

# POINT2

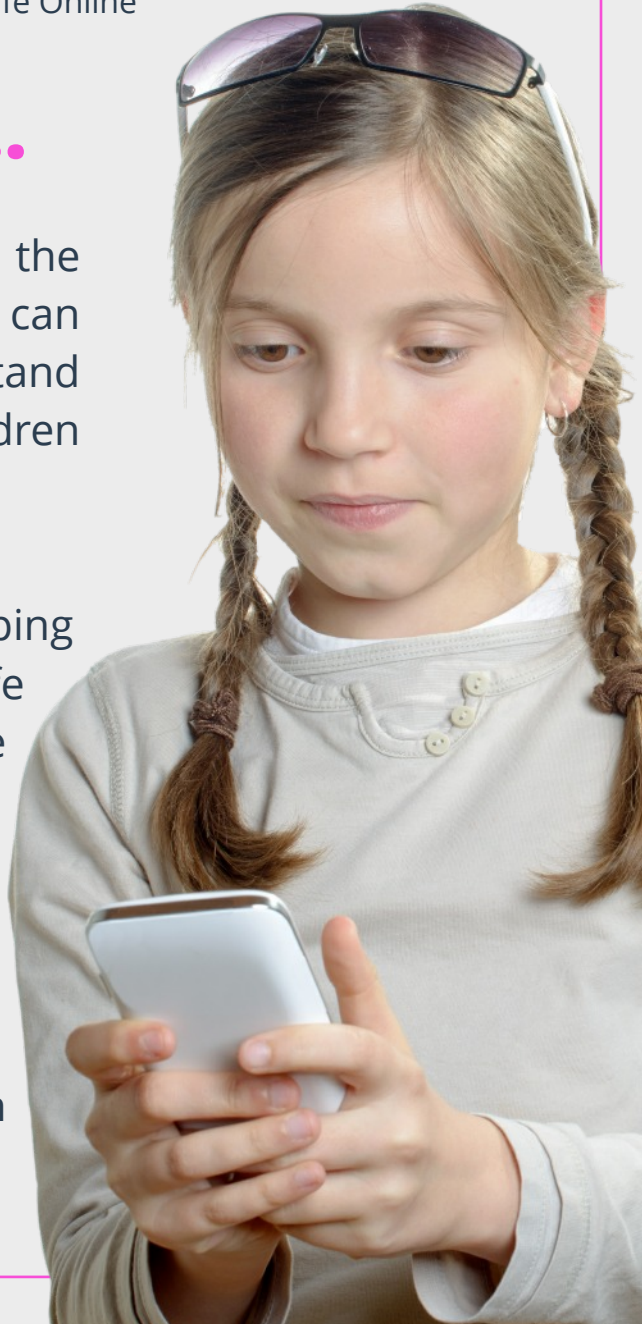
Protect

Helping Keep Children Safe Online

## INSIDE...

- ★ Take a tour of the technology that can help you understand what your children are seeing online.
- ★ 3 tips for keeping your children safe online from the UK Safer Internet Centre.
- ★ Learn how little it can cost to use Point2Protect in your home.

[www.point2protect.com](http://www.point2protect.com)



# Monitoring and Moderating

We searched the world for a way to enable parents to monitor their children's online lives without intruding. And we found Qustodio. Now you can see what web sites your children visit, which YouTube videos they watch, the apps that they're using to send messages, and much more. Qustodio will help you understand how every computer, tablet and smartphone is being used and the potential dangers they face.



1

The first time you login to the Qustodio Family dashboard you'll be prompted to create a profile for a child. Just choose a name, then select birth year and gender.

You can quickly create a profile like this for each of your children, allowing you to change the settings for each according to their age.

Next add their devices.

2

You can now download and install the Qustodio software on the devices you wish to monitor. When you do this you'll be asked which profile you wish to add the device into.

Just choose the child that uses the device most frequently. That device will now report all activity back to the Qustodio dashboard for you to review and then moderate.

It's that simple.





**3** When it comes to the rules that you set for your children, you'll find it really easy. All you do is choose categories you want to restrict (i.e. pornography, drugs, etc.) or the apps you don't want to be used.

You can also set a time limit for surfing or using apps, or set a time when they should be asleep.

**O**ne thing we know for certain, the Qustodio technology is only part of the solution to your children's online safety.

Monitoring will let you see how they behave online, but it's how you use this information that's critical. The aim is to help them grow into resilient and mature adults and the best way to achieve this is by talking about what they may be doing.

You may not feel ready to talk about some of the things you'll see, but this is why we include clear expert guidance in the Point2Protect service.

We're here to help you.

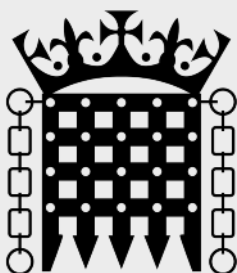
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# Should you be concerned?



70% of the 700 secondary school teachers surveyed about cyber bullying or trolling among pupils they've taught. 70% of secondary school teachers surveyed had encountered cyberbullying incidents in school.



"In our view sufficient concern has been raised to warrant the consideration of the impact of the Internet on children's mental health, and in particular the use of social media, self-harm and other inappropriate websites."

**Commons Health Select Committee report, November 2010**



Around one in five parents of 5-15s are concerned about their child posting inappropriate or personal photos or videos with other people online.

**UK Council for Child Internet Safety, January 2015**

30% of 15 year olds and 15% of 13 & 14 year olds have posted a photo of themselves to someone at least once.

**The Wireless Report, 2014**



"In a poll of 11-17-year olds, 35% reported that they had experienced cyberbullying - compared with 16% last year. Four in ten reported that they had witnessed others being picked on online - almost double the number recorded last year. Meanwhile, less than a third of parents said they were worried about their child being a victim of cyberbullying this year - almost halving from 45% in the previous year."

**The Guardian, November 2014**

# The evidence is mounting...

...yed said they had encountered  
...ught, while two-fifths (42%) of  
...ered sexting among their stu-

...to warrant a more detailed  
...en's and young people's mental  
...and impact of pro-anorexia,

er 2014

...ned about their child sharing  
...ners online (22%).

...have sent a naked

...have experienced  
...n 10 said they had  
...t double the 22%  
...parents (27%) said  
...f cyberbullying this  
...r."



# It's good to talk...

We firmly believe that e-safety is a societal issue. Children rely on us to keep them safe – they trust us. It's past time we stepped up to the challenge.

So what's needed if we're going to deliver on the promise?

First we need to see what they see. Then we need to be able to easily moderate some of the risky content they're accessing. And then, crucially, we need to engage and educate.



Point2Protect seeks to be involved, with you, in each step of this process.

Our Point2Protect service includes clear expert guidance for parents created exclusively by the **UK Safer Internet Centre**. These materials will help you spot potential online dangers and advise you how to discuss these with your children.

It also explains to you what support your child's school can offer to help you keep them safe. Schools are centres of expertise in e-safety and you should work as closely as is possible with them to address any issues you're concerned about.

# 3 e-safety tips for parents

## 1 **Don't rely on simply filtering your home internet.**

Today, the online world doesn't just come down the pipe into your home. Public wifi is often unfiltered and can be accessed in shops and fast food chains, while 3/4G networks on smartphones will also be unfiltered. Point2Protect works in your home and beyond, 24/7.



**UK Safer  
Internet  
Centre**

[www.saferinternet.org.uk](http://www.saferinternet.org.uk)

2 **Explain why you want to monitor their devices.** You shouldn't think of e-safety as something you do to your children, but as something you do with them. It will be much easier to discuss any concerns you have if they know why you want to understand who's contacting them and how long they're spending online. We would never recommend that you use our service on children's devices without them knowing. Part of the process of developing a child's own sense of e-safety to make them a participant and not an unwilling passenger on the journey.

3 **One size doesn't fit all.** It's vital that you have rules for how your children's devices are used, but you can't expect the same rules to apply to all. The rules you'd put in place for your eight year old son's tablet should be quite different to those for your fourteen year old daughter. You need to be able to simply adjust the rules applied to all your children's devices depending on their age and any concerns you may have. Point2Protect makes this process very easy for even the most techno-phobic parent!

# Protection doesn't cost the Earth



You can protect your child's smartphone for just **£5.99\*** a year.

Offering:

- Filtered web sites
- App scheduling
- Contact monitoring
- Geolocation
- And more



\*based on 5 device licence pricing

## ★ Point2Protect – only **£29.95 per year**

The license allows you to install Qustodio on up to five devices in your home - equivalent to £5.99 per device.

Includes 12 months' access to the Qustodio Family Portal, guidance materials for parents from the UK Safer Internet Centre, and UK-based support from the Point2Protect team.

Visit our web site for more details and to purchase.

Point2Protect Ltd, Innovation Centre, 99 Park Drive, Milton Park, Abingdon, OX14 4RY.

[www.point2protect.com](http://www.point2protect.com)