The 4 Cs of Online Safety

KCSIE (Keeping Children Safe in Education) groups online safety risks into four areas: content, contact, conduct and commerce. These are known as the 4 Cs of online safety.

Content

Content is anything posted online - it might be words or it could be images and video. Children and young people may see illegal, inappropriate or harmful content when online. This includes things like pornography, fake news, racism, misogyny, self-harm, suicide, anti-Semitism, radicalisation and extremism.

Contact

Contact is about the risk of harm young people may face when interacting with other users online. This includes things like peer-to-peer pressure or seeing inappropriate commercial advertising. Sometimes adults pose as children or young adults with the intention of grooming or exploiting a child or young person for sexual, criminal, financial or other purposes.

Conduct

Conduct means the way people behave online. Some online behaviour can increase the likelihood, or even cause, harm - for example, online bullying. Conduct also includes things like sharing or receiving nudes and semi-nude images and viewing or sending pornography.

Commerce

Commerce is about the risk from things like online gambling, inappropriate advertising, phishing or financial scams. Children and young people may be exposed to these risks directly.

https://learning.nspcc.org.uk/news/2024/january/online-harms-protecting-children-and-young-people

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What Parents & Educators Need to Know about
TRACKING DEVICES

Bluetooth tracking devices like Apple's AirTag and Samsung's SmartTags have exploded in popularity, with millions sold each year. These small tools help people locate their lost items, but their discreet design has also made them attractive for more sinister purposes. From stalking to bullying, tracking devices present unique risks that trusted adults need to understand and address.

WHAT ARE THE RISKS?

STALKING AND HARASSMENT

Because of their tiny size and unassuming appearance, tracking devices can easily be hidden in bags or clothing. They've been used to monitor individuals without their knowledge, with a lawsuit in the US labelling AirTags "the weapon of choice of stalkers and abusers". In the UK, use of tracking devices in coercive control and stalking cases reportedly rose by 317 percent between 2018 and 2023.

TOOLS FOR BULLYING

Tracking devices could allow bullies to follow or locate their targets even outside of school. This makes it difficult for children to find refuge, potentially extending the trauma of bullying into spaces – like home – that should feel safe and secure.

FALSE ACCUSATIONS

Because tracking devices are linked to user accounts, they could be misused to 'prove' ownership of someone else's possessions. Someone could, for example, plant a tracker on another person's belongings to falsely claim them as their own.

INVASION OF PRIVACY

These devices are designed to share location data with the user via other people's phones, which can unintentionally broadcast someone's movements without their consent. This makes them vulnerable to being monitored by strangers without realising.

DIFFICULT TO DETECT

Many tracking devices are designed to be discreet, but that also means they're easy to hide. Without proactive checking or the right tech to detect them, children and young people might not realise they're being tracked.

Advice for Parents & Educators

WATCH FOR WARNING SIGNS

If a child's peers always seem to know their location – whether in person or hinted at online – it could be worth checking for tracking devices. Some, like AirTags, will eventually make a noise if separated from their owner. Listen out for a chirping sound.

CHECK LIKELY HIDING SPOTS

Common places where trackers may be planted include jacket linings, bag seams, pockets, or under bike seats. If you find one, take a photo of the serial number before disposing of it – this could help police trace the account it's linked to.

USE DETECTION APPS

Apple devices running iOS 14.5 or later will notify users of unknown AirTags nearby. Android users can install Apple's 'Tracker Detect' or the third-party app 'AirGuard' to scan for tracking devices from various manufacturers.

HAVE THE CONVERSATION

Talk to your child about what tracking devices are, what signs to look out for, and how they might be misused. Emphasise the legal consequences of using them to prank, harass, or monitor someone.

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