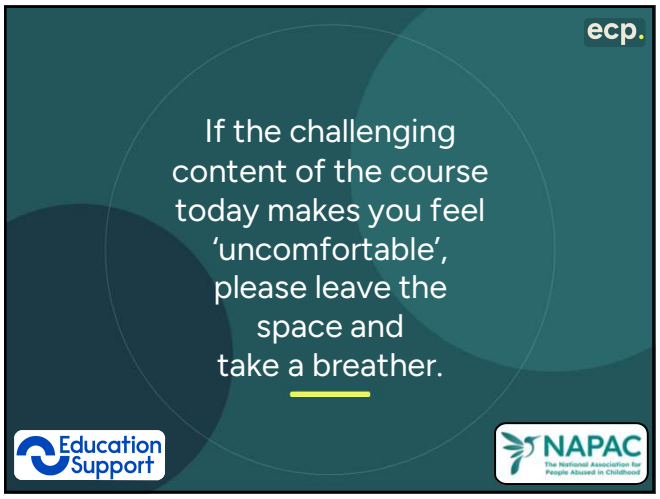

ecp safeguarding
EMPOWER · CARE · PROTECT
Welcome to today's course
Safeguarding in the Digital World
For Primary Parents
Accredited
cpd
Course

1


The digital world our children live in
Understanding their world is the first step to keeping them safe in it
1
The positives
Children use the digital world to learn, create, play and connect. Used well, technology supports curiosity, creativity and confidence.
2
Online younger than ever
Primary-aged children are using devices at younger ages, at home and at school. Online spaces are now a normal part of everyday childhood.
3
The assumption gap
Adults often picture the online world differently from how children experience it. What feels harmless or "just a game" can carry hidden risks.
4
Calm, curious conversations
Children are curious but may not recognise online risks. Harm often begins with something that feels normal.
5
Filter bubbles & algorithms
Algorithms keep showing similar content and views. This can narrow perspective, normalise harmful ideas, or expose children to content they didn't choose.
OUR ROLE
Create a safe environment where children feel comfortable speaking up when something feels wrong.
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4


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If the challenging content of the course today makes you feel 'uncomfortable', please leave the space and take a breather.
Education Support
NAPAC

2


9:41
Grok
Roblox
Fortnite
KIDSONLINEWORLD
Messages
Mail
Safari
Music
Photos
Settings
TOR
Kick
Reddit
Snapchat
MeetMe
OmeTV
NGL
SCAN QR

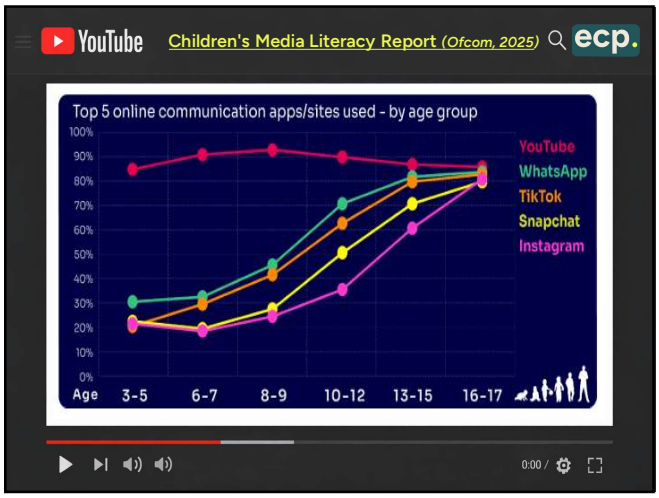
5


Why Online Safety Matters
Positive of the Online World
Access to global knowledge and educational resources
Tools for creativity, collaboration, and learning
Development of essential digital skills
Social connection and community building
Why is caregiver online safety awareness important?
Children are vulnerable to online risks
Early guidance builds safe digital habits
May protect mental health and wellbeing
Encourages responsible technology use
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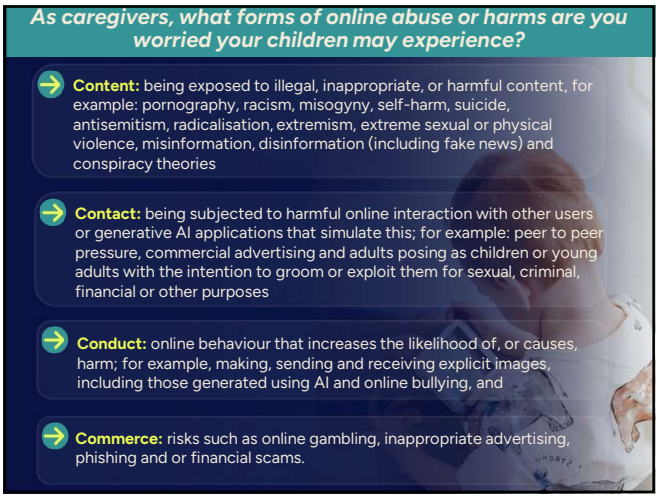
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Crime and Policing Act 2026
Banning AI models designed to create child sexual abuse material and criminalising guides on using AI to generate it.
Criminalising moderators and administrators of websites that host child sexual abuse material.
Creating new offences criminalising the taking or recording of intimate images without consent.
Creating a new image deletion order following convictions for intimate image abuse, breastfeeding voyeurism or sharing semen-defaced images.
Criminalising the creation, adaptation, supply or offer of tools or services that generate fake intimate ("nudified") images of a person.
Requiring online platforms to remove non-consensual intimate images within 48 hours of receiving a report.
Introducing a power for the Technology Secretary to make regulations to bring unregulated AI chatbots into scope of the Online Safety Act 2023.
Resource Centre
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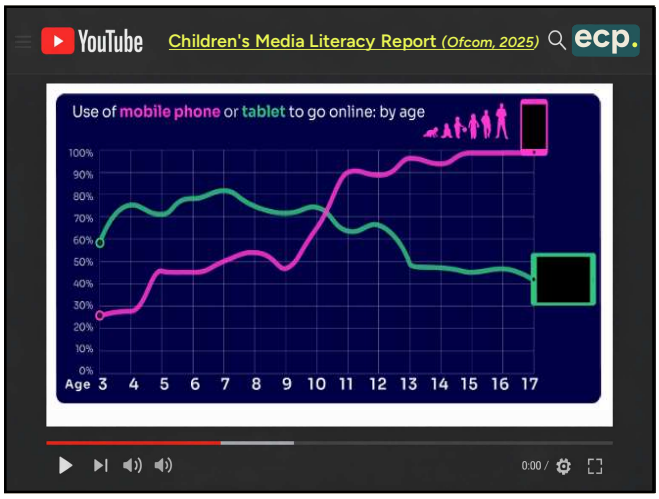
6


YouTube
Children's Media Literacy Report (Ofcom, 2025)
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Top 5 online communication apps/sites used - by age group
YouTube
WhatsApp
TikTok
Snapchat
Instagram
Age 3-5 6-7 8-9 10-12 13-15 16-17

7


As caregivers, what forms of online abuse or harms are you worried your children may experience?
Content: being exposed to illegal, inappropriate, or harmful content, for example: pornography, racism, misogyny, self-harm, suicide, antisemitism, radicalisation, extremism, extreme sexual or physical violence, misinformation, disinformation (including fake news) and conspiracy theories
Contact: being subjected to harmful online interaction with other users or generative AI applications that simulate this; for example: peer to peer pressure, commercial advertising and adults posing as children or young adults with the intention to groom or exploit them for sexual, criminal, financial or other purposes
Conduct: online behaviour that increases the likelihood of, or causes, harm; for example, making, sending and receiving explicit images, including those generated using AI and online bullying, and
Commerce: risks such as online gambling, inappropriate advertising, phishing and or financial scams.

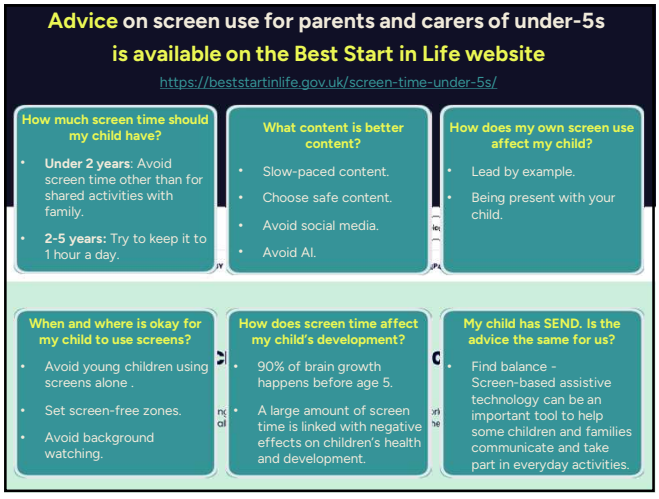
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YouTube
Children's Media Literacy Report (Ofcom, 2025)
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Use of mobile phone or tablet to go online: by age
Age 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

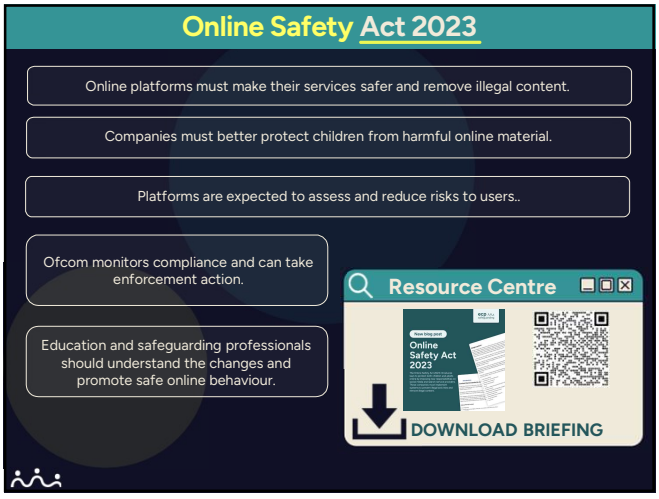
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Safeguarding risks:
oversharing online
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Why children share too much - and how caregivers can help
What is oversharing? Sharing personal information, images, location or details online - often through games, apps, social media or sign-up forms.
Why children overshare
Limited understanding of privacy and risk
Wanting attention, likes or friendship
Peer pressure - it feels normal online
Trusting people, they meet online
Career dreams, e.g. becoming an influencer
The risks
Exploitation and grooming
Identity misuse or scams
Losing privacy and control over images
A long-term digital footprint
Staying in control
Use privacy settings
Check age ratings and age-appropriate content
Adult support with sign-ups and permissions
Think before sharing personal information
YOUR ROLE AS A CAREGIVER
Teach digital literacy and online safety
Model safe online behaviour
Support children to report concerns

11


Advice on screen use for parents and carers of under-5s is available on the Best Start in Life website
https://beststartinlife.gov.uk/screen-time-under-5s/
How much screen time should my child have?
Under 2 years: Avoid screen time other than for shared activities with family.
2-5 years: Try to keep it to 1 hour a day.
What content is better content?
Slow-paced content.
Choose safe content.
Avoid social media.
Avoid AI.
How does my own screen use affect my child?
Lead by example.
Being present with your child.
When and where is okay for my child to use screens?
Avoid young children using screens alone .
Set screen-free zones.
Avoid background watching.
How does screen time affect my child's development?
90% of brain growth happens before age 5.
A large amount of screen time is linked with negative effects on children's health and development.
My child has SEND. Is the advice the same for us?
Find balance - Screen-based assistive technology can be an important tool to help some children and families communicate and take part in everyday activities.

9


Online Safety Act 2023
Online platforms must make their services safer and remove illegal content.
Companies must better protect children from harmful online material.
Platforms are expected to assess and reduce risks to users..
Ofcom monitors compliance and can take enforcement action.
Education and safeguarding professionals should understand the changes and promote safe online behaviour.
Resource Centre
Online Safety Act 2023
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12

Screen Use by Children Under 5 - DFE

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Recommended screen time – **Under 2s:** Avoid screen use, except shared activities (e.g. video calls) **Ages 2–5:** Aim for no more than 1 hour per day (less is better)



Content needs to be **shared with an adult, slow-paced, simple stories, emotions that are easy to recognise.**

Content needs to **avoid fast-paced, social media, harmful content, AI toys, chatbots or smart devices.**

Children should be **supervised, mealtimes and bedrooms screen-free, avoid background TV during play or family time, no screens an hour before bed.**

Why it matters – **90% of brain development happens before age 5**, can affect development and learning, sleep, eyesight, weight.

13

II Question

Which platform is most linked to online sexual abuse?

Discord WhatsApp Instagram Snapchat

Answer: Snapchat

14

Grooming:

Grooming is a process of building trust and control to exploit a child and can lead to **CCE, CSE or RAD.**

Targeted	Tested	Trapped
Indicators: *new online contacts, gifts or rewards, increased screen time, secrecy.*	**Indicators:** *boundary pushing, requests for secrecy, pressure to move platforms, sexualised or criminal language.*	**Indicators:** *fear, withdrawal, threats, unexplained money/items, attendance changes, emotional distress.*

Higher-risk spaces:
- Social media (messages, comments, live streams)
- Gaming platforms (chat, private messages, in-game rewards)



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15

How does exploitation occur in online games?



Exploitation risks in games...

Microtransactions: Children may be pressured to spend money, share payment details, or take financial risks to fit in.

Grooming via chat/voice: Predators use in-game messaging to build trust, gather personal information, and move conversations elsewhere.

In-game gifts & currency: Virtual items can be used as leverage, creating pressure, obligation, or coercion.

Harmful content exposure: Open chats and user-generated content can expose children to extremist, violent, or misogynistic ideas.

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16

ALGOS + AUTOPLAY + POP-UPS = Harmful Content Exposure!

Seen content you think features under 18's? Anonymously report it at iwf.org.uk

IWF Internet Watch Foundation

Challenges

Violent or extreme challenges may auto-play as 'THE CRAZY CHALLENGE'

Porn

Videos or pop-ups can show sexualised content.

UNDER 18

Harmful Content Exposure – Overview

Children don't always **search** for harmful content Exposure is often **accidental**

Cyberflashing

Some children are even sent explicit sexual images or videos by peers or strangers, a practice known as cyberflashing.

How Children Stumble Across Harmful Content
- Autoplay keeps videos going
- Algorithms suggest "similar" content
- Pop-ups and ads appear unexpectedly
- Links shared in games or chats
- One click can lead to something unsuitable

Reassure the Child – Consider saying:
"You're not in trouble."
"I'm glad you told me."
- Reassure them it's okay to feel upset
- Remove blame or shame

17

Understanding AI & It's Risks

Parasocial Relationships

"AI Friends" & Emotional Attachment
- *Some children form emotional connections with AI characters or chatbots.*

Risks include:
- *Sharing personal information*
- *Relying on AI instead of trusted adults*
- *Confusion about real relationships*
- *AI cannot care, protect, or make safe decisions.*

Harmful advice from AI has resulted in end of life for some young people.

Could this be **misleading**, incorrect, or unsafe?

Are young people checking information with trusted adults.

Deepfakes

Deepfakes are digitally manipulated photos, videos, or audio clips that make it appear as though someone said or did something they never did.

In many cases, just a single image is enough to create content that is embarrassing or sexual in nature.

Nudification apps are used to digitally remove clothing from images.

19% of reports of sexual imagery of children involve **AI-generated or digitally altered images** *(IWF, 2024)*

Intimate Image Abuse

Image-based abuse, also known as **revenge porn**, occurs when photos or videos of a person are created, shared, or threatened to be shared **without their consent.** This is often done to intimidate, control, embarrass, or cause harm.

*Children are **tricked or pressured**, not choosing to take risks.*

REPORT REMOVE

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

***Key message:** If this happens, it is **never the child's fault**.*

In 2024, **98%** of AI-generated child sexual abuse imagery involving sex featured **girls** *(IWF, 2024)*

Sextortion

Sextortion is when someone threatens to share your private images or videos to blackmail you for money, more images or videos, or personal information.

Often manipulating young people into giving intimate images.

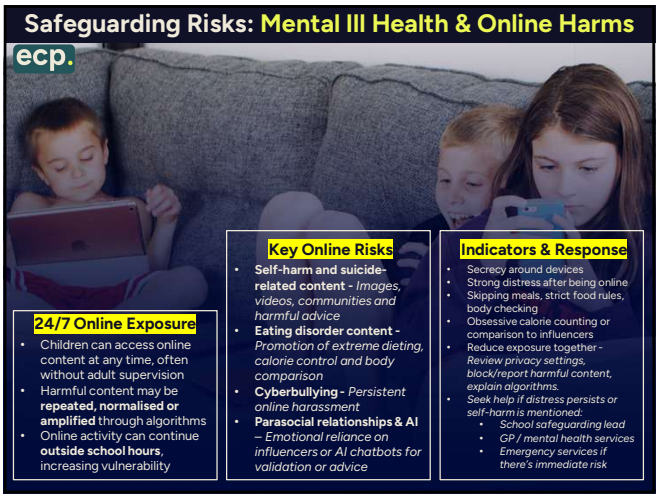
AI can also be used to create fake, explicit content to extort victims.

CLICK CEOP Advice Help Report

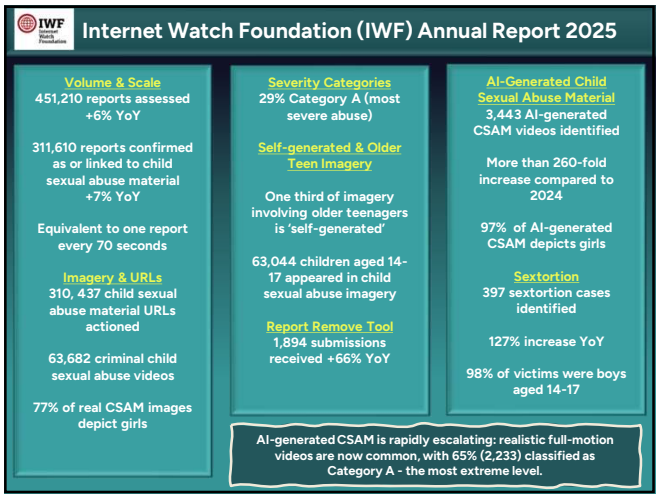
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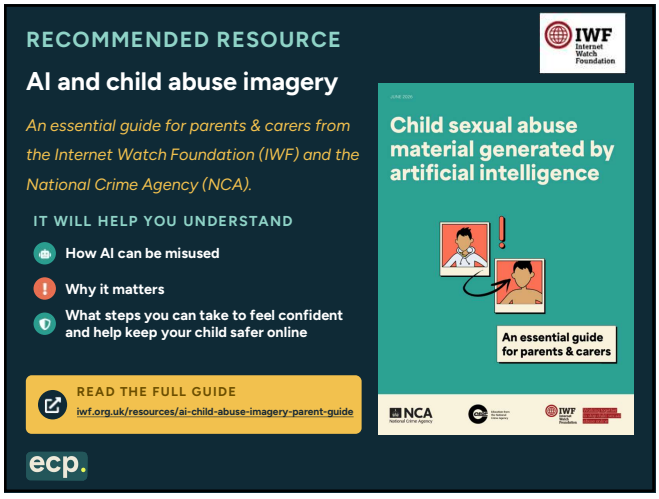
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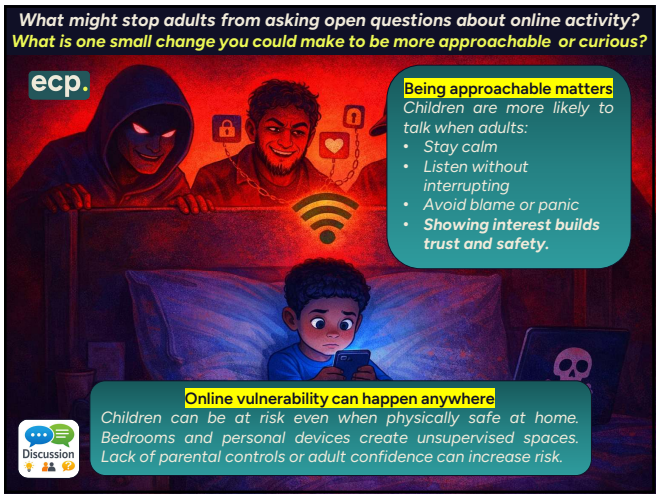
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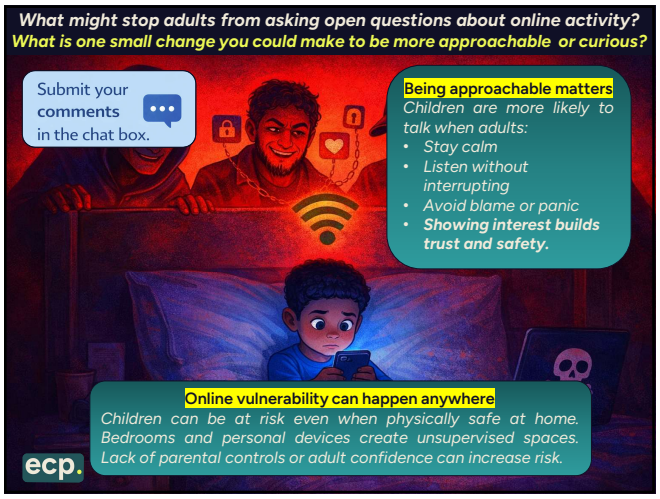
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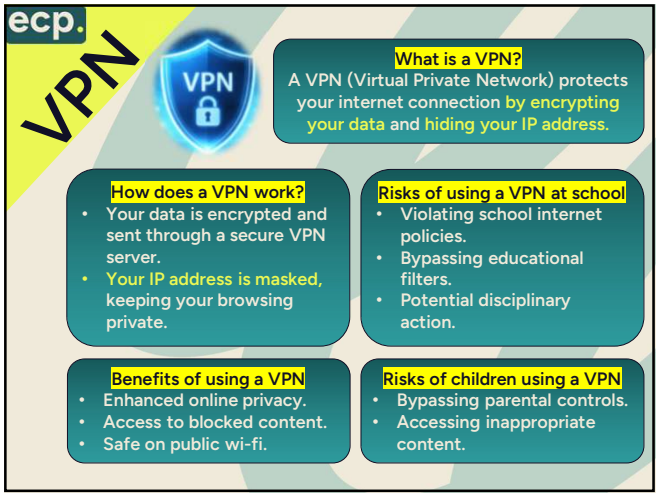
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How do you keep yourself up to date?
KIDS ONLINE WORLD
Believe in children Barnardo's
National Gambling Helpline 0808 8020 133 GamCare.org.uk
PAPYRUS
common sense media
NOS National Online Safety
NSPCC
YGAM
childline
ONLINE, ON THE PHONE, ANYTIME
childline.org.uk | 0800 1111
SWGfL Safe, Secure, Online
CEOP
internet matters.org
learn about it / talk about it / deal with it
Action for Children
Ofcom
UK Safer Internet Centre
REPORT REMOVE
Nude image of you online? We can help take it down.
iNEQE SAFEGUARDING GROUP
Childnet International
You must talk to your young people -
this is where your greatest learning will come from!

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Congratulations!
You have completed your training.
Scan the code and take a moment to leave us a google review. Thank you!
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We hope you have found this session helpful. We look forward to your feedback.
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