Martin Lennon

Head of Public Affairs
## Children's Commissioner for England

Get involved: @childrenscomm

Children's COMMISSIONER

Promoting & protecting children's rights

Children's Commissioner for England

- Independent, Government-funded organisation.

- Role is to 'promote and protect children's interest and rights', in line with the UNCRC

- Particular focus on children in the care of the state and those we would consider 'vulnerable' in different contexts

- Has focused on children's digital needs, because it is an area where both children's rights and interests are often neglected

- Successfully campaigned for children's digital rights to be formally recognised within the UNCRC, and we hope to see a "comment" on digital rights adopted by the UN in 2019
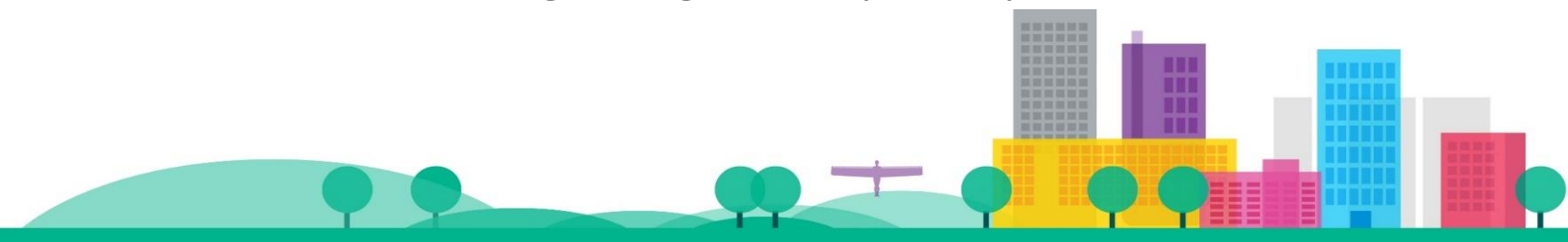
Children today "Grow up Digital"

Children don't separate out their and non-digital experiences. They don't think of 'virtual friends' or 'virtual play'. For children, online existence is very real.

- *"My favourite thing to do is play with my mates. We've all got x-boxes so we can all be at home but playing together."* Callum, 13

- *"The coolest person at school will start a trend and then everyone copies her"* Merran, 12

- *"It's nice when you go to the beach or to a waterpark on holiday and you think – I can show this to people on my Snapchat"* Luna, 8,

"Growing up Digital"

But, being a "digital native" does not mean children are born equipped to navigate digital platforms.

- Younger children use social media in a playful, creative way – often to play games – this changes significantly as children's social circles expand around age 11 (the transition between school)
- As children begin secondary school social media becomes harder to manage and becoming over-dependent on 'likes' and 'comments' for social validation. This is the point when children told us that their online prescence could dictate off-line activities.
- Children become increasingly anxious about their online image and 'keeping up appearances' as they get older.
- Comparisons with others (celebrities and peers) grow as children get older.

"Growing up Digital"

Aged 8-10
Children using social media in a limited way. More likely child-centric apps.

	A few times a month	Once a week	Most days of the week	Daily	Multiple times a day
Year 4 Boys 8-9 year olds		Instagram, Twitter, WhatsApp	Facebook, Snapchat	Roblox	
Year 4 Girls 8-9 year olds		Instagram	WhatsApp	Musical.ly, Roblox	Snapchat
Year 5 Boys 9-10 year olds	Instagram	Twitter	Facebook	Snapchat, Musical.ly	WhatsApp
Year 5 Girls 9-10 year olds		Instagram, Musical.ly	WhatsApp, Facebook, Roblox	Snapchat	

Aged 10-12
Social media become mainstream and regular.

	A few times a month	Once a week	Most days of the week	Daily	Multiple times a day
Year 6 Boys 10-11 year olds			Snapchat, Musical.ly	Instagram	WhatsApp
Year 6 Girls 10-11 year olds			Roblox		Snapchat, Musical.ly, WhatsApp, Instagram
Year 7 Boys 11-12 year olds					Snapchat, Instagram, WhatsApp
Year 7 Girls 11-12 year olds				Instagram, Musical.ly	Snapchat, WhatsApp
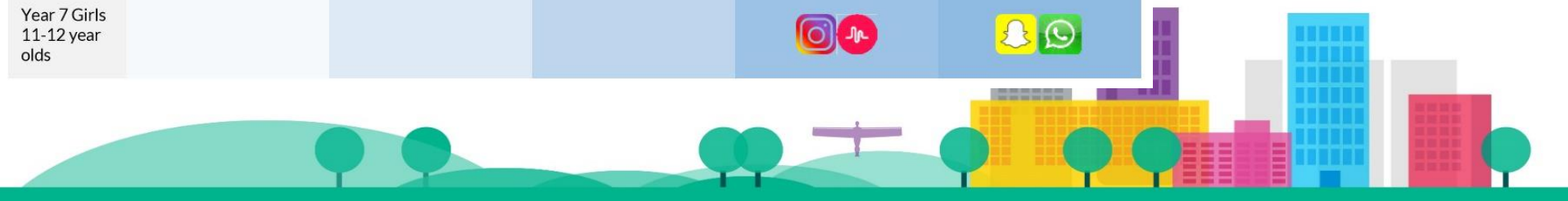
"Growing up Digital"

Children can identify both positive and negative aspects of their digital experiences

"*If you're in a bad mood at home you go on social media and you laugh and then you feel better*" Kam, 10

"*If you're like really stressed or something and you watch a really satisfying slime video it makes you like calmer*" Alina, 11

"Sometimes I see stuff when my mum is trying to show me things on Facebook and a rude and horrible thing will pop up, and it makes you feel really shocked" Zoe, 10

"*"Social media tears friendships apart more than it makes them."* Merran, 12

Risks

The risks are where things go wrong, when children are vulnerable, when coping strateges don't work. In these situations, digital exposure can amplify existing risks.

- Bullying: online bullying is often an extenuation of off-line bullying.

  "When someone sent a racist video about me to a group Snapchat the sad feeling lasted for months, and I had to keep it in but I was angry." Aaron, 11

- Social pressure

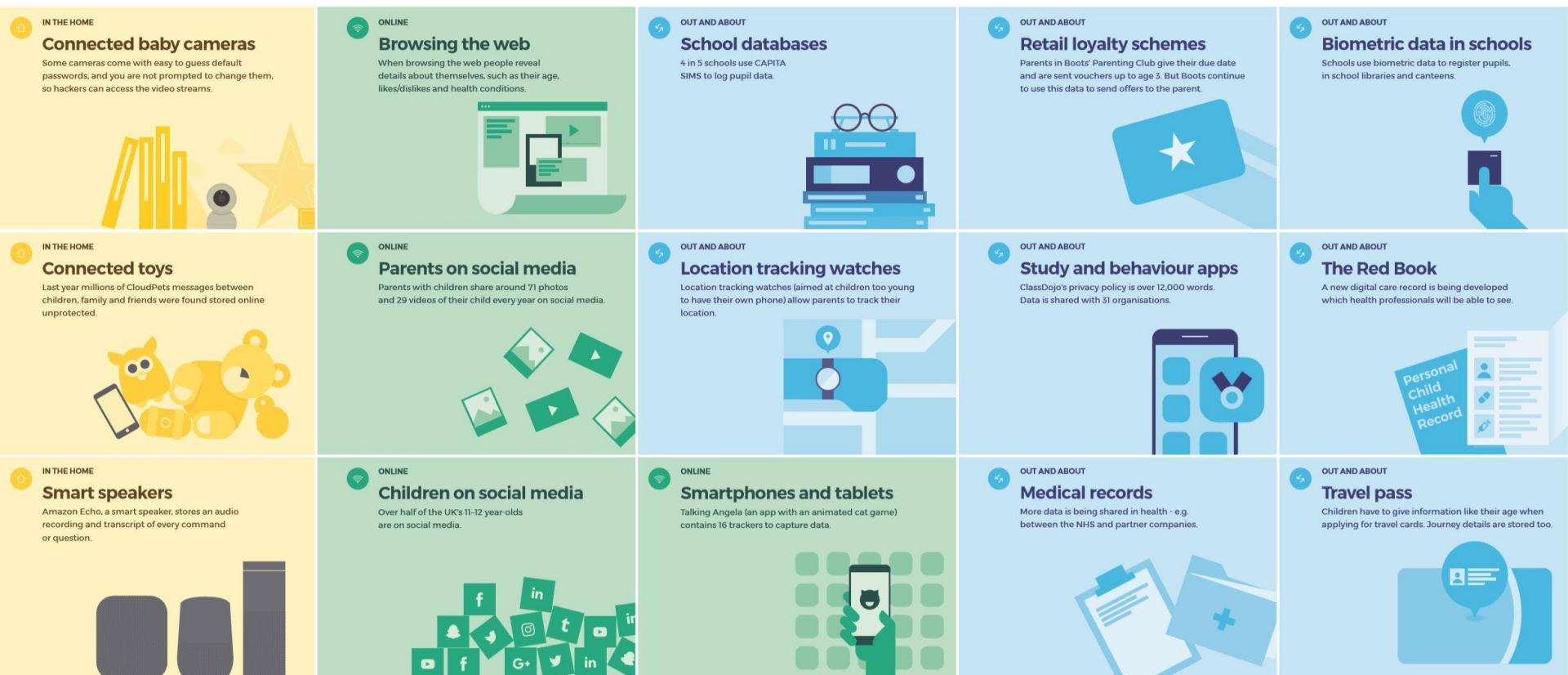 *"You might compare yourself cos you're not very pretty compared to them"* Aimee, 11

- Grooming and abuse.

Children's Data-Footprint

IN THE HOME
Connected baby cameras
Some cameras come with easy to guess default passwords, and you are not prompted to change them, so hackers can access the video streams.

ONLINE
Browsing the web
When browsing the web people reveal details about themselves, such as their age, likes/dislikes and health conditions.

OUT AND ABOUT
School databases
4 in 5 schools use CAPITA SIMS to log pupil data.

OUT AND ABOUT
Retail loyalty schemes
Parents in Boots' Parenting Club give their due date and are sent vouchers up to age 3. But Boots continue to use this data to send offers to the parent.

OUT AND ABOUT
Biometric data in schools
Schools use biometric data to register pupils, in school libraries and canteens.

IN THE HOME
Connected toys
Last year millions of CloudPets messages between children, family and friends were found stored online unprotected.

ONLINE
Parents on social media
Parents with children share around 71 photos and 29 videos of their child every year on social media.

OUT AND ABOUT
Location tracking watches
Location tracking watches (aimed at children too young to have their own phone) allow parents to track their location.

OUT AND ABOUT
Study and behaviour apps
ClassDojo's privacy policy is over 12,000 words. Data is shared with 31 organisations.

OUT AND ABOUT
The Red Book
A new digital care record is being developed which health professionals will be able to see.

Personal Child Health Record

IN THE HOME
Smart speakers
Amazon Echo, a smart speaker, stores an audio recording and transcript of every command or question.

ONLINE
Children on social media
Over half of the UK's 11–12 year-olds are on social media.

ONLINE
Smartphones and tablets
Talking Angela (an app with an animated cat game) contains 16 trackers to capture data.

OUT AND ABOUT
Medical records
More data is being shared in health - e.g. between the NHS and partner companies.

OUT AND ABOUT
Travel pass
Children have to give information like their age when applying for travel cards. Journey details are stored too.

What does the policy response look like?

- Promotes positive digital experiences.

- Looks to promote 'digital resilience' rather than 'safety'

- Equips children to navigate their digital lives, through education and resources

- Empowers them to be able to make informed digital decisions and take control of their digital footprint

- Challenges the social media companies and other digital companies about the design, transparency and accountability of their platforms

- Realises that reducing digital access does not usually reduce risks.

Online Rights

Baroness Kidron, 5Rights:

The Right to Remove: To be able to curate your online presence through being able to easily remove what you yourself have put up.

The Right to Know: To know who has access to your data, why and for what purposes.

The Right to Safety and Support: To know where to turn for support when something online is distressing.

The Right to Informed and Conscious Use: To know that the internet is 'sticky' and that you have the power to switch off.

The Right to Digital Literacy: To understand the purposes of the technology that you are using and to have the critical understanding and the skills to be a digital creator.[1]

... what about right of access?

Promoting Positive Digital Use

- Safer Internet Day *"Create, Connect and share respect: A better internet starts with you"*

- Children's Commissioner's "Digital Five a Day"

Based on NHS England's "Five Steps to Mental Well-Being"

Empowering Children

- Starts with education

- Think about changes and transitions

- Challenges to big digital platforms: safety and accountability

- And openness….

Here are Instagram's T&Cs, re-written to fit on one page. It can be done!

See:https://www.childrenscommissioner.gov.uk/wp-content/uploads/2017/11/Childrens-Commissioners-Simplified-Social-Media-Terms-and-Conditions.pdf

INSTAGRAM TERMS: Our Rules if you want to use Instagram

1. You have to be 13 or over.
2. Don't post anything showing violence, or that might make other people feel scared, or any images that contain nudity.
3. Don't use anybody else's account without their permission or try to find out their login details.
4. Don't let anyone else use your account.
5. Keep your password secret.
6. Don't bully anyone or post anything horrible about people.
7. Don't post other peoples' private or personal information.
8. Don't use Instagram to do anything illegal or that we tell you not to.
9. If you want to add a website to your username, make sure you get permission from Instagram first.
10. Don't change anything about our website or applications, upload any type of virus or do anything that might interfere with the way Instagram works. Don't send us ideas on how to improve Instagram.
11. Don't use any type of software or robot to create accounts or access Instagram, and don't send spam or unwanted emails.
12. Read our Community Guidelines and obey them when using Instagram.
13. Don't do anything that might affect how other people use and enjoy Instagram.
14. Don't encourage anyone to break these rules.

YOUR RIGHTS AND OUR RIGHTS

1. You have the right to feel safe using Instagram.
2. Officially you own any original pictures and videos you post, but we are allowed to use them, and we can let others use them as well, anywhere around the world. Other people might pay us to use them and we will not pay you for that.
3. You are responsible for anything you do using Instagram and anything you post, including things you might not expect such as usernames, data and other peoples' music.
4. It will be assumed that you own what you post, and what you post does not break the law. If it does, and you are fined, you will have to pay that fine.
5. Although you are responsible for the information you put on Instagram, we may keep, use and share your personal information with companies connected with Instagram. This information includes your name, email address, school, where you live, pictures, phone number, your likes and dislikes, where you go, who your friends are, how often you use Instagram, and any other personal information we find such as your birthday or who you are chatting with, including in private messages (DMs).

[SCHILLINGS]

We are not responsible for what other companies might do with this information. We will not rent or sell your personal information to anyone else without your permission. When you delete your account, we keep this personal information about you, and your photos, for as long as is reasonable for our business purposes. You can read more about this in our "Privacy Policy". This is available at: http://instagram.com/legal/privacy/.

6. Instagram is also not responsible for:
- Links on Instagram from companies or people we do not control, even if we send those links to you ourselves.
- What happens if you connect your Instagram account to another app or website, for instance by sharing a picture, and the other app does something with it or takes your personal details.
- The cost of any data you use while using Instagram.
- If your photos are lost or stolen from Instagram.

7. Although Instagram is not responsible for what happens to you or your data while you use Instagram, we do have many powers:

- We might send you adverts connected to your interests which we are monitoring. You cannot stop us doing this and it will not always be obvious that it is an advert.

- We can change or end Instagram, or stop you accessing Instagram at any time, for any reason and without letting you know in advance. We can also delete posts and other content randomly, without telling you, for any reason. If we do this, we will not be responsible for paying out any money and you won't have any right to complain.

- We can force you to give up your username for any reason.

- We can, but do not have to, remove, edit, block and/or monitor anything posted or any accounts that we think breaks any of these rules. We are not responsible if somebody breaks the law or breaks these rules; but if you break them, you are responsible. You should use common sense and your best judgment when using Instagram.

8. Although you do not own your data, we do own ours. You may not copy and paste Instagram logos or other stuff we create, or remove it or try to change it.

9. You can close your Instagram account by logging into Instagram and completing this form: https://instagram.com/accounts/remove/request/. If you do, your photos, posts and profile will disappear from your account but if anyone has shared your photos or personal details, or if we have used them ourselves for any reason, they might still appear on Instagram. We will also keep all the data we already have from you and can use it as explained in paragraph 5 above.

10. We can change these rules whenever we like by posting an update on Instagram, whether you notice it or not.

Minimising Use ≠ Minimising Risk

- There is no safe limit. It is about positive usage.

- There are substantial risks with reducing or minimising usage in an arbitrary way

- Need to view online use as part of a whole. Most online risks have an off-line element. Need to look at both together

- Same principles for well-being and safe-guarding

Work with Parents

- Children's digital lives start with their parents. Parents share an average of 100 photos/videos a year.

   "My mum looks through my pictures and then posts stuff to her Instagram story" Zoe, 10

   "I don't like when my mum posts pictures of me, she just says 'give me a picture' '' Lucy, 10

- Parents continue to influence online access. Positive engagement important.

- Educate and empower parents. They have similar attitudes to children.

Thank You!

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