



Grooming is when someone befriends and builds an emotional connection with a child to gain their trust for the purposes of sexual abuse or exploitation. They can do this both offline and online, with technology and the Internet being commonly used to initiate and facilitate contact with a child. Gaining victims' trust is a key part of engaging them in sexually explicit behaviour. The groomer, who can either be a stranger or someone a child already knows, tends to use tactics such as engaging in small talk or exchanging personal information with the child about hobbies and relationships, using flattery and gifts to build a rapport or even making threats and intimidation to gain control. This can take place over varying periods of time – from a few days to several years.



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What parents need to know about

# ONLINE GROOMING

## NUMBERS OF GROOMING OFFENCES ARE SOARING

In April 2017, a new government law came into force in England and Wales to allow police to charge adults who send sexual messages to children through mobile phones and social media. In the first year since the law change, there were 3,000 police-recorded offences of sexual communication with a child – a figure 50 per cent higher than experts expected in the first year.

## ALL CHILDREN ARE AT RISK

According to a 2018 NSPCC report, a quarter of young people have experienced an adult who they don't know in real life trying to contact them online. One in four said they had been sent messages, images, videos or other content that made them feel sad, worried or uncomfortable. One in 10 girls and one in 20 boys under the age of 13 said they had received unwanted sexual messages.



## CHILDREN ARE VULNERABLE TARGETS

Groomers use psychological tricks and methods to try and isolate children from their families and friends and will often choose to target more vulnerable children who may be easier to manipulate. In order to seek potential victims, predators are likely to use apps and websites that are popular with children and young people. Groomers can use a 'scattergun' approach to find victims, contacting hundreds online to increase their chance of success.

## LIVE STREAMING CONCERNS

Predators may use live video to target children in real-time using tricks, dares or built-in gifts to manipulate them. Grooming often takes the form of a game where children receive 'likes' or even money for performing sexual acts. Social media channels, such as YouTube, Facebook, Instagram and Snapchat, all have live streaming capabilities, but there are many apps which children can use to live stream, including Omegle, Live.me, BIGO Live, YouNow and many more.



## GROOMING CAN HAPPEN RAPIDLY

Grooming is generally a slow, methodical and intentional process of manipulating a person to a point where they can be victimised. However, according to researchers at the University of Swansea, online grooming can also be very rapid, with analysis of chat logs revealing that it can take just 18 minutes for some predators to arrange to meet their victim. The fastest predators used sophisticated, persuasive, language-based strategies to rapidly build trust, including the use of small talk and praise which quickly escalated into requests for sexual messages.

## ANYONE CAN GROOM YOUR CHILD

Many people expect groomers to be adults posing as children, but this is not always the case. Data from University of Swansea reveals that groomers' use of identity deception (around age, location and appearance) is fairly low. This can be because they approach many children, limiting their ability to lie. The worry is that honesty can be more damaging to the victim since they are more likely to feel as if they are in a real relationship.



National  
Online  
Safety

## Top Tips for Parents



## IT'S GOOD TO TALK

It's unlikely that you can stop your child using the Internet, nor can you constantly monitor their online activities, but you can talk to your child on a regular basis about what they do online. By talking openly with them about online relationships, they can quickly ascertain the kind of behaviour which is appropriate or inappropriate. Ask them whether they have any online friends or if they play online games with people they haven't met. This could then open up conversations about the subject of grooming.



## CHECK PRIVACY SETTINGS

In order to give your child a safer online gaming experience, it is important to check privacy settings or parental controls on the networks, devices, apps, and websites they may use. If you use location-sharing apps to check where your child is, remember that these could always be used by strangers to follow your child without their knowledge. Ensure that you check options so that location information is never shared with anyone except those they have permission to share with.

## DISCUSS SAFE ONLINE BEHAVIOUR

Make it clear to your child that they should not accept friend requests from people they don't know and to verify friend requests with people who they do know. They should never agree to chat privately with a stranger or someone they don't really know. Remind them that they should never divulge personal information, such as mobile phone numbers, addresses, passwords or name of their school.

## DISCUSS HEALTHY RELATIONSHIPS

Talk to your child about what a healthy relationship looks like and how to detect someone who might not be who they claim to be. Explain that groomers will pay your child compliments and engage in conversations about personal information, such as hobbies and relationships. They may admire how well they play an online game or how they look in a photo. Groomers will also try and isolate a child from people close to them, such as parents and friends, in order to make their relationship feel special and unique.

## BE SUPPORTIVE

Show your child that you will support them and make sure they understand they can come to you with any concerns they may have. They need to know they can talk to you if someone does something they are uncomfortable with, whether that is inappropriate comments, images, requests or sexual comments.

## LOOK OUT FOR WARNING SIGNS

Child safety experts have identified key grooming patterns and advise parents to look out for:

- Secretive behaviour about what they are doing online.
- Internet or smartphone usage late at night.
- Going to unusual places to meet up with friends you have not heard of.
- They are clingy, have problems sleeping and eating or even bedwetting.
- A lack of interest in extra-curricular activities.
- Having new items, such as clothes or phones, which they can't explain.
- They seem withdrawn, anxious, depressed or aggressive.
- Having older boyfriends or girlfriends.

## HOW TO REPORT

If you're worried that your child is being groomed online or sexually exploited, you can report your concerns to the Child Exploitation and Online Protection (CEOP) Safety Centre, which is part of the National Crime Agency at [www.ceop.police.uk/safety-centre](http://www.ceop.police.uk/safety-centre). Reports are read by a Child Protection Advisor who will make contact by phone or email to work with you to make a plan to keep your child safe. If you think a child is in immediate danger, call the Police on 999 or NSPCC on 0800 800 5000.



SOURCES: <https://www.nspcc.org.uk/globalassets/documents/research-reports/new-safe-children-2018-report.pdf>, <https://www.telegraph.co.uk/news/2017/04/07/police-reveal-3000-sex-grooming-crimes-against-child-rev-jones/>, <https://www.independent.co.uk/news/crime/police-reveal-how-grooming-works-how-to-protect-your-child-from-online-danger-14692851.html>, <https://www.bbc.com/news/health-40111111>, <https://www.theguardian.com/technology/2017/jul/11/online-grooming>, <https://www.bbc.com/news/health-40111111>





It can be challenging for parents and carers to know whether children are spending too much time on their devices. Furthermore, it's even more of a challenge to know whether a child is addicted to the internet and social media. As technology is becoming more pervasive, children and young people are experiencing tech-related dependencies. Do we as parents and carers have the knowledge to identify and support children and young people who may be developing an addiction to their devices?



**47%**  
of parents  
said they thought their  
children spent too much  
time in front of screens



# What parents need to know about SCREEN ADDICTION

## SMARTPHONE ADDICTION IS A RECOGNISED HEALTH CONDITION

Children as young as 13 are attending 'smartphone rehab' following growing concerns over screen time. There are now help centers in the UK which deal with screen addiction for children and adults showing the seriousness of device addiction.

## IT CAN CAUSE SLEEP DEPRIVATION

7 out of 10 children said they had missed out on sleep because of their online habits and 60% said they had neglected school work as a result. It is important that children get the sleep they need in order to focus the next day.

## CONFIDENCE, SUPPORT & ACCEPTANCE

The Children's Commissioner report 'Life in Likes' explored how children aged 8-11 are using social media today. It showed that children are using their devices to speak to their online friends about their problems and seek acceptance and support, removing face to face interactions.

## LOSS OF INTEREST IN OTHER THINGS

Your child may become less interested in anything that does not include their device. You may notice that your child is missing school time and generally being less engaged with other activities in the home. It is important to discuss this with your child as soon as you notice a behaviour change.

## APPS CAN BE ADDICTIVE

Apps have been designed with 'psychological tricks' to constantly keep grabbing your attention. One example of this is on the app Snapchat, where you can gain 'streaks' when interacting with your friends. If you don't respond, you lose the streak. This addictive nature of apps aims to engage children and keep them coming back for more.



# Top Tips for Parents

## LIMIT SCREEN TIME

In today's digital age, technology is an important part of a child's development so completely banning them from their device will mean they are missing out on a lot, including conversations and communication with their friends. Rather than banning them from using their devices, we suggest setting a screen time limit. Work out what you think is a suitable and healthy amount of time for your child to be on their device per week. Remember that your child may need to use devices for their school homework so only set screen limits on recreational time on their device. Once you have established this, have the conversation with them to discuss why you are implementing a screen limit. There will be others in your child's friendship group who will not have screen limits set and will be sending messages when they do not have access to their phones.

## ENCOURAGE ALTERNATIVE ACTIVITIES

It may seem like an obvious solution, but encouraging children to play with their friends, read a book, or playing outdoors will help them realise they can have fun without their device. Playing football, trampolining, camping, going for a walk or swimming are all healthy replacements for screen time. Try to join them in their outdoor activities to show your support.

## LEAD BY EXAMPLE

Children model their behavior on their peers, so if their parents are constantly on their device, they will see this as acceptable. Try limiting your own screen time and follow the same rules you have set for them. If you have asked your child to not use their device at the table, make sure you don't. Try setting house rules that the whole family abide by.

## LESS TIME MEANS LESS EXPOSURE

There are many risks associated with devices, such as cyberbullying, grooming, sexting, viewing inappropriate content etc. Less time spent on a screen means that a child will be less exposed to these risks.

## MOBILE-FREE MEAL TIMES

Have you tried to settle your child by giving them a tablet at the dinner table or restaurant? This may seem like a quick fix to calm them down but in reality, it is encouraging them to use their device as a distraction from conversation and dealing with their emotions. We suggest removing all technology from the dinner table and having conversations with your family about how their day has been.

## REMOVE DEVICES FROM THEIR BEDROOM

Setting a rule about removing devices from bedrooms will help your child to get the sleep they need and be more focussed the next day at school. 20% of teenagers said that they wake up to check their social network accounts on their devices. Even by having a device switched off in their bedroom, they may be tempted to check for notifications.

## STATISTICS

**53%** of children aged 3-4  
go online for nearly 8hrs a week

**79%** of children aged 5-7  
go online for nearly 9hrs a week

**94%** of children aged 8-11  
go online for nearly 13.5hrs a week

**99%** of children aged 12-15  
go online for nearly 21hrs a week

<https://www.independent.co.uk/Children-and-Parents-Media-Use-and-Attitudes-Report-2017>  
[http://uk.businessinsider.com/how-app-developers-keep-us-addicted-to-our-smartphones](https://www.ofcom.gov.uk/http://uk.businessinsider.com/how-app-developers-keep-us-addicted-to-our-smartphones)  
<https://www.mirror.co.uk/tech/one-five-kids-testing-sleep-965396>  
[University of Leeds: https://medhealth.leeds.ac.uk/news/article/1296/lack-of-sleep-damaging-for-children](https://medhealth.leeds.ac.uk/news/article/1296/lack-of-sleep-damaging-for-children)



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'Apps' are designed to run on certain devices and are written for a specific operating system, such as Apple iOS, Windows, or Android. The official store for the Apple iOS operating system is known as the 'App Store' and it's where you can browse and download more than 2 million apps and games to use on the iPad, iPhone, iPod Touch and other Apple devices. When your children are using the app store, you need to be aware of the risks...



# What parents need to know about The App Store

## IS YOUR CHILD 13+?

To download and buy apps from the App Store, your child will need an Apple ID. If they have used other Apple services, such as iCloud, they can sign into the App Store with the same Apple ID. If they are aged 13 and under, they cannot sign up for an Apple ID on their own, but an adult can create an Apple ID for a child.

## IN-APP PURCHASES

Apps are either free, paid-for or free with in-app purchases. In-app purchases are optional transactions that can unlock extra functionality, virtual goods or unique content. Unless you change the settings, once your child has entered a password to make an in-app purchase, they can make additional purchases for 15 minutes without re-entering a password. This makes it extremely easy for children to accidentally run up huge bills.



## LOOKALIKE APPS

Some developers release apps that copy the functionality, user interface and even product names and branding of popular apps, in an attempt to trick unsuspecting users to install them. By downloading an app from an unknown developer, your child could find their device compromised. Experts warn that through app permissions, hackers can potentially take photos using the camera and access media remotely, track your child's location, record any passwords they enter for other accounts, and send text messages from phones.

## INAPPROPRIATE APPS

Some apps and games have content that is unsuitable for younger children – even the most popular or innocuous looking apps may feature adult-themed content, violence or cruelty to other people or animals, unmoderated chat, pornographic or sexual content.

## THIRD-PARTY APP STORES

Because the official Apple App Store has a very stringent policy about what apps it approves, children may look elsewhere for apps and games they've heard about from friends. As well as the Apple App Store for iOS, there are hundreds of other third-party app stores, but the danger is they may not apply the same level of scrutiny toward the apps they allow to be listed. There's a higher chance of apps that infect devices with malicious codes or put user privacy at risk by extracting sensitive information.

# Top Tips for Parents



## CREATE YOUR CHILD'S ACCOUNT

You can create an Apple ID for a child under 13 and add them to your family group to keep an eye on their activity. Go to Settings > [your name] > Family Sharing > Add Family Member > Create a Child Account > Next. Enter your child's birthday and tap Next. Review the Parent Privacy Disclosure and tap Agree. With Family Sharing, you can add up to six family members to share App Store purchases, as well as iTunes and Apple Books.

## SWITCH ON 'ASK TO BUY'

If you have a child that is over 13 years of age and has their own Apple account, make sure that you only allow them to make purchases with gift cards. You can also activate the 'Ask to Buy' feature if you are using Family Sharing, so that whenever a family member who isn't an adult initiates a new purchase, a request goes to the account organiser. You can also limit what content your child can access on the devices they use.

## RESTRICT IN-APP PURCHASES

You can restrict your child's ability to make in-app purchases. On an iOS device, open Settings, tap General and then Restrictions. Tap 'Enable Restrictions'. You can put a limitation that requires a password every time there is a purchase made in the App Store or iTunes Store.

## BROWSE APPS BY AGE

To find apps and games that are right for your children, check the age ratings. On an iPhone or iPod Touch, this can be found in the information section on an app's product page, and on an iPad or desktop, the age range is near the Buy button. On the Kids page, you can find apps for age ranges, including 5 and under, 6 to 8, and 9 to 11.

## AVOID OTHER APP STORES

Put a rule in place that your child can only use the official App Store to download apps and games. Explain why it is wise to only install applications from a trusted source to ensure their device is not affected by security issues or virus attacks.

## HOW TO KNOW AN APP IS SAFE TO INSTALL

Advise your child that just because they're downloading an app from an official store, it doesn't make it safe. Fake or copycat apps will often include misspelt words and poor grammar, so always read the app description, and double check the developer name and title for warning signs. Be wary of apps that come with a long list of permission requests. Check the app's reviews and ratings – one star, one-line reviews complaining that an app didn't work on a certain device, or that there was a billing issue, is not a good indication.

## SPOT FAKE REVIEWS

When checking the customer reviews within the app store, make sure they aren't vague and generic, or overly effusive, as some developers will try to manipulate their apps' positions by posting fake ratings and reviews. Check the number of downloads the app claims to have – the higher the number, the more likely it is to be safe. Your child can also check on a company's website to see if the app is available on there.



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AGE RESTRICTION  
**12+**



## FORTNITE BATTLE ROYALE

'Fortnite - Battle Royale' is a free to play section of the game 'Fortnite'. The game sees 100 players dropped on to an island from a 'battle bus', where they have to compete until one survivor remains. The last remaining player on the island wins the game. Players have to find hidden items, such as weapons, to help them survive longer in the game. To make the game more challenging, there is an added twist called 'the storm' which reduces the size of the island from the start of gameplay, bringing the players closer together in proximity. The game is available on PC, PlayStation 4, Xbox One, Mac and iOS.



# What parents need to know about FORTNITE: BATTLE ROYALE

## MICROTRANSACTIONS

Newly featured items are released daily and are only available to purchase within 24 hours of their release. These are cosmetic items, called 'skins', 'gliders' and 'emotes', which change the characters' appearance, but do not improve the game play. Once purchased, the player has full use of these in the future. The designs are attractive for players to purchase and even celebrities are endorsing them. Also available to purchase in the game is a 'Battle Pass'. When a new 'Battle Pass' is released, users can take part in a series of challenges, receiving more rewards (cosmetics) by progressing through different tiers. Whichever rewards they achieve can then be used in the game.

## HACKER ATTACKS

News site Forbes stated that it had seen "dozens" of online reports from people who said their accounts had been compromised by hackers, who had gained access to user's accounts in the game and accrued hundreds of pounds in fraudulent charges.

## NO PROOF OF AGE REQUIRED

Signing up to the game is relatively simple. Users have the option to log in with either their Facebook or Google accounts or their email address. When signing up with an email address, no proof of age is required. If your child is under the age of 12, it is important to check whether your child has the game downloaded.

## TALKING TO STRANGERS DURING SQUAD MODE

Interacting with other players in the game is part of the fun as players can communicate with their friends and other players in the game. Players will benefit from wearing headphones to hear footsteps from other players trying to compromise their game. Wearing headphones makes it difficult for parents to hear what exactly is being said and children may be exposed to inappropriate language. Fortnite includes really good reporting features for players either cheating or misbehaving, and works towards having one of the best online gaming communities.

## TALKING TO STRANGERS DURING SQUAD MODE

There are many accounts on Facebook and Twitter which claim to give away free money (known as 'V bucks') for games which will be transferred to their Xbox Live or PSN cards. Any giveaway promotion from Fortnite will be in the game. It is important to check the authenticity of these accounts before giving away personal information in order to claim 'V bucks'. The websites or accounts may ask you to share your account name and password in order to claim the money; if these offers seem too good to be true, they usually are.

## IT CAN BE ADDICTIVE

Games can last around 20 minutes but this varies according to the game. Children may feel angry if they lose the game and will want to continue playing until they achieve their desired result. The competitive nature of the game may make it difficult for them to stop playing halfway through as their position in the game could be affected.

## IT CAN BE PLAYED ON THE GO

The game was released on mobile devices in April 2018, meaning it can be played without the need for a home games console. Some schools have reported that the game is distracting their students whilst in the classroom. As the game is available outside of the home, parents may not be aware of how long their child is playing this game.

## 'FREE' TO PLAY

The game IS free to play. However, if playing on Xbox, you will need an Xbox gold subscription, which does require a fee.

## 'FREE' TO PLAY

PEGI has given the game a rating of 12+. Even though the game includes violence and weapons such as crossbows, grenade launchers, rifles, pistols, shotguns and more, PEGI say "more graphic and realistic looking violence towards fantasy characters is allowed. Any violence towards human characters must look unrealistic unless it consists of only minor or trivial injury such as a slap," making the game 'suitable' for children aged 12 and over.

# Top Tips for Parents

## LIMIT GAME TIME

Parents can use parental controls on Xbox and PC to limit the time a child is playing games on these devices. Be aware that the game is available on iOS and will soon be available on all mobiles. With this in mind, it is worth having a conversation with your child to discuss and agree how long you would like them to play the games for. Even though the games last around 20 minutes, it may be difficult to take them away from a game mid play. It may be worth imposing a limit on the amount of matches they play rather than a time limit.

## LOOK OUT FOR VBUCK SCAMS

It is important that your children are aware of the scams that they may come across online in association with the game. Open up conversation with them about scams and how they should never share their username or password with people in order to gain anything for the game.

## SHOW THEM HOW TO MAKE A REPORT

If your child believes a player is playing or talking inappropriately, you should advise them to report them. To report a player, you can use the in-game feedback tool located in the Main Menu of the game. Additionally, you can report a player in-game when spectating them.

## PREVENT YOUR CHILD FROM TALKING TO STRANGERS

There is an option to turn off the voice chat feature, which means your child wouldn't be able to talk to anybody, including their friends. However, they would still be able to use the in-app chat and hear other people's conversations. To turn off voice chat, open the Settings menu in the top right of the main Fortnite page, then click on the cog icon. Open the Audio tab at the top of the screen. From there, you can turn off voice chat.

## RESTRICT PAYMENT METHODS

'Fortnite: Battle Royale' is a free to play game, but there are still options to make additional purchases. If you do not want your child to make payments, ensure your card is not associated with their account. If you are happy for your child to make payments in the game, but want to restrict spending, we suggest using a paysafecard, or a games console gift card. These can be purchased in specific amounts, which will allow you to restrict the amount your child spends and removes the need for a credit/debit card to be used with their account.

## USE A STRONG PASSWORD

It may seem like a simple tip, but it is important that your child selects a strong password when creating an account, particularly if a credit/debit card is associated with the account. This will help reduce the risk of their account being hacked.



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<https://fortnite.wiki/epicgames.com/> <https://pegi.unip/> <https://www.forbes.com/sites/eriklain/2018/03/12/fornite-accounts-hacked-how-to-protect-yourself-and-what-to-do-if-youve-been-compromised/#140c9e7c7f99>