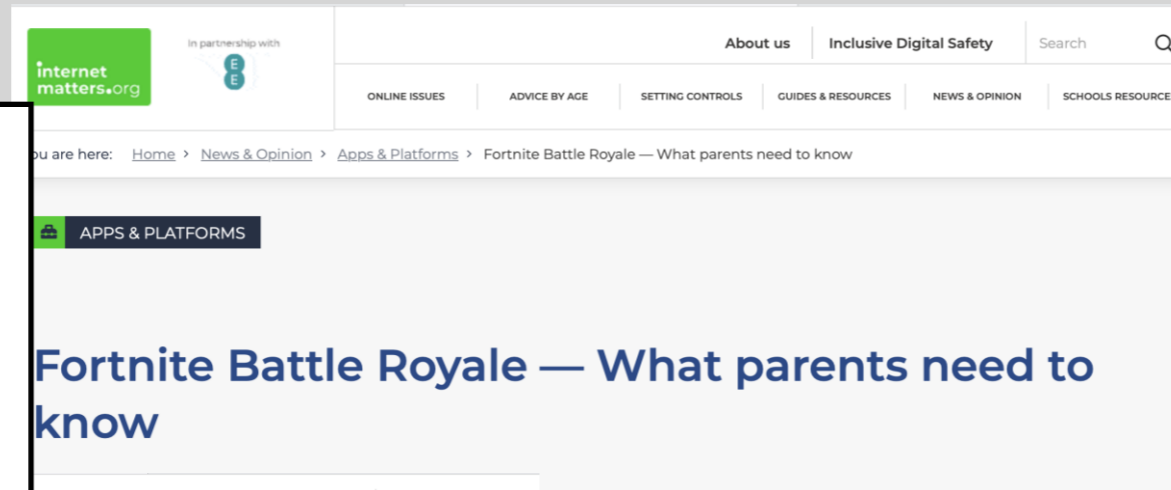
to understand what other people think/feel



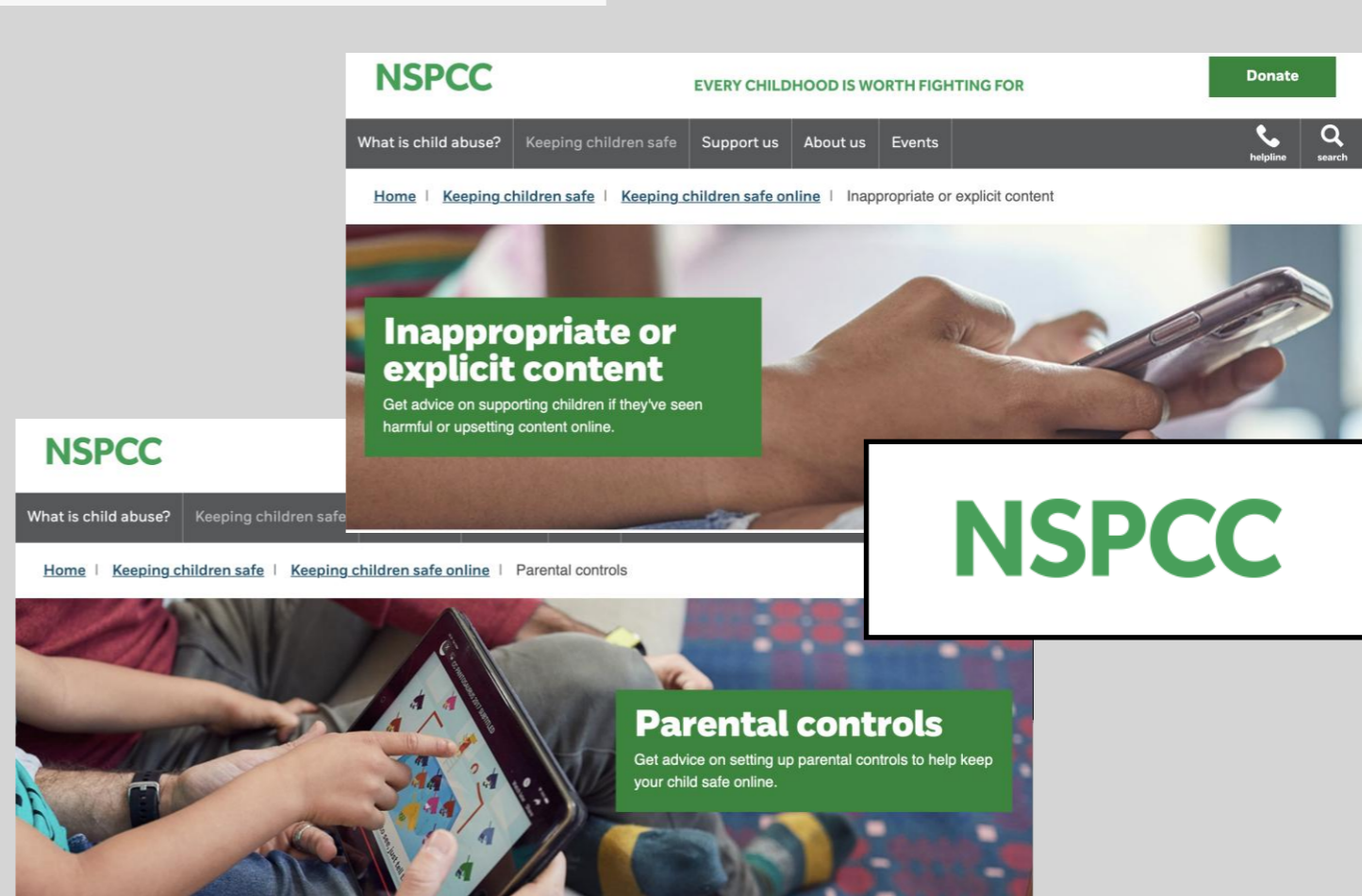
to find out more about, or support causes



# Be Knowledgeable



<https://www.internetmatters.org/>

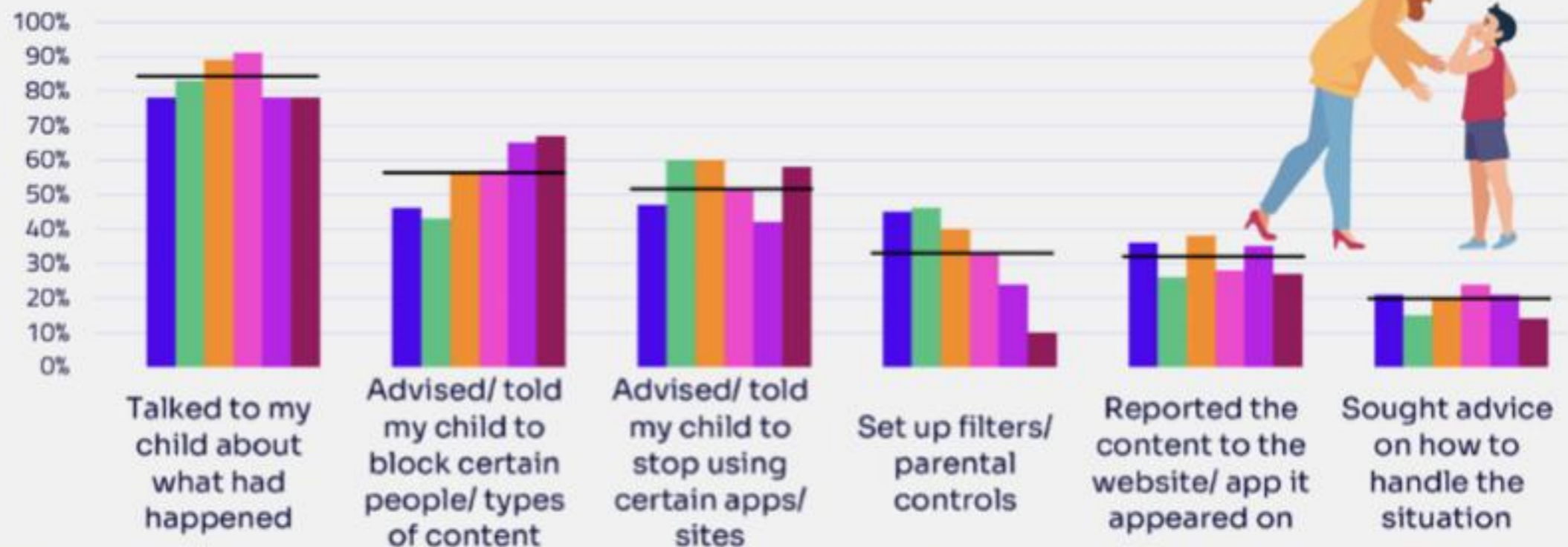


<https://www.nspcc.org.uk/keeping-children-safe/online-safety>

# Accept that children will make mistakes...

**1 in 5** parents said their child told them about something they'd seen online that scared or upset them

Action taken (%)



Action taken (%)	All (aged 3-17)	3-5	6-7	8-9	10-12	13-15	16-17
Talked to my child about what had happened	84	78	83	89	91	78	78
Advised/ told my child to block certain people/ types of content	56	46	43	56	57	65	67
Advised/ told my child to stop using certain apps/ sites	52	47	60	60	52	42	58
Set up filters/ parental controls	34	45	46	40	33	24	10
Reported the content to the website/ app it appeared on	32	36	26	38	28	35	27
Sought advice on how to handle the situation	20	21	15	20	24	21	14

# Test your home filtering

TEST FILTERING

## Results for Filter Test: **Passed**

Establishment Type:	Personal
Organisation:	Joe Bloggs
Postcode:	L31 3VE
IP Address:	62.252.201.33
Network:	NTL

## Child Sexual Abuse Content

Tests whether you are blocking websites on the IWF Child Abuse Content URL list.

✔ It appears that your Internet Service Provider or filtering solution includes the IWF URL Filter list, blocking access to Child Sexual Abuse content online

## Adult Content Filter Test

Test whether your Internet filter blocks access to pornography websites

✔ It appears that your filtering solution includes blocking for online pornography.

TEST FILTERING

Personal Schools Business Public Sector



## Personal Internet Filter Test

Children, particularly younger children, can be bothered by things they see online, and filters can be a helpful tool in reducing the chances of coming across something upsetting.

Managing access to online content is very much an art and whilst no filter or parental controls tool is 100% effective, this utility will help you test the main components of any filtering or parental controls (if they are active) on your Broadband or mobile connection.

All the major Broadband and mobile operators provide filtering or parental controls. To find out more about these including instructions on activating them can be found on the Internet Matters website.

Test My Internet Filter

<http://testfiltering.com/>

# Parental Controls

# Our Parental Controls Videos

## Online Safety Videos

### iOS (iPhone/iPad) related

1. Setting up Parental Controls on an iOS device with Family Sharing
2. Setting up Parental Controls on your child's iOS device (when you don't have an iOS device)

→ Click to view

### Android related

1. Setting up Parental Controls using Google Family Link on an Android device

→ Click to view

### Social Media

1. Setting up Snapchat Family Centre
2. Setting up Snapchat Privacy settings (on your child's account)

→ Click to view

### Games

1. Roblox
2. Nintendo Switch Parental Controls App

→ Click to view

### YouTube

1. YouTube Kids App

## Roblox Parental Controls and Privacy settings

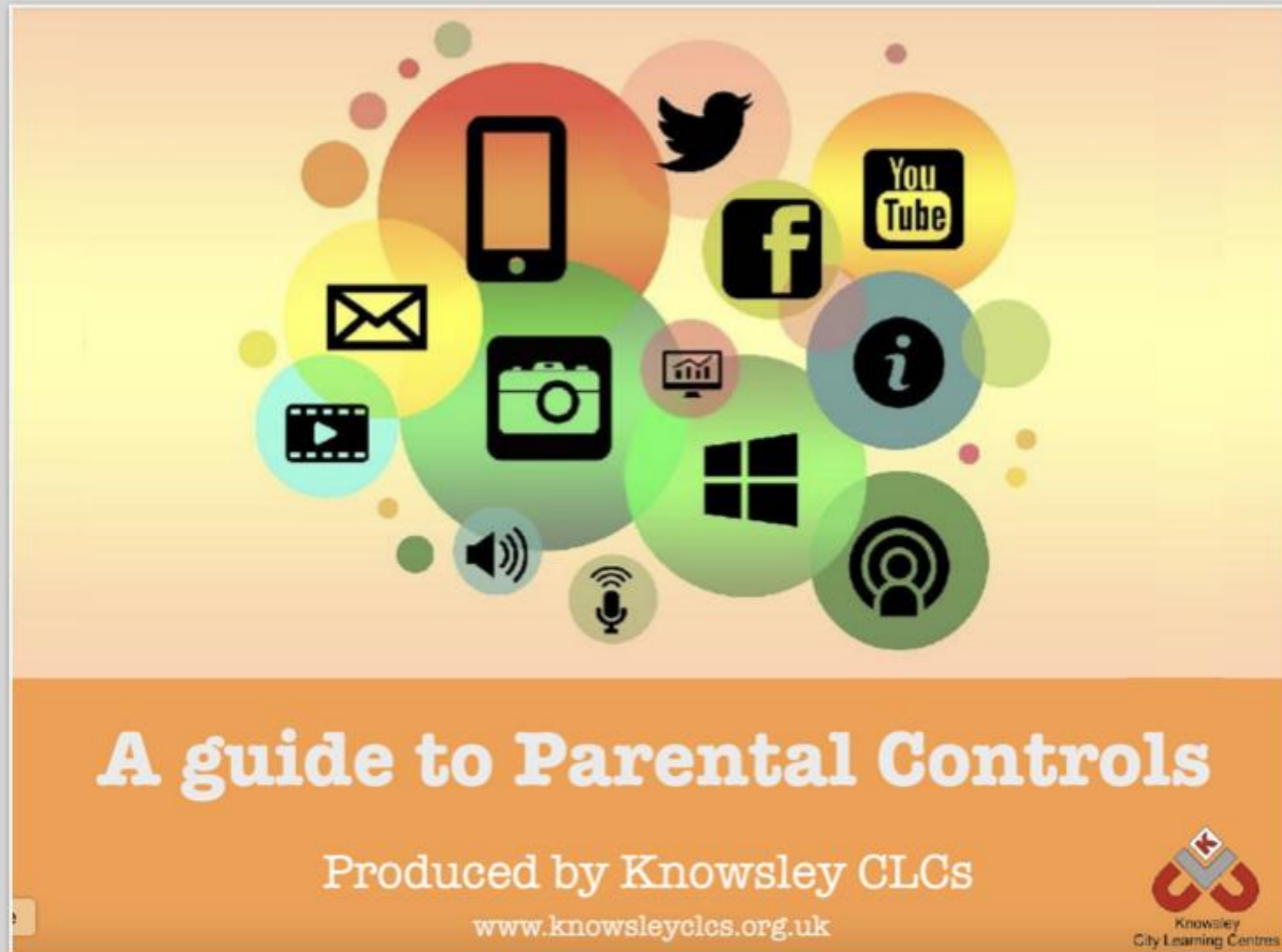


Click on the link below for further information from Roblox:

→ Further information

Released July 2024

# Our Parental Controls Guide Booklet



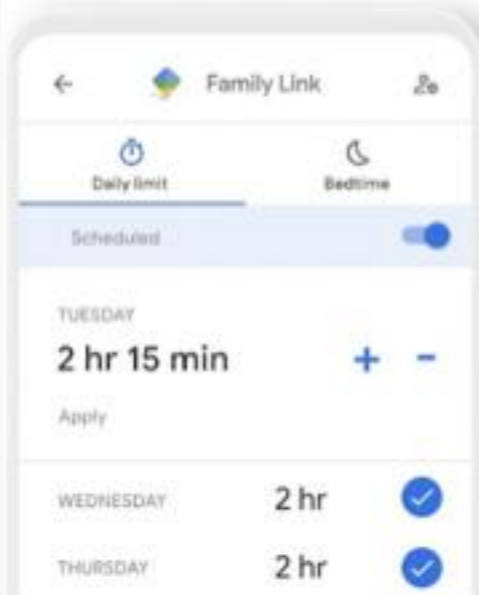


# Google Family Link

Available on App and Android Stores and from here you can:

- Monitor Screen Time.
- Manage Apps.
- Set sleep time.
- See where they are.

**Establish boundaries** for your family online.



**KEEP AN EYE ON SCREEN TIME**

### App activity reports

Not all screen time is created equal. It can depend on whether your child is using their device to read a book, watch videos or play games. You can use Family Link's app activity reports to see which apps your child is using most, and make decisions about what they have access to.

[Explore Family Link](#)

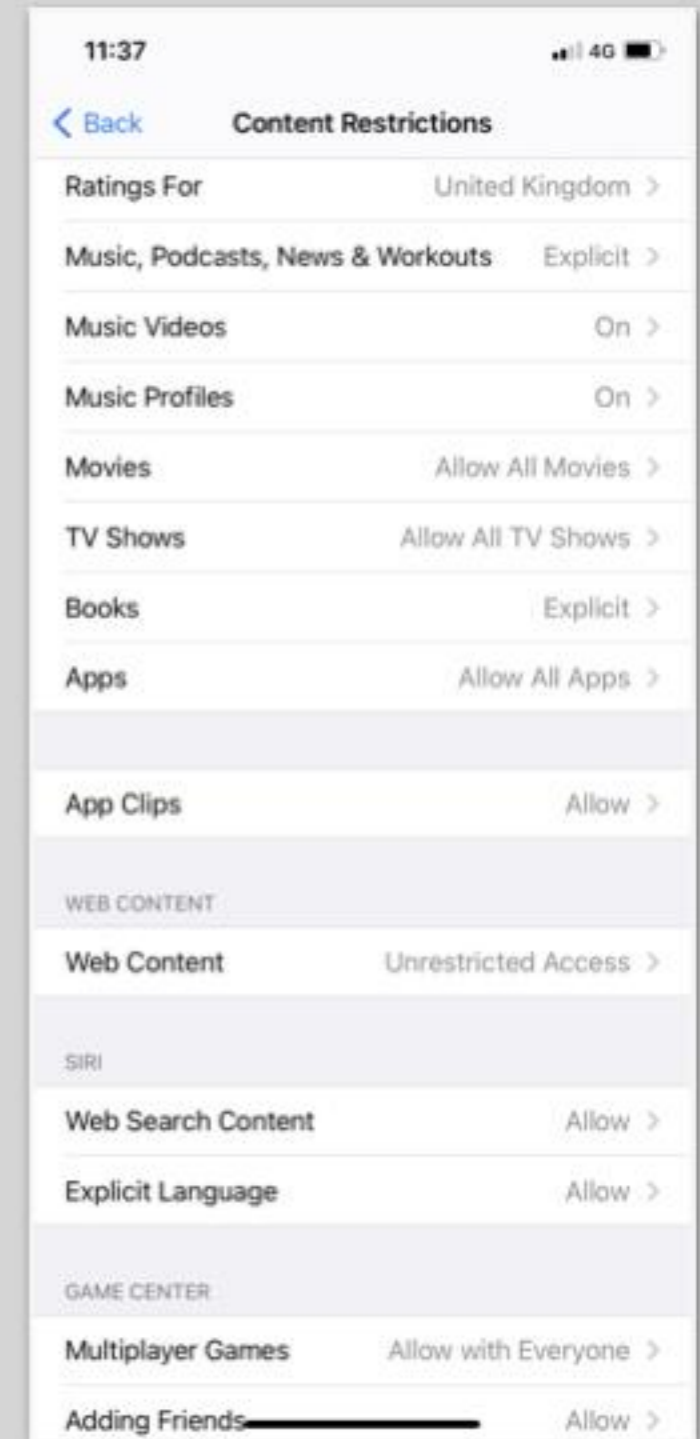
Day	Screen Time	Status
TUESDAY	2 hr 15 min	Adjustable (+/-)
WEDNESDAY	2 hr	Checked (✓)
THURSDAY	2 hr	Checked (✓)



# Apple Parental Control

From here you can:


- Restrict Apps
- Set time limits
- Filter web content
- Restrict the game centre.



Internet matters also contains parental control guides for dozens of other devices including games consoles and smartphones

Gaming console


Select the device from the dropdown list



VIEW ALL

Social media


Select the device from the dropdown list



VIEW ALL

Broadband & mobile networks


Select the device from the dropdown list



VIEW ALL

Entertainment & Search engines


Select the device from the dropdown list



VIEW ALL

Smartphones and other devices

Select the device from the dropdown list



VIEW ALL

<https://www.internetmatters.org/parental-controls>

# Support for you

- You can always speak to:
  - CEOP
  - NSPCC
  - School
- Or for more general information you can visit these sites:
  - UK Safer Internet Centre (<https://www.saferinternet.org.uk/>)
  - Internet Matters (<https://www.internetmatters.org/>)
  - The Parent Zone (<https://parentzone.org.uk/home>)
  - Webwise (<https://www.webwise.ie/>)