

# Together for a better Internet

internet  
matters.org

Impact Report  
2018/19





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# Foreword from the Board of Internet Matters

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Beyond all the clichés about the uncertain times we are living in and what it means for our society, at least two things remain certain. Our children and teenagers will continue to be enthralled with their devices, and parents and professionals will continue to need support to help their children flourish online. Furthermore, as we think about the advances in technology yet to come, it is vital we continue to support the work of Internet Matters.

As in all previous years, Internet Matters has gone from strength to strength. The website continues to be well received with almost 9 out of 10 parents saying they recommend Internet Matters. Campaigns and research reports, including screen time and online pornography, continue to generate significant interest from parents, professionals, media and policy makers.

We are also proud of the developing strand of work around helping children facing vulnerabilities to have better online experiences. The catalyst for this work 'Vulnerable Children in a Digital World' we commissioned from Youthworks, has created significant interest amongst experts and policy makers, and we are delighted that the focus for that work is the new UKCIS working group on Vulnerable Users. This is genuinely new and exciting, and we are watching its development with interest.

The reason that the work around children with vulnerabilities and indeed all of the work matters, is that Internet Matters exists to stop children being

harmed on the internet. To do that well Internet Matters has to provide best practice advice, offer outstanding resources, create compelling campaigns and importantly they have to go where the risks and harms are greatest.

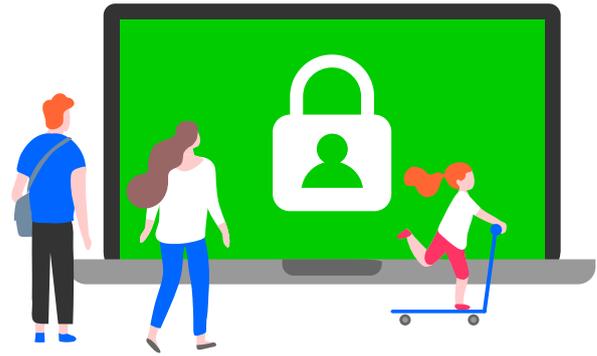
None of this work would be possible without two things. First, the network of organisations and experts that Internet Matters works with, some of whom serve on the Expert Advisory Panel, and many others who do not. We are truly grateful for your on-going support. Second, we are delighted that the hard work to build an industry coalition is paying off. We have been delighted this year to welcome Three, Samsung, Supercell, ByteDance, and ESET to the coalition.

In our judgement the need for outstanding advice for parents and professionals will only intensify in the next five years – which is why we are continuing to back Internet Matters and encourage other organisations to join. There is no doubt that society can only benefit from an evidenced and authoritative voice to ensure our children flourish online.



*“Children’s online safety, and particularly that of children facing vulnerabilities is something I am very concerned about. I am delighted to lend my support to the work that Internet Matters are doing - through their research and their collaborative approach through UKCIS to making a difference to these children. As the voice for children within Government I am delighted Internet Matters is pioneering the way on online safety.”*

Anne Longfield OBE  
Children's Commissioner for England



“With three brands that believe in the power of tech to improve lives, we’re committed to making BT a national champion by encouraging

a healthier relationship with technology, as well as educating people in how to use it. Our Internet Matters partnership means we can make a safer digital world a reality by having open conversations about how young people use the internet, helping them create, connect, share and stay safe online.”

**Marc Allera**, *CEO, BT Consumer*



“Sky connects millions of people to content they love, and it is our responsibility to do that safely.

Whilst we can provide customers with parental controls and other technical features, we also need to ensure our customers have access to the latest and best expert advice to keep their families safe online. Internet Matters plays a pivotal role in ensuring our customers get the vital resources and guidance their families need to make informed decisions.”

**Stephen van Rooyen**, *CEO, Sky UK and Ireland*



“When the industry came together to launch Internet Matters five years ago, we knew two things: that parents needed trusted advice

about online safety; and that we could achieve more by collaborating than competing. The internet has evolved rapidly since then, but the need for Internet Matters is stronger than ever. That’s why I’m delighted the coalition of organisations supporting Internet Matters continues to grow, ensuring it reaches more parents than ever before.”

**Tristia Harrison**, *CEO, TalkTalk*



“As a founder and partner of Internet Matters, Virgin Media is proud of the vitally important work it undertakes each year to equip parents

and carers with the knowledge and skills to support their conversations with young people about responsible internet usage. The internet is a vast and powerful tool and with Internet Matters we can help children and young people navigate the online world safely.”

**Lutz Schüler**, *CEO, Virgin Media*



“Internet Matters is making an important difference to parents who struggle to manage and understand their child’s digital lives.

The organisation’s impact is a powerful example of what can be achieved when industry works together, and the BBC is proud to be a part of it. As we continue to develop products and services to support children online, like the BBC Own It app, we’re committed to continuing to work with Internet Matters to amplify all of our joint efforts.”

**Alice Webb**, *Director, BBC Children’s & Education*



“Google believes that making technology for everyone means protecting everyone who uses it.

We work hard to ensure that parents and children have the tools and knowledge to help them explore the online world safely and confidently, and we are proud to partner with Internet Matters.”

**Eileen Mannion**, *Vice President Marketing, Google UK*

# A year in review

April 2018 – March 2019

## Impact and Action

Understanding the impact Internet Matters has is vitally important to ensure we continue to support the needs of parents and professionals. To do this we work with an independent research agency who manage our Impact Assessment programme. Each quarter we talk to 2,000 parents of children aged 4-16 to ask them about how they think and feel about internetmatters.org and what they do differently as a result.

70%

of parents are more likely to spend more time learning about online safety

*“Great tips here especially for my 13-year-old. I’ll be trying these with him and include him in the decisions. Thank you. #Screentime Tips for all ages too, worth reading.”*

Mummy blogger

73%

of parents are more likely to talk to their children about staying safe online

81%

of parents feel better prepared to handle issues that might come up in the future

64%

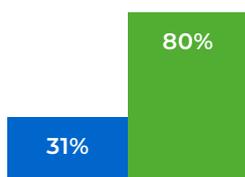
of parents are more likely to make use of parental controls

69%

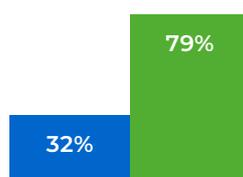
of parents are more likely to make use of privacy settings on social media



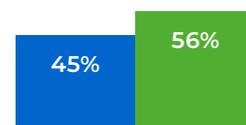
Almost 9 in 10 parents would recommend Internet Matters



Parents that **felt confident in finding information** needed to protect children online



Parents **knowledge of who to turn to for support** in dealing with specific issues

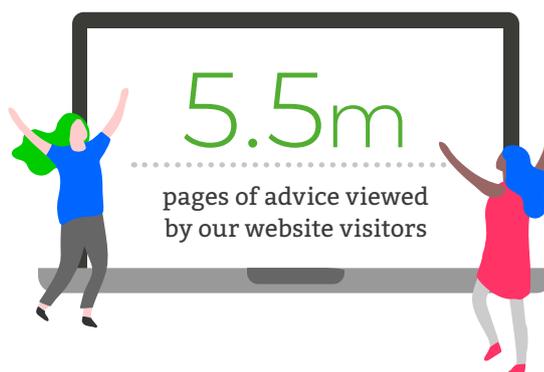
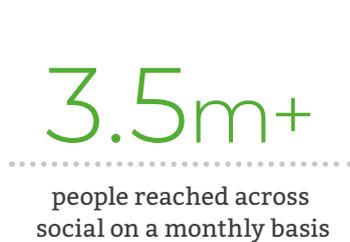
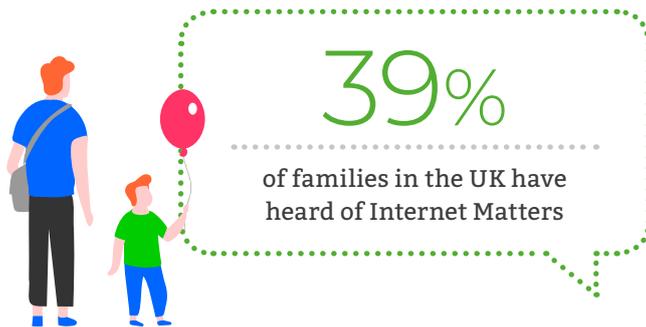


Parents level of knowledge about **how to prevent and deal with issues** children encounter online



## Awareness and Usage

The challenge of helping children to remain happy and healthy online touches almost every family in the country, so expanding our reach to drive awareness is critical. Along with our partners we continue to collectively find innovative ways of reaching and engaging with parents.

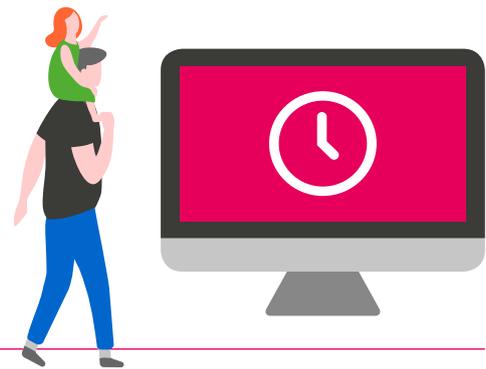


# Digital Resilience

*Fostering digital resilience in children and young people*

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## Insight

Like teaching a child to ride a bike, similarly online, parents need to be armed with the right tools to help engage their children. This means from when they start being active online with parental supervision and controls to when the training wheels come off and children continue the journey independently. By building a child's digital resilience, parents will not only help keep their children safe online but empower them to navigate digital issues on their own.

Parents are grappling with keeping up to date with the latest technology and apps their children are using today, and are increasingly concerned about online safety issues arising.

Helping children develop digital resilience relies on having regular, age appropriate, open and honest conversations. In our research almost a quarter of parents had not spoken to their child about their online wellbeing for more than 3 months, with a further 11% having never spoken to them at all. It is vitally important to encourage parents to actively engage with their children's online lives, prompting their children to think critically about what they see and experience online, developing strategies together to manage any risks they face.



67% of parents being concerned their kids are spending too much time online



67% of parents fear their child is in contact with strangers



68% of parents are concerned their child is viewing inappropriate and sexual content



66% of parents are anxious their children are getting caught up in online bullying



*“As parents we are constantly supporting and teaching our children how to learn new skills and deal with new challenges, and with most, we draw on the familiarity of our own experiences. Too often, we hear that parents feel out of their depth when it comes to their children's digital activity, and yet helping children with the skills to become digitally resilient is vital. We must help them to learn how to recognise and manage risk, to learn from difficult experiences, and to support them so they recover and stay well.*

*As ever parental controls, privacy settings, and agreeing rules about internet use are to be actively encouraged, but we must not rely on these alone, and particularly as children mature we must ensure they have the life skills required to thrive online”*

**Dr Linda Papadopoulos**

Psychologist and Internet Matters Ambassador

Over  
9,500

parents viewed our  
expert video content

## Resources

Together with Dr. Linda Papadopoulos, we created a number of age-specific resources to support parents.

### *Toolkit: Supporting 6 – 10 year olds*

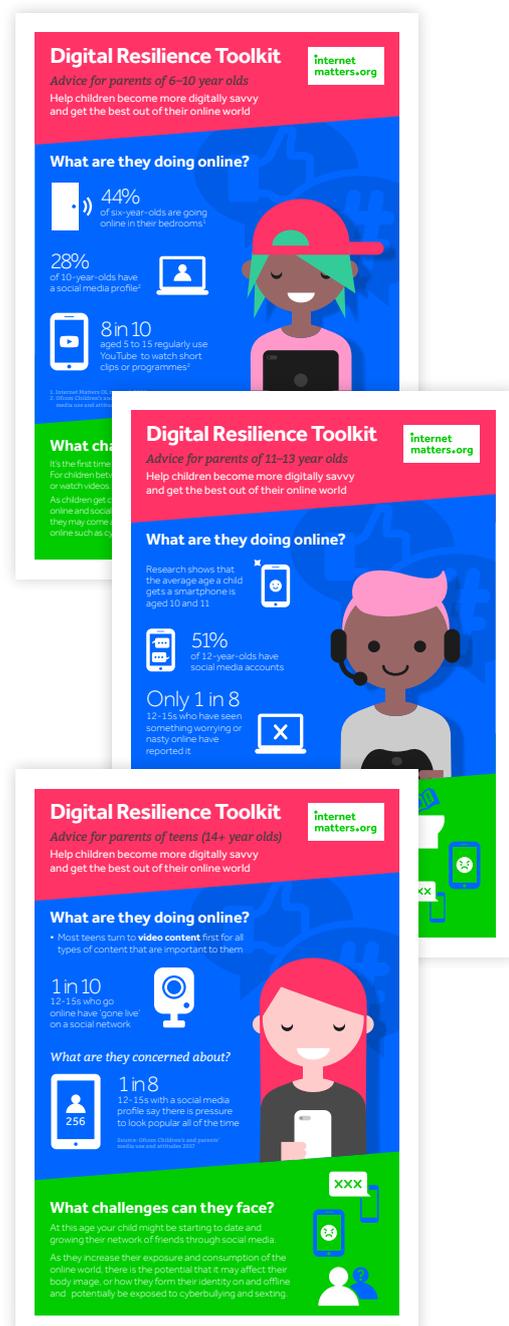
Giving children a guiding hand as they start their digital journey online with practical tips to help them build up their understanding of the online world and create a safe space for them to explore.

### *Toolkit: Supporting 11-13 year olds*

Helping children adjust to the new challenges they may face at this age such as getting their own smartphone or joining a social network for the first time. We developed a guide for essential things parents can do to support them.

### *Toolkit: Supporting 14+ year olds*

As they continue to form their online identity and consume more and more online, we focused on tips on how parents can stay on top of what they are doing and show support when they need it most.



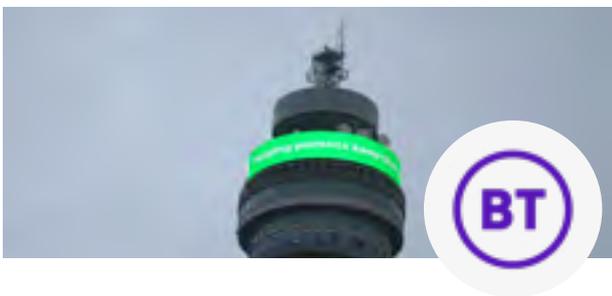
Over  
470,000

parents have engaged with our  
Digital Resilience toolkit

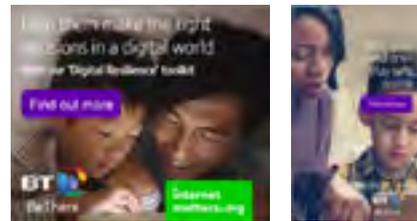
Time period January 2018  
to March 2019



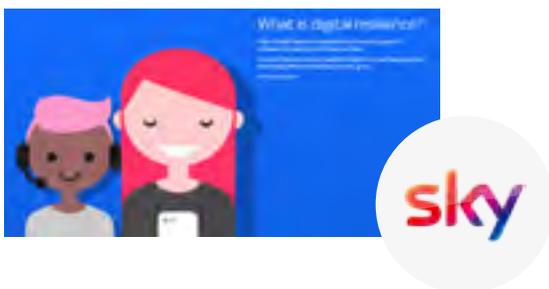
## Amplification and Impact:



Launch of research report and toolkit  
at senior stakeholder event



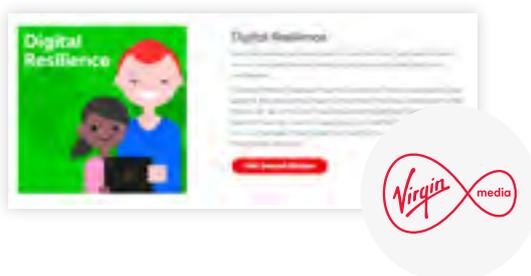
BT shared messages on  
their homepage



Sky promoted the campaign on  
their online customer accounts



A wealth of media coverage



Virgin Media shared the campaign  
on their homepage



Twitter helped raise awareness  
on their platform

# Big School, Small Screens

*Supporting families with children  
transitioning to secondary school*

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# Over 1.2 million

campaign video views



## Insight

**Moving up to secondary school is a huge step – albeit predictable and planned for. All the more surprising then that only 40 % of primary schools provide any information to parents about how to help their child stay safe online when at secondary school.**

Add to this the fact that 81% of children will have a smartphone by the end of their first year at secondary school and we have to ask whether we are setting our children up to flourish or flounder when they start secondary school?

The first year of secondary school has become a pinch-point for online safety, as 11-year-olds face a “perfect storm” of digital pressures. Of the parents who received the information from primary schools, a huge 91% of them found it helpful. There is a huge opportunity to provide parents with insights at a time they are ready to receive the information.



of parents of year 7 pupils are concerned their children are under pressure to have multiple social media apps



of parents are worried they will be pushed into sharing images or videos



of parents of year 7 pupils were anxious about their child's ability to manage online relationships



of parents feared they would be pressured into taking part in harmful online challenges and crazes



*“Moving from primary to secondary school is an exciting but nerve-racking time for children as they leave behind their friends and comfort zone, and for many their first smartphone comes at this changing time.*

*Smartphones offer children fantastic opportunities to learn, communicate and explore but we must prepare them to handle things they haven't seen before, like inappropriate content, social media and online bullying. It's absolutely vital that parents and schools work together to give children the right levels of support so that they're safe online – especially during this hugely important transition period from primary to secondary school.”*

**Mr. Matthew Burton**

Headteacher Thornhill Community Academy in Dewsbury

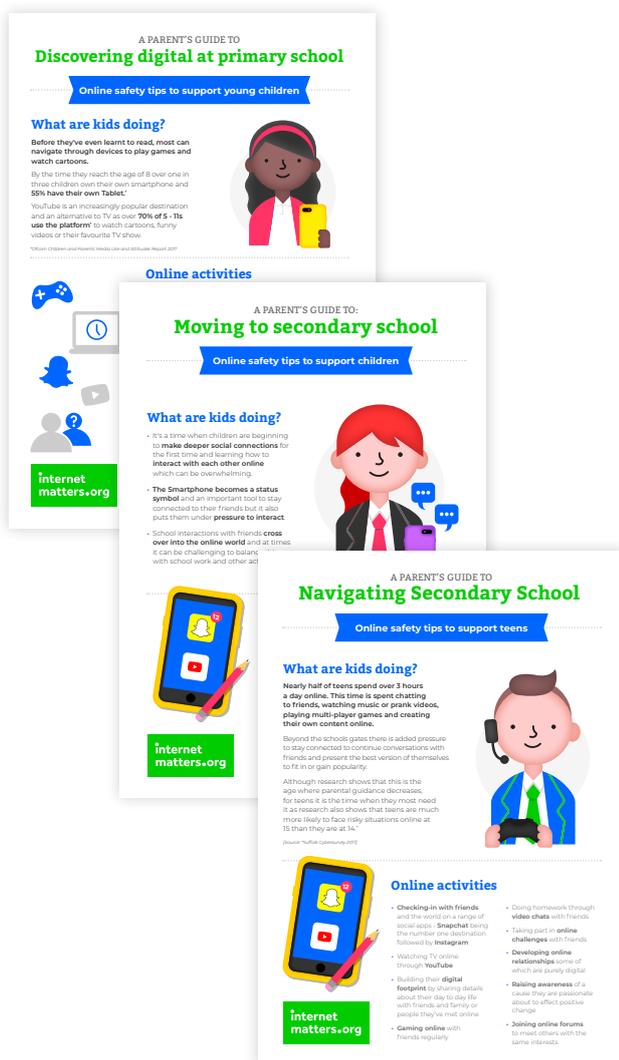
565,000

people visited our website for more information



## Our Campaign

Our 'Think About It' campaign drew attention to the online pressure's children can come up against and encouraged parents to stop and think about their child's digital wellbeing. Alongside our TV ad, we developed a toolkit of resources and worked closely with our partners to amplify our campaign message across their channels to both employees and customers.



## New Resources

With the help of experts, we developed a comprehensive hub full of simple and age appropriate advice for parents with children going back to school. Our thanks go to:

- **Dr Linda Papadopoulos**, Psychologist and Internet Matters Ambassador
- **Karl Hopwood**, Independent online safety expert
- **Mr Matthew Burton**, Headteacher at Thornhill Community Academy
- **Jenny Burrett**, Director of Education and Strategy at Wishford Schools
- **Mark Bentley**, Online Safety and Safeguarding Manager, London Grid for Learning
- **Adele Jennings**, Mummy blogger and Internet Matters Ambassador

6,600

people viewed our expert video content

Over 4,000

people downloaded our back to school guides from our site



12 million

parents were reached with our social media activity



## Amplification and Impact



Secured over 500 individual pieces of coverage in the first 24 hours, 680 in total



BBC Breakfast news coverage

**CEA** The Corporate Engagement Awards 2019



Winners of Best PR and External Communications

Our ads ran on Sky TV



TalkTalk

TalkTalk promoted the message on their website



Virgin media

Virgin Media shared our campaign on social media

# We need to talk about pornography

*Helping parents deal with the tricky  
issue of online pornography*

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## Insight

**Different research reports different ages for when children and young people first see porn. Some suggest it's age 11, others around 15. Of the 22% of parents who admitted their child had seen pornography in our research, the average age was just 11. Whatever the precise age is, it's clear the children under the age of consent are consumers of online pornography.**

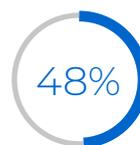
Whilst parents understand that online pornography increasingly does not reflect normal life, they are concerned that may not be so clear to their children - which may have implications for sexual behaviour – within or outside of a relationship.

Parents were also concerned that some teenagers are using adult content as sex education - and being influenced into what was normal. Around a third of parents were worried about the impact of seeing 'perfect' or 'enhanced' bodies would have on the body confidence of their child.

Parents can't become complacent and need to have regular, honest and open conversations with their child about what they're experiencing online.



of Mums were concerned that their children would think that pornography was normal sexual behaviour



of Dads were concerned that their children would think that pornography was normal sexual behaviour



of parents are concerned about the portrayal of women in adult content and the levels of violence



*“Through its research with parents and impressive media campaign, Internet Matters has demonstrated again and again that preventing children stumbling across adult content is a child protection issue. Their research which detailed what parents think should be required reading for policymakers. Children are at the heart of this issue, and the media campaign by Internet Matters locates them there. Our work to put this content beyond the reach of children goes on, and we look forward to working with Internet Matters.”*

**John Carr**  
Online Safety Expert

## Resources

We created resources that not only helps parents protect their children from seeing online pornography but also inform them about the impact that seeing online pornography can have on their child. With Dr Linda Papadopoulos we created educational videos on the Do's and Don'ts to support children across multiple age groups and how to start the conversation on this controversial topic.

**Protecting children from online pornography**  
How to start a conversation and manage what your children see online

**When should you start a conversation?**  
By the age of 10 children are more likely than not to have been exposed to online pornography so, talking to them early on can help them with the right coping strategies to deal with it. And of course the conversation about where babies come from could also be a good trigger to start an age-appropriate conversation about their bodies and what healthy relationships look like.

**How to have conversations with children about online pornography**  
**Be natural and straightforward**  
Children are more likely to be interested in seeing pornography if your child will also feel uncomfortable and will be unlikely to tell you how they have seen sexual images. Try techniques like getting them to write things down, or start conversations when they don't have to look you in the eye, for example when in the car.

**Be on the lookout for teachable moments**  
Talking about issues as they come up on TV, in movies or online can help you kick start a conversation and give you the opportunity to talk about your values and beliefs on the issues.

**Find out what they already know**  
Children may hear or see things at school which they have questions about. Use this as an opportunity to ask them more about what they know, dispel any myths and give them the right information.

**Give them positive messages**  
Talk to them about loving sexual relationships and how to have respect for themselves and their boyfriend, girlfriend or partner.

**Talk to them about their experiences**  
A deep discussion on pornography isn't recommended for younger children. However, whatever the age of your children make sure that they know they can come and talk to you – and that you won't overreact or be shocked by whatever they tell you.

**Take a no-blame approach**  
Recognise that children are naturally curious about sex and like to explore. An interest in sex is a normal part of a child's development. If your child is young and has come across pornography by mistake, they are much more likely to need reassurance and support.

**Set filters on the most popular search engines**  
Safe search settings can also be activated on Google and Bing. For other search engines, go to their safety settings page. Don't forget to opt for the safety mode on YouTube, iTunes and Google Play.

**Resources that can support you and your child**

- **Childline** offer a confidential helpline (0800 1111) and forum where children can talk to counsellors.
- **AMAZE.org** provides age-appropriate information on puberty for young people and parents.
- **Thinkuknow** provide advice on sex and relationships to protect your child
- Set parental controls and privacy settings on devices, apps and platforms with our how-to guides, visit [www.internetmatters.org/parents](http://www.internetmatters.org/parents)

Internet matters.org

**Impact of seeing pornography on children**  
Parental concerns

Internet matters.org

**Distorted view of healthy sex and relationships**

- 52% think a child may believe online pornography represents typical sex.
- 48% say it's important sex education leaving a child with an unrealistic view of 'normal' sex.
- 44% feel it may impact children's understanding of what normal sexual relationships should look like.
- 38% believe it will set expectations to engage in specific sexual acts as part of a relationship.

**Objectification of women and use of violence**

- 47% are concerned about poor portrayal of women in pornography including violence and abuse.
- 34% think children will become desensitised to brutal/violent content, becoming less upset, anxious or disgusted over time.

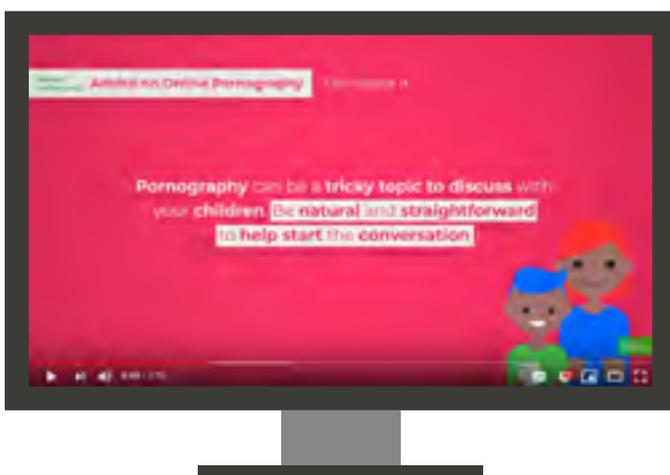
**Impact on body image and self-esteem**

- 27% believe it encourages poor self-esteem as they judge themselves against the actors.
- 34% of parents say it harms their kids' body image/lack of confidence in their own body image.

**Lack of understanding of consent**

- 36% say it gives improper education about asking for and getting consent.
- 33% fear that children will become addicted to porn.

Source: Internet Matters report 'We need to talk about porn' - November 2018 - survey of 204 parents



Online pornography is second only to cyberbullying where people are seeking advice around an issue online

Over  
84,000



parents have actively engaged with our pornography resources on our site, this area of the site remains one of our most visited areas

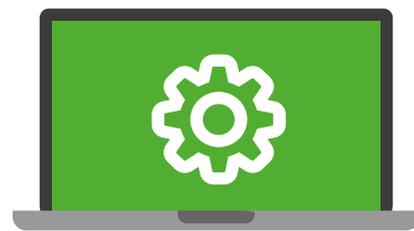
## Amplification and Impact



BBC Breakfast news coverage

Over  
500,000

people have visited the parental controls section of our site, looking for ways to filter the content their children are seeing



Achieved over 400 pieces of coverage throughout the year

# Vulnerable Children in a Digital World

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# 2 million

children in England living  
in conditions so serious the  
state has to intervene

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## Insight

**We have long suspected that online risk and harm were not evenly spread across the population. We were therefore delighted to partner with Youthworks Consulting to publish our report, Vulnerable Children in a Digital World.**

The report details how children facing vulnerabilities are more at risk online than their non vulnerable peers. More importantly, it demonstrates, that if we are aware of the type of vulnerability (or more frequently the multiple types of vulnerability) the child is facing we can predict the type of risky behaviour they will engage in. For example young people with self-reported mental health difficulties were 4 times more likely to have seen pro self-harm/ suicide websites, and looked after children are significantly more at risk of scams, bullying and cyber aggression.

If we can predict these risks, we must be able to intervene. There are over 2m children in England living with or in conditions that the state has to intervene. That's a significant number of lives we could make better.

However, to intervene in a meaningful way the cluster of adults surrounding each child or young person must be able to engage meaningfully in the digital life of that child. From our conversations with services and front line workers we believe that there is a real need to increase the confidence and competence of the workforce.



*Alongside fantastic opportunities, the online world has brought serious new risks, especially for the vulnerable children we support at Barnardo's. Internet Matters plays a key role in providing expert advice and resources to parents and carers, as well as generating research and insight. We are delighted to be working together to help keep children safe."*

**Javed Khan**  
CEO Barnados

# Resources

**Vulnerable Children in a digital world**  
internet matters.org

**Research findings**  
An estimated two million children considered to be the most vulnerable in society.

**Identifying issues they face**

- Cyberbullying**  
Children in care and young carers are almost **twice as likely to be cyberbullied** than children who aren't.
- Seeing content promoting self-harm, anorexia and suicide**  
Over **one in four (27%)** of children with Special Educational Needs often view sites promoting self-harm compared to **17% of peers**.
- Sexting**  
Young people with hearing loss were **more likely than peers with no difficulties** to be involved in sexting.
- Impact on digital wellbeing**  
Young people with hearing loss were **five times more likely** to say that the internet often left them with thoughts and feelings that were upsetting.
- Screen time**  
Those with learning difficulties were **one third more likely** to spend **more than 5 hours per day** online than peers.
- Cyberscams**  
**One third more likely** to have their social media account hacked.

**Supporting vulnerable children online**  
What should be done?  

- Develop specialist training and tools across all sectors to draw on the art the ability to identify the most likely online issues facing the highest risk children and trigger early intervention.
- More intensive online safety education and support for these children.

Source: Children's Commissioner's office  
Research based responses from 2,988 of these young people aged 10 to 16. It was carried out as part of The Cyber survey, an annual survey of young people's views and online experiences run by Youthworks from 2008-2018.

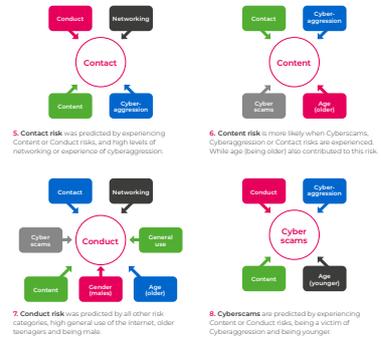
internet matters.org  
youthworks

**Vulnerable Children in a Digital World**

Adrienne Katz & Dr Aiman El Asam, in partnership with Internet Matters

The following diagrams illustrate the interplay between types of risk. For example, experiencing one makes it more likely that the young person will experience certain others. Other variables play a role such as age, gender, experience of cyberaggression (including cyberbullying) and the extent to which young people network (and overshare) and the extent of their internet use.

Diagrams 5-8 illustrate additional demographic factors that predict each of the 4 categories of risk:



**Insights for Educators**

**1. One size doesn't fit all**  
A one size fits all online safety education message will not be relevant and effectively are needed, along with specialist

**INTENSIVE**  
Self-harm, anorexia, mental health problems, suicidal thoughts, self-harm, sexual abuse

**TARGETED**  
Vulnerable Children  
Victims of sexual cyberbullying and cyberstalking  
Victims of serious bullying  
Children with severe mental difficulties  
All those with SEN

**UNIVERSAL**  
Online safety education and support for all those who do not meet the criteria for the intensive or targeted

A three tier model of delivery of Online Safety Education and Support for Children and Young People



More than  
25,000



people have already engaged with our research work on our website and this continues to rise

## Amplification and Impact



Over  
500

reports downloaded from our website

MP Margot James, then Minister of State for the Department for Digital, Culture, Media and Sport supported the launch of the research



Appointed to lead the UK Council for Internet Safety working group for Vulnerable Users



This report has served as a call to action amongst the sector. We continue to bring the right organisations together to make a material difference in this area.

Since we launched the report in Parliament in February, with over twenty leading organisations, the report has been downloaded more than 500 times from our website.

As a direct result of the interest in the report, we are delighted to have been asked by UKCIS to lead their work on Vulnerable Internet Users. We have launched the working group, bringing together professional

organisations, charities who can share children's lived experiences and policy makers to begin to make a material difference to these children. Our best work will be delivered collaboratively so we are delighted to be working with the best organisations in every sector. This work is new, hard and genuinely innovative. We plan to be transparent about all we do, so we have created a hub on the website to be the anchor point for our work. You can keep track of our developments at [www.internetmatters.org/supporting-vulnerable-children](http://www.internetmatters.org/supporting-vulnerable-children)

# Working collaboratively

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Internet Matters is supported by some of the biggest names in UK industry and together they help us maximise our reach and impact amongst families in the UK with our unified message. Internet Matters is one part of the solution and our partners recognise that creating an environment for children to thrive online requires more than just their support for Internet Matters. All our partners recognise the importance of this issue, so much so, that not only do they deliver their own activity for their customers, they also believe in the power of collaboration to achieve impact and scale.





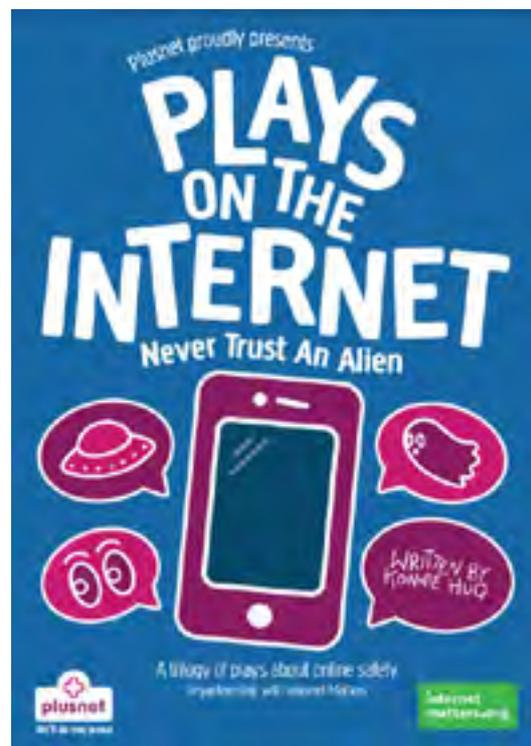
**BT is constantly working to provide better parental controls as well as education for parents and carers. By working closely with government, other technology companies, schools and organisations including Internet Matters, BT is helping people of all ages develop a healthy relationship with technology.**

In 2019, BT hosted Safer Internet Day to help promote the safe, responsible and positive use of digital technology for young people. Marc Allera, CEO of BT's Consumer brands, is a vocal supporter of Internet Matters on social media, encouraging people to have open conversations with their children about how they are using the internet, their smartphones, tablets and apps.

Plusnet used Internet Matters' research and teamed up with TV presenter Konnie Huq to create three new children's plays to educate parents and children on cyberbullying, online grooming and online reputation. BT also uses Internet Matters' guidance in the training of frontline teams across BT, EE and Plusnet and as part of its internal Digital Academy training for colleagues.

BT is constantly working to improve its free security features to encourage a positive, healthy relationship with technology. That includes new Wi-Fi controls enabling customers to manage their family's screen time via the My BT app and easy-to-access content filters, recognised as among the industry's best, via text, the My EE website and My EE app. They continue to train thousands of employees across more than 600 retail outlets to offer advice on subjects from cyberbullying to internet security. On top of that, BT protects UK businesses from an average of 4,000 cyber attacks a day.

BT's digital impact and sustainability strategy reflects its ambition to reach 10m people in the UK with digital skills training by 2025. So far, BT has reached 2m children through its Barefoot Computing project, providing teachers with resources to help deliver the primary computing curriculum brilliantly. BT has also committed to investing in the Good Things Foundation, a digital inclusion charity, as well as digital skills initiative Skills for Tomorrow.



*“Our role across our three Consumer brands – BT, EE and Plusnet – is to keep more than 30 million people connected to the people and things that matter most, and to do it safely. Our continued partnership with Internet Matters helps us provide a place where parents can find the most up-to-date, simple, effective and practical advice that enables them to keep their families connected with confidence.”*

**Mat Sears**

Communications Director, BT Consumer Group



**At Sky, we believe we have a responsibility to keep families safe and this year we've launched even more safety products and features alongside our continued work to support Internet Matters.**

Internet Matters helped us launch our new Sky Broadband Buddy product which works like a remote control for the internet helping to manage screen time, setting time-limits and bedtime, and allows families to 'pause' the internet. Internet Matters were vital to us as we worked with them to ensure parents using Sky Buddy had access to their valuable advice and resources.

Letting our customers and staff know where they can get the best advice is important to us. We have taken our promotion of Internet Matters to a new level by running Internet Matters TV and digital advertisements on our channels. This has led to a significant rise in

Internet Matters brand awareness amongst Sky's 11million customers. Internet Matters has also worked closely with Sky's staff by running a series of internal workshops with the Parents@Sky network.

In July we launched our parents' guide on Sky Q. Built with Common Sense Media it provides in depth ratings for thousands of movies and helps give families the details they need to make informed viewing choices. We also introduced a Kids Safe Mode on Sky Q that allows parents to lock their Sky Q box in the Kids section using their PIN, keeping kids in a safe space. This supplements Sky's Kids App which is a dedicated streaming service where kids can watch their favourite shows and play games in a child-friendly environment. We also launched the SPACETALK Kid's Watch which allows children to make and receive calls and texts from known contacts but doesn't have a camera, access to apps or social media.



*"It's been another fantastic year at Internet Matters and things have gone from strength to strength. I'm proud to work with the excellent team and continue to be impressed by what the organisation has achieved in just 5 years. To know that 88% of parents are willing to recommend Internet Matters to friends and families is testament to the high quality advice and resources that the team provide."*

**Adam Kinsley**  
Director of Policy, Sky

# TalkTalk

**As a Founding member of Internet Matters, we are incredibly proud of their achievements, and continue to support them with significant funding and people resources.**

We raise awareness of Internet Matters and online safety for children wherever it is appropriate for our customers, when they first join, when parental controls are activated, as well as promoting the resources on our website and in collateral. We also promote Internet Matters to our colleagues to ensure that the values and mission are embedded across all our operations.

This year we also partnered with Internet Matters to launch our Talking Loneliness campaign, looking at whether technology is a source, symptom or solution to tackling the growing issue of teenage loneliness.

As one of the UK's largest internet service providers, TalkTalk recognises its responsibility to ensure our customers feel safe and confident when online. That's why we offer customers several tools to manage their online experience.

We were the first provider to offer free parental filtering to all customers, and today our free HomeSafe product allows website filtering to set up parental filters to stop children accessing inappropriate content.

We know we can't do everything ourselves. We strongly believe that it is only through working in partnership to share expertise and best practice that we will make real progress on online safety.

We are a leading member of the Internet Watch Foundation (IWF), a charity which works to eliminate child sexual abuse imagery online by using innovative technology.

We also work with Government and regulatory bodies on wider efforts to tackle online harm and make the internet a safer place, including supporting the development of the Online Harms White Paper and the Digital Economy Act.



*“Over the last five years Internet Matters has transformed from a small start-up into one of Britain’s leading online safety organisations. We know that parents want to harness the best of the internet, whilst shielding their children from the worst of it. Internet Matters makes that possible for millions of families every year. It’s now a vital part of how we ensure Britain remains a global leader in the fight for a safer, more secure online world.”*

**Iain Wood**

Director of Corporate Affairs, TalkTalk



Throughout the year we work with Internet Matters to promote the importance of online safety to our customers and colleagues as part and parcel of using the internet. In particular, we work hard to increase our people's awareness of the expert educational resources that are available.

It is equally as important that Government and policy makers, through our conversations and consultation responses, understand the organisation's value and leadership in a crowded advice-giving landscape for online safety. From marking annual events like Safer Internet Day, to holding joint Parliamentary lunches to discuss digital resilience, we never miss an opportunity to showcase the great work Internet Matters undertakes to ensure children and young people can use the internet responsibly and safely.

As one of the UK's leading broadband and mobile providers, Virgin Media plays an important role connecting people with the world of the internet. While technology is a force for good, we have focused in recent years on our responsibility to promote the safest ways to access the incredible tools of knowledge and connectivity, especially for young people. In addition to our work with Internet Matters to get their educational resources in the hands of our employees and customers, we also provide the tools to limit children's access to sites with inappropriate content. Our family-friendly broadband filters which screen out content unsuitable for children are default on for all new customers, and customisable to suit individual family needs. We also undertake network-level blocks to restrict access to the most harmful content for our entire customer base.

*“The technological landscape is rapidly evolving, and it is more important than ever that education and digital resilience concerning online safety play leading roles in the national conversation about using technology responsibly. Our partnership with Internet Matters continues to be very important to us. Internet Matters provides vital resources for parents and guardians to support them in ensuring children and young people stay safe online; they are going from strength to strength to become one of the most recognised brands for online safety guidance in the minds of parents and guardians.”*

**David Rodman**

Regulatory and Public Affairs, Virgin Media





**The BBC has played a leading role in this space for almost 20 years, helping to make sure that children are able to seize the amazing opportunities of the digital environment whilst educating and empowering them to make sure they know how to avoid some of the pitfalls.**

In 2017 we launched the Own It website, dedicated to helping children be the bosses of their online lives, and in 2019 we are launching our latest endeavour in this space, the Own It app. Aimed at children who have just received their first smartphone, the app uses cutting edge machine learning technology alongside a diary feature for children to record their feelings and emotions, then it delivers tailored help & support to children, offering advice and nudges if their behaviour strays outside safe and sensible norms. Whether it be night time screen time, sharing personal information

or bullying, the app is designed to help children understand the impact their digital behaviours can have on themselves and on others, and empower them to take control.

Our partnership with Internet Matters is central to our work in helping make sure that children are able to maximise the amazing opportunities available to them growing up in a connected world, whilst also empowering them with the skills and information that they need to minimise the risks.

In particular, as we have been working hard to develop and launch the BBC Own It app over the last two years, our relationship with Internet Matters, who have now grown into such a recognised and trusted voice in this space for parents and carers, has been vital in helping us ensure that we are able to reach those audiences.



*“We are excited about the opportunities on the horizon for meaningful, impactful collaboration in this space between our two organisations, as we forge ahead with our joint mission to help ensure that children online in the UK are the safest in the world.”*

**Catherine McCallister**

*Head of Safeguarding and Child Protection, BBC*



**We teamed up with Internet Matters for the launch of Google's Family Link app in the UK, which allows parents to set digital ground rules on their child's Android or Chromebook devices. This joint effort included building simple guides for parents looking for advice on how to set controls for the first time, as well as featuring Internet Matters branding in the launch campaign as a resource for helpful expert advice on how to further support their children's journeys online.**

We have also developed a free online safety training to help support parents on how to keep their children safe online hosted at Google's Digital Garage in Sunderland and Edinburgh. The 'Keep Your Family Safe Online' course gives parents simple, practical advice on the role they can play to ensure their children's online safety by highlighting free tools, programmes and conversation guidance on topics such as inappropriate content, stranger danger and screen time.

Google believes that making technology for everyone means helping protect those who use it. As a company, Google was founded on the belief that everything they do should always respect the user. As the Internet evolves, this means continuously advancing their security technologies and privacy tools to help keep users and their families safe online.

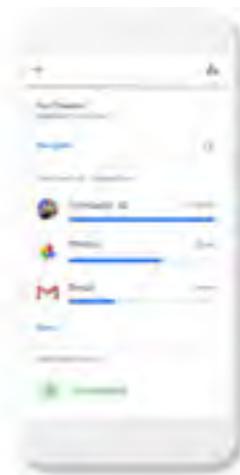
Google has been working directly with experts and educators, like Internet Matters, to develop products and programmes to help parents manage what's right for their families online and encourage children to build healthy digital habits. We continue to offer our accredited programme, Be Internet Legends, which supports the online safety aspects of the key stage 2 primary school curriculum, alongside Be Internet Citizens, which helps develop media literacy, critical thinking and digital citizenship for 13-15 year olds. Together these programmes reach over 1 million children and young people per year

## Guide them to good content

View your activity

Manage third apps

Feed back activity



***“We know that keeping children safe is one of the top concerns for parents in the UK. That's why, with the help of experts like Internet Matters, Google has doubled down on our commitment to building tools and programmes that help empower children and families with the skills they need to make positive and responsible choices online.”***

**Lucy Davis**

Head of Family Safety, Google UK



# Working collaboratively with our Corporate Partners

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We are delighted to be supported by some of the biggest names in the UK, and together we work with them to not only support their online safety initiatives, but to drive awareness of internetmatters.org



We want everyone to feel safe when using Facebook. That's why Internet Matters is so important - we are delighted to work with them to help provide free online safety information and connect parents with the best resources from other expert organisations.

This year we continue to provide advertising support and have collaborated together on the creation of Instagram's Wellbeing guide for parents, allowing them to understand what their kids do and how to manage their time on our platform



As a leading global information and communications technology solutions provider and second largest manufacturer of smartphones and a touch point through multiple digital devices, Huawei recognise that the opportunities the online world offers also carry associated risks. Working with Internet Matters allows us to provide our customer base with expert advice and tips on how to make online journeys safer.



As a mobile operator, we have a huge part to play in supporting families to keep safe online. We felt it was important for us to become part of a trusted organisation such as Internet Matters, where we can share knowledge and collaborate with other members to ensure advice is easily accessible for the customer.

This year alone we have sponsored Internet Matters' 'Parenting Generation Game' research and developed a new Discovery Store programme to educate families on the benefits and associated risks of online gaming.



## SAMSUNG

**SUP  
ERC  
ELL**

**ByteDance**

**TikTok**



Samsung is working closely with Internet Matters to ensure that up to date, easy to understand, relevant information is provided to parents whose children have access to the increasing number of Samsung products now connected to the Internet. This spans beyond our mobile devices such as smartphones and tablets to our range of Smart TVs and Fridges. Through our joint microsite, we want to ensure millions of children can benefit safely from seamless connectivity at home and on the move.

Internet Matters is an expert in empowering parents. Supercell are excited that through this partnership we will address parents' need for resources that help them ensure their children consume games in a healthy, fun and responsible way. As a result of this new collaboration, Internet Matters has developed a new range of mobile gaming resources in a range of different languages including English, French, Mandarin, Spanish, and German.

Promoting a safe and positive experience has been our top priority since the very beginning and we continue to raise awareness around important issues including online safety and digital wellbeing.

We are committed to building a community to encourage users to share their creative passion and expression through video. Working with Internet Matters enables us to raise awareness of our safety features and demonstrates our commitment to providing a safe online experience for our users.

Free expression is a human right. Everyone has a voice and the right to use it. On Twitter, users should feel safe expressing their point of view with every Tweet - and it is our job to make that happen. Internet Matters is one of our core charity partners, who use Twitter to deliver safety advice to partners and teachers through advertising credits we provide. As a result, an average 12% of internetmatters.org sessions come from Twitter.

# Working collaboratively with our Supporters

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Our Supporters help Internet Matters with their valuable time and resources and play a vital role in ensuring that the online safety message is heard by as many parents as possible.



Cloud computing company, Akamai offer security solutions that instil confidence in parents to enable their children to benefit from technology. They're committed to creating a safer environment for children to learn, play and grow.



KCOM is one of the longest-established providers of communications services in the UK, connecting both businesses and residential customers and investing in better digital solutions for everyone and are a proud supporter of Internet Matters.



GroupM and Global Radio came together to support Internet Matters with an online safety radio campaign that encouraged parents to think about their children's digital wellbeing. The pro-bono campaign ran across some of the UK's most popular radio stations including: Smooth, Heart, LBC and Talk Sport across February and March reaching circ. 25m parents across the UK.

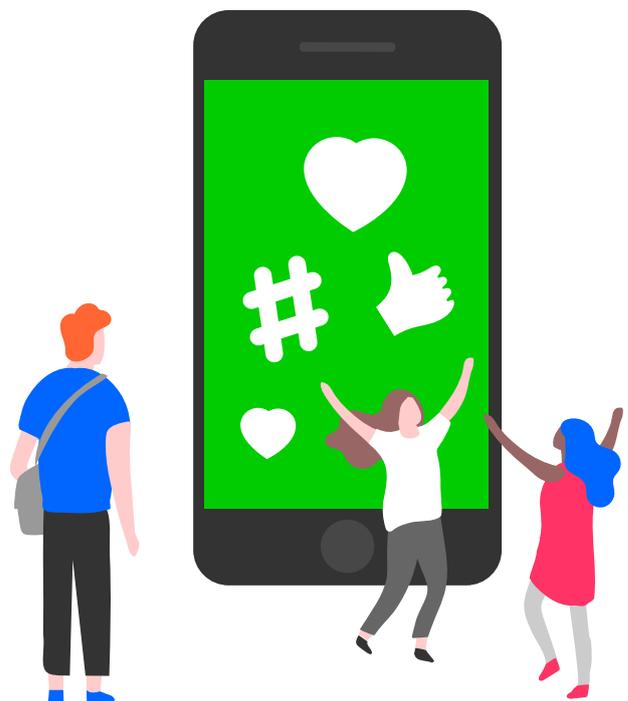
## New Partners coming soon



A Global Cyber Security specialist that offers anti-virus and firewall products.



An American multinational semiconductor and telecommunications equipment company that designs and markets wireless telecommunications products and services.



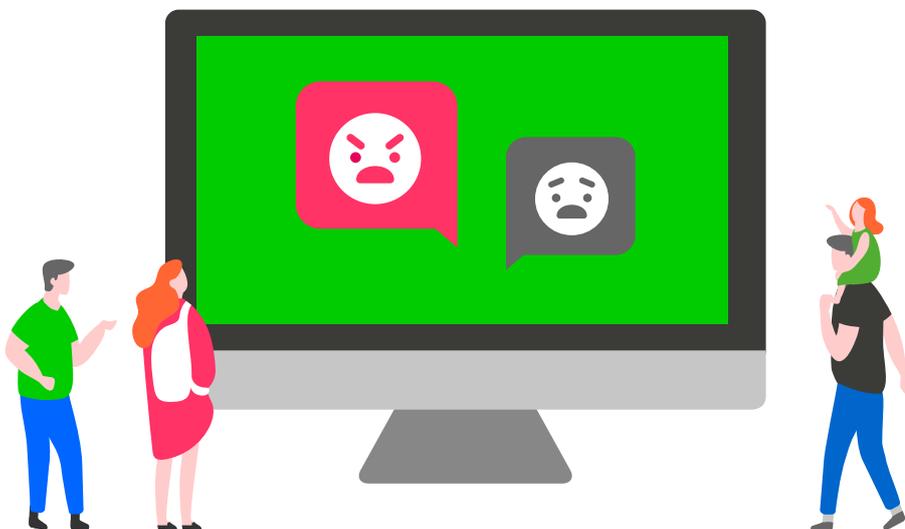
# Working collaboratively with our Expert Advisory Panel

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**Internet Matters has always been collaborative by nature - whether that's through getting brands who are intense competitors in the marketplace to work together for the common good or working with UKCIS to lend our expertise to that forum, better outcomes are achieved through collaboration.**

We have also long recognised that there are a range of expert organisations working in this area, and working together can only serve to make an even greater difference. We are delighted to have two forums where such collaboration makes a profound difference to our work. Firstly, this year as in previous years we are indebted to the members of our Expert Advisory Panel. They act as advisors and critical friends, helping us test our thinking and refine our ideas.

Secondly, we work with a network of expert advisors on an issue by issue basis to ensure our advice to parents is as up to date and relevant as possible. These experts are the unsung heroes of Internet Matters - experts, who recognise the importance of sharing their knowledge so parents are better equipped to keep their children safe from harm. We are grateful to you all.





**Jonathan Baggaley**  
CEO, PSHE Association



**Steve Bailey**  
National Programme  
Development Manager, Barnado's



**John Carr**  
Online Safety Expert



**Martha Evans**  
Director, Anti-Bullying Alliance



**Will Gardner**  
CEO,  
Childnet



**Pamela Park**  
Deputy Chief Executive,  
Family Lives



**Lauren Seager-Smith**  
CEO, Kidscape



**Marie Smith**  
Head of Education, CEOP



**Tony Stower**  
Public Affairs Manager, NSPCC

# Looking forward

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**Carolyn Bunting**  
CEO, Internet Matters



There can be no doubt that the challenge of ensuring children thrive online is getting increasingly complex as the pace of technology continues to move ever faster. Never has Internet Matters been more relevant or more needed. With so many challenging issues there remains much to do.

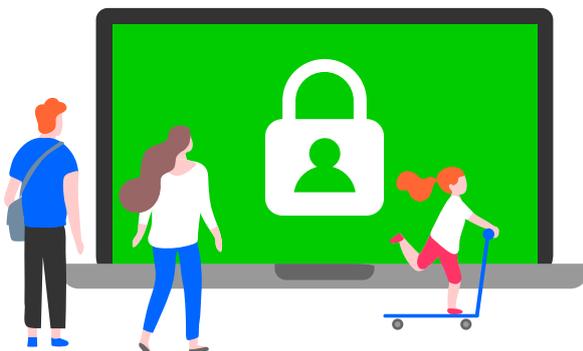
**Those involved in the eco-system of ensuring children are happy and healthy online are unanimous in their view that collaboration is needed, and it is collaboration that underpins the work of Internet Matters. Bringing industry together around a unifying long term initiative means we achieve at scale, something that I know is demonstrated in this report.**

Clearly there is more to do, and I'm excited about the coming years. We are building on our successful strategy. Our work must be evidence-based, we must listen and respond to the needs of children, young people, parents, carers and professionals. We must prompt the right action and engagement from both parents and the influential adults that surround children. Our resources must address all the issues faced by children & young people, be easy to find, easy to use, and make a meaningful difference. Finally, we must continue to partner with a broad church of organisations to ensure we maximise the positive impact we can have.

Over the coming years you'll see us expand our work, develop some innovative partnerships and continue to focus our efforts where we can have the greatest impact. Our "Vulnerable Children in a Digital World" report highlighted that whilst all children can face risks online, there are children experiencing vulnerabilities whose risks online are significantly greater. As we ultimately look to reduce the number of children experiencing online harm, we must increase our efforts in this space, working collaboratively with those that surround these children and young people.

The support of our industry partners is critical in making this happen – and we remain grateful to them. Whilst their financial support is essential, their commitment to activating our partnership with their customers is what makes Internet Matters unique. This support only comes with senior engagement, and every one of our Members and Partners has a shared responsibility for the impact we have demonstrated in this report.

I am honoured to lead this organisation and look forward to continuing our work on this challenging societal issue.



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