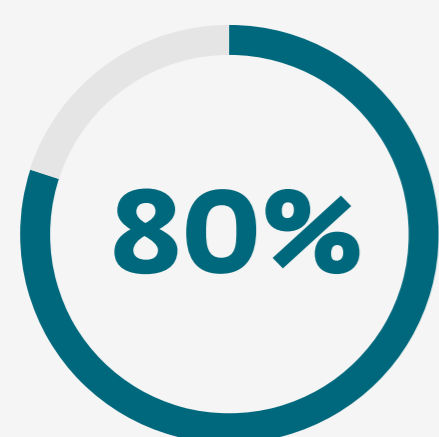


MODERN SAFETY FOR CHILDREN

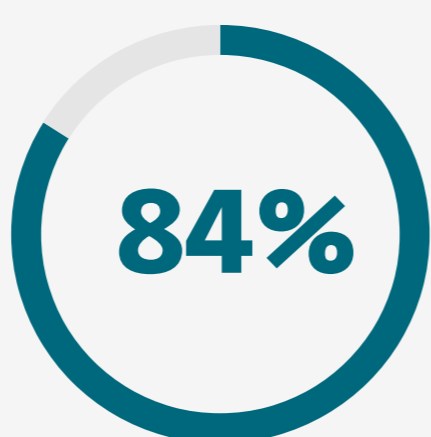
More than four in 10 parents believe they are stricter with their children now than their parents were.

TECHNOLOGY CONCERNS

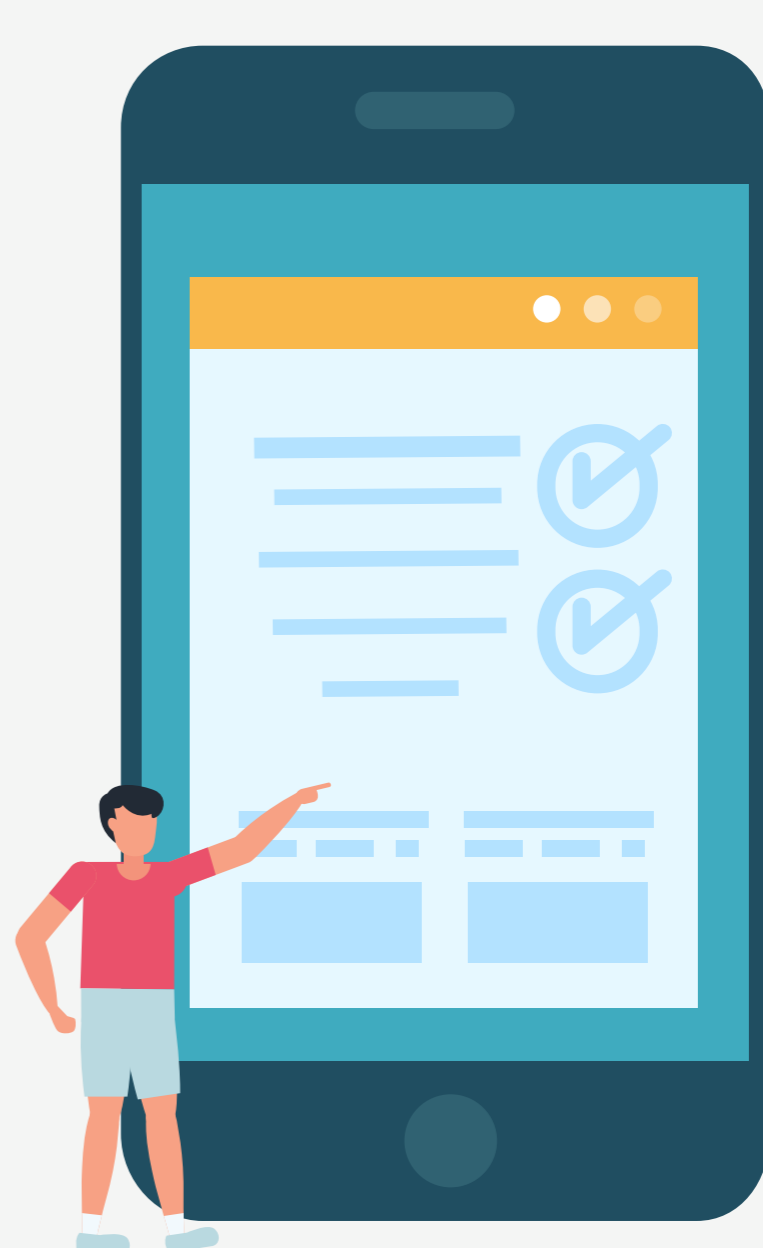
Modern parents are more likely to teach their children **not to send 'nude' photographs** than not to run near a busy road



have **hard and fast rules** about staying safe



enforce **online guidelines**



ALMOST HALF

have told their children **not to send images of their bodies** online

3 IN 10

enforce a rule that children shouldn't write anything in a text message they **wouldn't want their parents reading**

A QUARTER

tell their children **not to follow** anybody on social media they wouldn't talk to in the street outside

ONLINE WORLD

80% think the internet has **increased the risk** for children

8 warnings

parents give their children 8 warnings each week about staying safe online



1 IN 10

said their child had sent an inappropriate picture to another person



1 IN 20

children have given out their address online



MODERN RULES OF SAFETY ACCORDING TO PARENTS

81% think the rules of parenting have had to change to fit the modern world

1



Never text / send other people pictures of your body parts

2



Don't open links in an email if you're unsure who sent it

3



Don't give out your address online

4



Check with mum and dad before making in-game purchases

5



Don't accept invites on games from people you don't know

6



Don't let anyone follow you on social media that you don't know

7



Check with your parents first before entering your email address into a website

8



Never type anything in a text message you wouldn't want your parents to read