



Protecting Your Family Online

Simple Advice for South Tyneside Parents

ICT in Schools | Phillippa Chippendale

OPENZ@NE
theWORD



Expectation vs. Reality

We want family time to be screen-free and calm.

Reality: It often feels like a constant battle with "Pester Power" for the latest games and toys.



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What's New in 2026–2027?



AI Chatbots

Apps like Snapchat now have "My AI" bots that kids talk to like friends.



Deep Fakes

Fake videos and images that look 100% real are now easy to make.



Roblox Scams

Fake "free Robux" offers are a huge trend aiming at primary children.

The Online Safety Act 2024

2024

A New Legal Shield

- 🛡️ Companies **MUST** remove illegal content.
- 👤 Stricter age checks for social media.
- 📣 Platforms are now forced to listen to your reports.



Understanding the Risks (The 4 Cs)



Content

Violence or scary things.



Contact

Strangers or bots.



Conduct

Being unkind online.



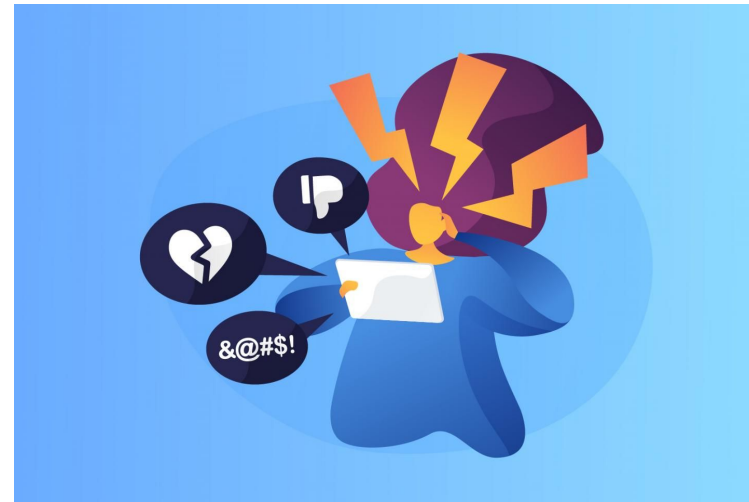
Commerce

Hidden costs & scams.



Cyberbullying

- Big increase in cyberbullying using YouTube, online gaming e.g. Fortnite & Roblox and Whats App Groups.
 - Cyber bullies post hurtful comments or send threatening private messages.
 - Cyber bullying is often hidden from the view of parents.
- Children even create fake accounts to use for cyberbullying/catfishing.

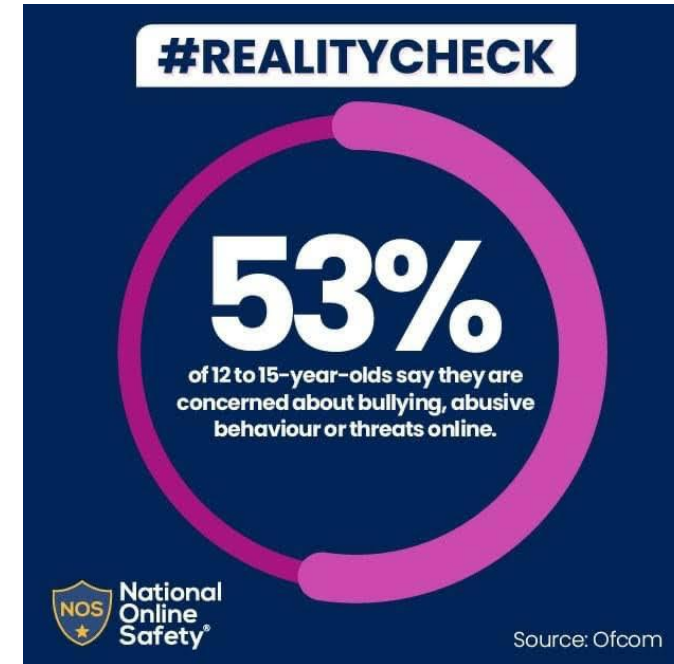


[UNICEF - How to stop cyberbullying](#)



What to do about Cyberbullying

- Anyone who makes threats on the internet could be committing a criminal offence.
- It's against the law in the UK to use the phone system, which includes the internet, to cause alarm or distress
- Keep messages etc for evidence
- Block people
- Report bullying to the platform itself
- Report also to an organisation called [Report Harmful Content](#) online and they can help to get things taken down





12+

13+

12+



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Influencers

The Observer
TikTok

Inside the violent, misogynistic world of TikTok's new star, Andrew Tate



Shanti Das

Sat 6 Aug 2022 17:48 BST



Andrew Tate on TikTok. Photograph: @tate_inspire/TikTok

Observer investigation reveals how the ex-kickboxer and Big Brother contestant from Luton has gone from obscurity to global internet fame in months

How TikTok bombards young men with misogynistic videos

Andrew Tate says women belong in the home, can't drive, and are a man's property.

He also thinks rape victims must "bear responsibility" for their attacks and dates women aged 18-19 because he can "make an imprint" on them.

Most viewed

Live Boris Johnson, Rishi Sunak and Penny Mordaunt attract early backing for new PM as Tory leadership race begins - UK politics live

Starmer joins calls for Truss to decline ex-PMs' £115,000 annual grant

The Most Popular Influencers (Q3 2022)

Popularity is the % of people who have a positive opinion of an influencer. [Find out more](#)

Fame ▾

Popularity ▾

1		Joe Wicks (The Body Coach)	77%	36%
2		Mrs. Hinch	54%	24%
3		Cara Delevingne	64%	24%
4		Eddie Hall	38%	22%
5		Giovanna Fletcher	36%	21%



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Recruiters and Influencers

- Grooming
- Take away from a safe online space
- Sexploitation
- Self or coerced
- Extremism
- Terrorism
- County lines



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Safeguarding Children
and Adults Partnership

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Made Content



[Featured Article: Roblox S@& party](#)



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Platforms to Monitor

-  Social Media Platforms
-  YouTube Content
-  WhatsApp Groups
-  TikTok Trends
-  Instagram Stories & Reels
-  Various Websites

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Gaming, Gambling and Scams



'Loot boxes' turning young gamers into gamblers

Virtual rewards can rack up bills of thousands of pounds and pave the way for young gamers to develop gambling addictions.

Wednesday 1



Some fear gaming techniques could lure children into gambling

Booking.com

- Liverp Liverpool
- Liverp Platin Sefton

Top Stories

Russ 'unir over

What Parents & Carers Need to Know about SPORTS BETTING

Sports betting involves staking money on the predicted outcome of sports results. Online sports betting is much faster and easier than using a traditional bookmaker and provides more markets to wager on - including pre-play betting, in-play betting to be placed on a game after it has started. Online betting operators also provide the incentive of odds which look like a game from high street bookmakers, along with bonuses and promotions for customers. Alongside the convenience of being able to place a bet in seconds from a mobile phone at any time, this has led to online sports betting in the UK to grow year on year.

Betting for fun
As many from every young generation gambling positive reported that the first time they engaged with betting was to win money (cash etc). Show respect and do not encourage your child to gamble for fun. It keeps risk level dependent.

Cross-selling of products
Cross-selling is a critical marketing strategy for sports betting operators. If an operator provides a full range of high quality products and services, and then to offer. These offer gambling apps and other products (such as food and drink), which are increasingly addictive and therefore their marketing focus is on gambling.

Underage gambling
The UK Gambling Commission suggests opening under 16 is illegal, but some operators may offer restricted services using their own details or an adult's details. If the user user is 16 or over, user will have no issue depositing funds to be used.

Financial risks
There have been numerous reported instances where a young person has gambled away a significant amount of money in a short space of time on a parent's card. The parent has then had to repay the loan to a company with the intention of the gambling platform and attempt to prove that it was not the company's fault but signed up and placed bets.

Possibility of addiction
Researchers have proved that when we take any risk (and it's not just gambling) we have a risk of 'flowing off' our brain reward system. This is the part of the brain which causes us to feel good. In the long term, this can lead to addiction. If a person is addicted, their brain's reward system is triggered in the brain. This is the same system that is very easily triggered by some people.

Negative impact on mental health
Several scientific studies have concluded that gambling can lead to mental health issues such as anxiety, depression, low self-esteem, anger management, and gambling addiction. The research has also found that gambling addiction is linked to other mental health issues such as depression and anxiety. It is particularly harmful to young people and vulnerable people.

Safety tips for Parents & Carers

- Talk about the risks**
Even if your child has not asked for it, it is important to talk to them about the risks of gambling. This is especially important if you have a child who is interested in gambling through their devices, via social media or through apps. They are more at risk of gambling apps and operators.
- Support critical thinking**
Encourage your child to think critically about the gambling industry. Help them to understand that the whole business of gambling is based on winning.
- Install protective software**
Install blocking software such as Net Nanny or Cyber Patrol on your child's device. This will prevent them from accessing gambling sites and apps.
- Limit access to funds**
Ensure your card details aren't saved on your child's device. If you do, delete them. Also, ensure that you have a strong password and that you are the only one who can access it. Make sure they realise that gambling can leave them with no money to spend on other things they want to buy.
- Be a role model**
It's when not to expose your child to gambling. If you are a gambler, you should not expose your child to gambling. If you are not a gambler, you should not encourage your child to gamble.
- Spot the signs**
Problem gambling can be very serious. If you notice any of the following signs, it may be a sign of a problem. Regularly borrowing money. Spending more money than they can afford. Being secretive about their device. Changes in behaviour. Changes in performance at school. Blood sweat and tears.

Meet Our Expert
TALKGEN

National Online Safety
#WakeUpWednesday

www.nationalonlinesafety.com @nationalonlinesafety



Loot Boxes

Scams – Fake News – Deep Fakes

< See all in News

Only 2% of UK children have the critical literacy skills they need to tell if news is real or fake

12 Jun 2018



Only 2% of children and young people in the UK have the critical literacy skills they need to tell if a news story is real or fake, according to our survey published today in a report from the [Commission on Fake News and the Teaching of Critical Literacy Skills in Schools](#).



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ActionFraud
National Fraud & Cyber Crime Reporting Centre
0300 123 2040

REPORTING TYPES OF FRAUD PREVE

HOME > NEWSROOM > NEWS

Coronavirus scam costs victims over £800k in one month

ALERT / 06-03-2020



Shamook's deepfake version of Mark Hamill as Luke Skywalker in The Mandalorian.

McAfee
On Deep
Fakes

[Deep Faker](#)
[employed by](#)
[Lucasfilm](#)

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Scams – Fake News – Deep Fakes

Fast Facts about Deepfakes

- In 2019, AI company Sensity warned that **96%** of deepfakes they surveyed online were non-consensual 'pornographic' materials.
- Of the above deepfakes, **90%** were targeted at women, making women the overwhelming majority of victims of sexualised deepfake tech.
- Sensity registered that **124 million** deepfake 'pornographic' videos were available on the top four pornography websites.
- From 2019 to 2021, the number of deepfakes online grew from roughly **14,000 to 145,000**.
- Deeptrace has estimated that **96%** of deepfake videos circulating online contain pornographic content.
- According to Ofcom's 2022 Online Nation report, fake or deceptive images and videos including deepfakes are in the **top 20** online potential harms encountered by UK users in the past month.



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©commons.wikimedia.org/wiki/File:Sw-face-swap

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ESports



Kyle "Bugha" Giersdorf – \$3.4 million (*Fortnite*)



League of Legends

The 2019 *Fortnite* World Cup Finals – \$30.4 million



Education

Before you...



THINK!

- T** = Is it True?
- H** = Is it Helpful?
- I** = Is it Inspiring?
- N** = Is it Necessary?
- K** = Is it Kind?



S SAFE Keep safe by being careful not to give out personal information – such as your full name, email address, phone number, home address, photos or school name – to people you are chatting with online.

M MEETING Meeting someone you have only been in touch with online can be dangerous. Only do so with your parents' or carers' permission and even then only when they can be present.

A ACCEPTING Accepting emails, IM messages, or opening files, pictures or texts from people you don't know or trust can lead to problems – they may contain viruses or nasty messages!

R RELIABLE Information you find on the internet may not be true, or someone online may be lying about who they are.

t TELL Tell your parent, carer or a trusted adult if someone or something makes you feel uncomfortable or worried, or if you or someone you know is being bullied online.
You can report online abuse to the police at www.thinkuknow.co.uk

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Reporting



Report

Advice

Helping everyone to report harmful content online



Threats



Impersonation



Bullying and Harassment



Self-harm or Suicide Content



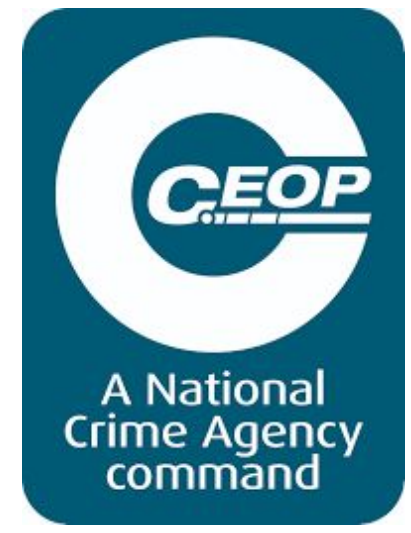
Violent Content



Unwanted Sexual Advances



Pornographic Content



[Are you a young person under the age of 18?](#)

Who are we? >

What can we help with? >

When should you go to the Police? >



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Revenge Porn Helpline



Report Remove – Childnet and IWF

Report Remove

IWF & NSPCC developed Report Remove to support a young person in reporting their own sexual images or videos for removal from the internet.

- Childline supports and safeguards the child;
- The child reports their image/video to IWF through a dedicated portal, verifying their age with Yoti.
- IWF analysts assess the imagery against UK law. A criminal image will be removed from internet and hashed.
- Childline contacts the child to provide updates on their report.

The process is child-centred; does not identify them and ensures the child will not inadvertently be criminalised.

Funded by IWF, NSPCC and Facebook.

iwf.org.uk



**Nude image of you online?
We can help take it down.**

www.childline.org.uk






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Tip 1: Set Clear Ground Rules

-  **Shared Spaces:** Keep tablets and PCs in family rooms.
-  **Bedtime:** Devices stay downstairs at night.
-  **Agree:** Create an "Online Agreement".



Tip 2: Use Built-in Controls



Google Family Link

Manage Android phones and screen time.



Apple Screen Time

Set limits and approve app downloads.



ISP Filters

Turn on filters through your broadband provider (Sky, BT, etc).



Tip 3: The "Sideways" Chat

"

"

Talk to your child while walking or driving. It's less pressure and they're more likely to open up.



<https://southtyneside.onlinesafetyhub.uk/>

We are here to help you navigate these challenges.



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Where to Report Issues



Issue

Where to go

Grooming/Abuse

CEOP (ceop.police.uk)

Bullying/Harmful Content

reportharmfulcontent.com

South Tyneside Hub

0191 424 5010 (Social Care)



Links

- [Thinkuknow](#) provides advice from the National Crime Agency (NCA)
- [Parent info](#) support and guidance for parents from leading experts and organisations
- [Childnet](#) offers a toolkit to support parents and carers
- [Internet matters](#) provides age-specific online safety checklists, guides on how to set parental controls on a range of devices
- [London Grid for Learning](#)
- [Net-aware](#) has support for parents and carers from the NSPCC,
- [Let's Talk About It](#) keep children safe from online radicalisation
- [UK Safer Internet Centre](#) has tips, advice, guides and other resources
- [Common Sense Media](#) reviews from parents
- [NSPCC](#)

