Where can I find help?

Keeping your child safe online can sometimes be a daunting prospect — but there are lots of tools available that can help

There are so many ways to prevent children accessing inappropriate content online, it's little wonder we sometimes get confused about what to use and when. This is where our Tools and settings section comes in. With such an overwhelming number of options available, it's important to understand what tools and settings can do — and what they can't.

Parental controls allow you to manage your family's use of online services and devices. Mobile phone operators offer similar parental controls for handheld devices as internet service providers do for software on laptops, PCs and Macs.

Filters include services like SafeSearch on search engines. They do just what they say on the tin — restrict access to specific content. Filters are helpful if you have young children, but can restrict useful content like sex education and other health-related information. They only work on classified content and a lot of sites, including reputable ones, carry content that isn't classified, so inappropriate content can slip through.

Settings are built into services such as Facebook. They help you control what other people see about you and your children.

Finally, one of the most useful tools you can set as a parent is a **strong, private, unique** password for each app and service your children use. To find out how, see p25.

You can find more detailed guides for many of the tools mentioned above at vodafone.com/content/digital-parenting/tools

Parental controls on your computer's operating system

Mac OS X and Windows both include parental controls that allow you to set time limits for your child's use and restrict access to certain types of content. In both operating systems, parents can set up user accounts for each member of the family with their own unique passwords and then tailor the controls and restrictions to the age and maturity of their child.

Windows

Windows 10 offers access controls, time limits and activity reports, including reports on the websites, apps and games your child uses. You can set up individual user accounts with different age-appropriate controls. Earlier versions also offer controls but the set-up process differs. vodafone.uk/windows

Mac OS X

Parental controls on your Mac let you add a 'managed user' so you can limit your child's access to age-appropriate websites and apps, determine who they are allowed to contact via Mail, Messages and Game Center, set time limits and block use of the computer's built-in camera. vodafone.uk/apple

Safety controls on search engines

Setting SafeSearch on search engines means that the majority of sexually explicit videos and images will be filtered from search results, along with results that may link to explicit content. It isn't 100% reliable but is useful if you have a young child.

Restricted Mode on YouTube performs a similar function to SafeSearch – and both can be locked if you have a Google+ account. But these are device-level settings – meaning you have to set them on each tablet, phone or computer your child uses.

Google's SafeSearch setting enables you to filter out most adult content. If an inappropriate search result gets through, you can report it to them.

You can also find information about safety features on YouTube, Google Play, Chrome and other services in the Google Safety Centre.
To find out more: vodafone.uk/google

Other search engines, such as Yahoo and Bing, offer their own safe search options. You will usually find them under 'settings'.

See our online version at vodafone.com/digitalparenting **for direct links to the parental support pages for each service we mention.**

Parental controls on your home internet

Most UK broadband providers offer free 'whole-home parental controls' which apply to any device that connects to your broadband via your home hub.

Sky has parental controls turned on by default, and you have to choose to turn them off. For the others, you can turn them on yourself. Contact the company for details of how to do this.

Bear in mind that these controls only work on your Wi-Fi network, not when you're using 3G or 4G to get online. (See opposite for more about parental controls on mobile devices.)

Vodafone Broadband
Vodafone Parental Controls are free and available to anyone with Vodafone Home Broadband. They protect all devices connected to your Wi-Fi and prevent access to inappropriate online content, such as violence and gambling, as well as websites with viruses or malware.

You can control your children's access to Wi-Fi at home by creating a guest 'family' network for them and then setting time limits on when the Wi-Fi is available via an app on your phone. You can download the Vodafone Broadband app for free at Google Play and Apple App Store.
To find out more: vodafone.uk/home

Sky
Sky Broadband Shield works on all devices connected to your Sky home broadband and comes at no extra cost. You can customise your settings in three steps:
1) Choose a rating – PG, 13 or 18
2) Use the Watershed feature to set restrictions at specific times of the day

3) Add specific websites that you would like to block.
To find out more: vodafone.uk/sky

BT
BT Parental Controls let you manage internet access on all devices that connect to your BT Home Hub and BT Wi-Fi hotspots (for example, cafés and other public spaces).

Available for free, they include Strict, Moderate and Light filters, an option to restrict access to specific websites, and a Homework Time setting that blocks social media, gaming and homework cheat sites.
To find out more: vodafone.uk/BT

TalkTalk
TalkTalk Home Safe lets you control internet access on all devices connected to your TalkTalk router (Wi-Fi and cable). The free package includes Kids Safe (which lets you block all or your choice from nine categories of website), Homework Time (which limits access to social media and gaming websites at certain times) and Virus Alerts (which avoids malicious websites).
To find out more: vodafone.uk/TalkTalk

Virgin Media
Virgin Media Web Safe works on any device connected to your home Wi-Fi. Provided free in broadband packages, it has two settings: Child Safe, which blocks websites that are unsuitable for younger users, and Virus Safe, which blocks websites that could lead to viruses and other security issues.
To find out more: vodafone.uk/VirginMedia

Parental controls in your web browser

You can change the settings on the browser you use to access the internet. But if you use more than one browser, you'll need to change the settings on each one.

Chrome
With Supervised User accounts on Google's Chrome, you can allow or block certain sites, see which ones have been visited and prevent apps being installed.
To find out more: vodafone.uk/chrome

Internet Explorer
Microsoft's Content Advisor enables you to prevent your child seeing websites containing nudity, violence and other inappropriate content.
To find out more: vodafone.uk/IE

Firefox
The parental controls in Firefox let you filter web content that may be inappropriate or offensive for children.
To find out more: vodafone.uk/firefox

Third-party parental controls

You may decide to use a dedicated parental control solution to block inappropriate content. If you already have a security suite on your computer, check whether it includes parental controls. You may not need a third-party one. Some are free, but most will cost you an annual subscription.

(intel) Security

McAfee Family Protection
(Paid for)
To find out more: vodafone.uk/mcafee

Net Nanny
(Paid for)
To find out more: vodafone.uk/netnanny

Norton by Symantec

Norton Family
(Paid for)
To find out more: vodafone.uk/norton

Qustodio
(Free)
To find out more: vodafone.uk/qustodio

Parental controls on your child's smartphone and tablet

Parental controls on tablets and smartphones can restrict specific sites and 'adult content'. Mobile phone companies can filter content rated 18+ at network level. Contact your mobile phone company to check whether this filter is on or off.

Smartphones and tablets
The UK's main mobile providers (e.g. Vodafone, EE, O2 and Three) automatically block 18+ rated content through the Active Choice network-level filtering system. But this only works if the device is connected via the mobile network, not Wi-Fi.

Your mobile's operating system may also include safety features and you can set restrictions on the App Store and Google Play (see p43).

Android
(e.g. LG, Samsung, Sony, HTC, Huawei, Motorola, Amazon)
The Restricted User feature lets you choose which apps and content your child can access, such as the camera and Chrome web browser.
To find out more: vodafone.uk/android and scroll down to 'multiple user tips'

Windows Phone
(e.g. Microsoft Lumia)
The My Family option helps you to manage the apps and games that your child is able to download to their phone. You can also set up Kid's Corner on your own Windows Phone so that if your child borrows your phone, they can only access age-appropriate content and not get to the rest of your stuff that you want to keep private.
To find out more: vodafone.uk/WindowsPhone
To set up Kid's Corner: vodafone.uk/kid

iOS
(e.g. iPhone and iPad)
You can enable Restrictions on your child's iPhone or iPad and select 'on' or 'off' for features such as FaceTime, in-app purchases, and Safari.
To find out more: vodafone.uk/apple-IOS

Safety and privacy controls on social networks and apps

Facebook
Minimum age: 13
What can you set? Decide who sees your posts and Timeline, unfriend people and block people.
To find out more and report concerns: vodafone.uk/Facebook

Instagram
Minimum age: 13
What can you set? Control your visibility (set photos and videos to private) and block people.
To find out more: vodafone.uk/Instagram
To report concerns: vodafone.uk/ InstaReport

Kik
Minimum age: 13 with parental permission; 18 without
What can you set? Manage who can talk to you and block people.
To find out more and report concerns: vodafone.uk/Kik

Whisper
Minimum age: 17
What can you set? Block people and hide your location.
To find out more: vodafone.uk/whisper
To report concerns: vodafone.uk/ whisperrep

WhatsApp
Minimum age: 16
What can you set? Control who sees your information, what you see, who you interact with and what you share.
To find out more and report concerns: vodafone.uk/WhatsApp

Snapchat
Minimum age: 13
What can you set? Choose who can send you Snaps, decide who can view your Stories and block people.
To find out more: vodafone.uk/snapchat
To report concerns: vodafone.uk/ SnapReport

Twitter
Minimum age: 13
What can you set? Protect your tweets so that only approved followers can see them, hide certain users' tweets from your timeline, block people from contacting you and make use of the quality filter.
To find out more: vodafone.uk/twitter
To report concerns: vodafone.uk/ TwitterReport

ooVoo
Minimum age: 13
What can you set? Prevent certain people from contacting you, block incoming calls, prevent people from seeing your photos and set video-call privacy options.
To find out more: vodafone.uk/ooVoo
To report concerns: vodafone.uk/ ooVooReport

ASKfm
Minimum age: 13
What can you set? You can allow or block anonymous questions, block specific users, delete answers from your profile and control other users' questions appearing on your profile.
To find out more and report concerns: vodafone.uk/AskFM

Live streaming services

Live streaming platforms let users chat to each other or broadcast videos of themselves in real time. This can create privacy and safety issues for users of all ages, so check the settings and controls on each individual app. Here are three of the most popular streaming platforms:

Skype
Minimum age: 13
What can you set? You can hide your age, date of birth and gender; only allow people in your contact list to get in touch; and block people.
To find out more: vodafone.uk/Skype
To report concerns: vodafone.uk/ SkypeReport

Periscope
Minimum age: 13
What can you set? You can hide your location; set Private Broadcast, so only people you invite can watch your broadcasts; restrict chat to only the people you follow; and choose not to share your broadcast on Twitter.
To find out more: vodafone.uk/periscope
To report concerns: You can report individual posts through the app

YouNow
Minimum age: 13 with parental permission; 18 without
What can you set? Use a nickname, hide your location and block people.
To find out more: vodafone.uk/YouNow
To report concerns: vodafone.uk/YouNowReport

We have listed select features of all services. There may be other safety or privacy settings available.

If your child sees anything inappropriate or sexual on a live streaming app, they should report it to the site's administrators. If they are the subject of inappropriate sexual contact or approach by another person, they should tell a trusted adult and report it immediately to CEOP (formerly the Child Exploitation and Online Protection Centre) at ceop.police.uk.

App store restrictions

You can set up parental controls on the App Store at vodafone.uk/apps and Google Play at vodafone.uk/googleplay to prevent your child downloading apps that are inappropriate for their age.

Safe mode on video websites

Movie and TV channels online offer a huge range of content for all the family. Some use a combination of password and PIN to set restrictions on viewing, based on age ratings. Some let you create separate profiles for child users so they can only view child-friendly content. Obviously, these restrictions only work if you keep the passwords and PINs secret.

YouTube
YouTube's Restricted Mode helps to screen inappropriate content that you wouldn't want your child to see.
To find out more: vodafone.uk/YouTube

BBC iPlayer
The Parental Guidance lock lets you manage the BBC content your child can access. In addition, the free BBC iPlayer Kids app contains CBeebies and CBBC favourites.
To find out more: vodafone.uk/bbc
For more about iPlayer Kids: vodafone.uk/bbckids

NETFLIX
Netflix
There are four maturity levels in Netflix parental controls (Little Kids, Older Kids, Teens and Adults) to help you control what your child watches.
To find out more: vodafone.uk/netflix

Amazon Video and Amazon Prime
Amazon's PIN feature lets you set purchase and viewing restrictions on your registered devices.
To find out more: vodafone.uk/amazon

Apple TV
Turn on Restrictions to limit access to specific features – such as app purchases and multiplayer games and content – on your Apple TV.
To find out more: vodafone.uk/AppleTV

Sky TV
Using PIN-protected parental controls, you can restrict the programmes and channels your child can watch on Sky TV. In addition, the Sky Kids app contains thousands of children's shows and lets you filter them by age.
To find out more: vodafone.uk/SkyTV
For more about Sky Kids: vodafone.uk/SkyKids

TalkTalk
TalkTalk TV Store
(previously called Blinkbox)
TalkTalk TV Store has been integrated with the parental controls in the Xbox 360 and Xbox One. Safety features are also available in the Windows 8.1+ app.
To find out more: vodafone.uk/TalkTalkTV

We have listed select features of all services. There may be other safety or privacy settings available.

Premium-rate services such as competitions, voting in TV shows, donations to charity and directory enquiries calls can all add charges to your mobile phone bill.

PhonepayPlus regulates all phone-paid services in the United Kingdom and they can help you track down unexpected charges on your mobile phone bill.

If you've spoken to your service provider and your network and you're still not satisfied, you can contact PhonepayPlus on 0300 303 0020*. They're open Monday to Friday, 9.30am to 5pm, excluding bank holidays.

To opt out of a text service, send a new text saying 'STOP' to the short code quoted in the message (this is a five- or six-digit number that usually begins with 6, 7 or 8, or 5 in the Republic of Ireland). This should cost the same as a standard network message and is likely to be included as part of any inclusive text and calls package, depending on your provider and the package you have.

For more information, visit the PhonePayplus website phonepayplus. org.uk/for-consumers/ unexpected-phone- charge

*Calls to 03 numbers should cost no more than geographic 01 or 02 calls and may be part of inclusive minutes, subject to your provider and your call package.
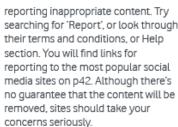
Reporting

Where can you report content that's hateful or illegal, or inappropriate contact with an adult online?

If your child becomes upset or concerned about something they've seen online, it's important to talk to them about what they encountered. Then, depending on the type of content they came into contact with, you have a number of options for reporting it.

If they experienced bullying or abusive comments, or see something inappropriate such as pornography, racial hatred or images of violence, you can report it directly to the content provider – i.e. the website, service or app that hosted the images, videos or words and made them available to view.

Most social media platforms have simple processes in place for

reporting inappropriate content. Try searching for 'Report', or look through their terms and conditions, or Help section. You will find links for reporting to the most popular social media sites on p42. Although there's no guarantee that the content will be removed, sites should take your concerns seriously.

If your child stumbles across something illegal online, such as images of children being abused, there are established organisations who will deal with the report promptly.

Internet Watch Foundation (IWF)
Any images or videos that show child sexual abuse should be reported immediately to the IWF. Reports can

What happens when you report an inappropriate image online?

The Internet Watch Foundation (IWF) is a charity dedicated to supporting victims of child sexual abuse by taking reports of, analysing and removing the images of their abuse. They provide an anonymous and safe hotline to report online child sexual abuse imagery. Find out more at iwf.org.uk

Ian, a senior internet content analyst at the Internet Watch Foundation, explains the process of reporting to them

When should someone report something they've seen to the IWF?
Let's say that you're on your favourite social media site, or just surfing online. All of a sudden, you see an image or a video that you think shows a child being sexually abused. Instead of panicking and closing down the windows on your mobile device or computer, you need to report that image or video to us.

How do you make a report?
Reporting to the IWF is quick and easy. And you can remain completely anonymous. Copy the URL (web

be anonymous and confidential. You can report to the IWF via their website: iwf.org.uk. (If you want to find out more about what happens when someone reports illegal content to the IWF, see below for our interview with a senior internet content analyst.)

ParentPort
ParentPort is run by the UK's media regulators and allows you to make complaints about online content, wherever you find it. Their website is parentport.org.uk.

True Vision
True Vision is a police-funded site that provides information about hate crime. You can report all forms of hate crime, including online content, via report-it.org.uk. This includes racial, homophobic, transphobic, religious or disability hate crime.

Mobile phone content
Report any unsuitable online content that your child sees on their mobile phone — films, still images or even just text — to your mobile operator. If the mobile operator requires further

advice, the query may be passed to the British Board of Film Classification, whose website is bbfc.co.uk.

Inappropriate contact with an adult online
You should report it immediately if you know or suspect your child has been communicating with an adult online who has done or tried to do any of the following:
1 Talk about sex or other type of sexual activity
2 Asked them to do something that makes them feel uncomfortable, such as sending them an image or video in which they're naked or partially clothed
3 Asked them to meet offline
4 Asked them to lie to their parents about their online relationship or tried to hide it.

Should your child experience any of these things, report it immediately to CEOP (formerly the Child Exploitation and Online Protection Centre), the child protection command of the National Crime Agency. You can make a report via their website: ceop.police.uk/Ceop-Report.

address) associated with the image or video in your browser. How to do this will vary on different devices and different browsers. A quick search online will show you.

To report something to the IWF, go to iwf.org.uk/report and follow the five-step process with clear information about what you're reporting, and paste the URL into the correct field. Then just click submit.

What happens next?
Every single report made to us is viewed by a real person. Either myself, or one of my colleagues, will open your report, look at the image or video and determine whether it is illegal, according to UK law.

If we decide that the content you reported is illegal, we need to find out

where in the world it's hosted, so we can get it taken down. If the content is being hosted in the UK, we contact the hosting company, as well as UK police, to let them know we've found an illegal image or video that needs taking down immediately. Typically we're able to remove UK-hosted content in under two hours.

If what you've reported is hosted outside the UK, we'll use our huge network of international hotlines, internet industry members and overseas law enforcement partners to get that content taken down.

We work with the police to try to identify that child and rescue them from the abuse. And that's why reports are so important to us — by choosing to report, you could be saving a real child from abuse.

How can Vodafone help?

Vodafone Content Control prevents access to online content and services rated 18+, such as violent games, adult content and gambling websites, on Vodafone's mobile network.

Content Control is in place on most of the devices Vodafone offers, except BlackBerry devices, which use their own server.

The age-restricted content bar only works on Vodafone's mobile network, not on Wi-Fi, and proof of age (18+) is required if you wish to remove it from your device.

To find out more:
vodafone.co.uk/control

For more information about parental controls, check out the interactive guide on the Vodafone Digital Parenting website at vodafone.com/parents/tools

Games consoles
Games consoles have built-in parental controls, which are usually accessible through the console's home screen. These allow you to restrict users to viewing only age-appropriate games, based on the official PEGI ratings. (To find out more about PEGI ratings, see the next page.)

You can also disable in-app purchases for some games.

You can find detailed instructions about setting up controls for the following consoles on the website of the Video Standards Council: Xbox One, Xbox 360, PS4, PS3, PS Vita, PSP, Nintendo 3DS and Nintendo WiiU. Visit gamesrating authority.org/GRA and click on 'Controls' in the top navigation bar.

GAMBLING   VIOLENCE   DRUGS

BAD LANGUAGE   SEX   FEAR

DISCRIMINATION

Games content is checked under all these categories (left). The 'discrimination' descriptor has never appeared on a game box in the UK. If a game did receive this, it is likely that it would infringe national criminal laws.

Games ratings explained

Just like films and DVDs, many games have age ratings – and you can use parental controls to make sure your child only plays age-appropriate games. Gianni Zamo from the Games Rating Authority explains why ratings matter

It has been suggested that video game ratings – and also film and DVD ratings, come to that – are pretty pointless. The argument goes that, these days, most of us (including young people and children) can access virtually anything, anywhere, anytime, courtesy of the internet, and without official hindrance.

While this may be true to a certain extent, the problem is that, while we welcome the freedom the internet offers us, that freedom brings with it a certain amount of responsibility – particularly for content providers.

This is where organisations such as the Games Rating Authority (GRA) and ratings systems such as the Pan European Game Information (PEGI) can be used to help parents and young people make informed choices.

In the UK, all physical games are regulated by the GRA, which uses the PEGI rating system to ensure that they are suitable for the specified age group.

While PEGI 3 and 7 ratings are not legally binding, PEGI 12, 16 and 18 are. It's illegal to sell a game to someone

younger than the specified age. Anyone who does so can be prosecuted.

The GRA also has active input into the International Age Rating Coalition (IARC), an organisation incorporating worldwide regulators to oversee online content such as apps and games. This enables online stores such as Google Play and Microsoft to display recognised PEGI ratings.

3 steps to safety in online games' chat rooms

1 Don't give away your full name and where you live.
2 If other gamers you don't know in the offline world ask to connect outside the game, such as on social media, tell a trusted adult.
3 Speak out if anyone makes you feel uncomfortable or upset. Always tell a parent, teacher or older relative.

The GRA strongly believes in providing as much information as possible, so as well as the PEGI rating and content descriptor, it also provides Additional Consumer Information (ACI) – a detailed breakdown of why a game has the rating it does by describing the degree to which content issues such as violence, sex and bad language appear. This information is readily available via the GRA's website: **gamesratingauthority.org**.

Through the PEGI system, the GRA is committed to providing independent, clear information, which is why we've launched a campaign to get schools to join us in providing appropriate knowledge and information to parents and children alike.

In a world of modern and often complex entertainment media and systems, games ratings DO matter. Not only do they remove a lot of the guesswork and uncertainty involved in choosing the appropriate game, but they also ensure that the widest range of games are available for all to play safely without the risk of something frightening, worrying or unpleasant suddenly appearing on screen.

We hope you agree, and if you require further information about video game ratings then contact us at **videostandards.org.uk**.