TRUSTED FUTURE

CHILDREN'S PRIVACY AND SAFETY

Our children are now the most connected generation in history. At a time when 94% of children ages eight to eighteen have a smartphone at home, and 75% of three to five year olds may have access to a tablet, technology is playing an increasingly pervasive and important role in our children's daily lives. To help parents navigate this new digital domain, Trusted Future has developed a set of common-sense guidelines and tips parents can use to foster greater trust in the technologies they use every day and better protect their children's privacy, safety, and security.

▌ PARENTS' VIEWS ON CHILDREN'S DIGITAL PRIVACY AND SAFETY

To inform this work, Trusted Future conducted a comprehensive national survey of parents to understand their views on the challenges and opportunities they see today, specifically as it relates to children's digital privacy, safety, and security.

SOME KEY TAKEAWAYS FROM THE SURVEY:

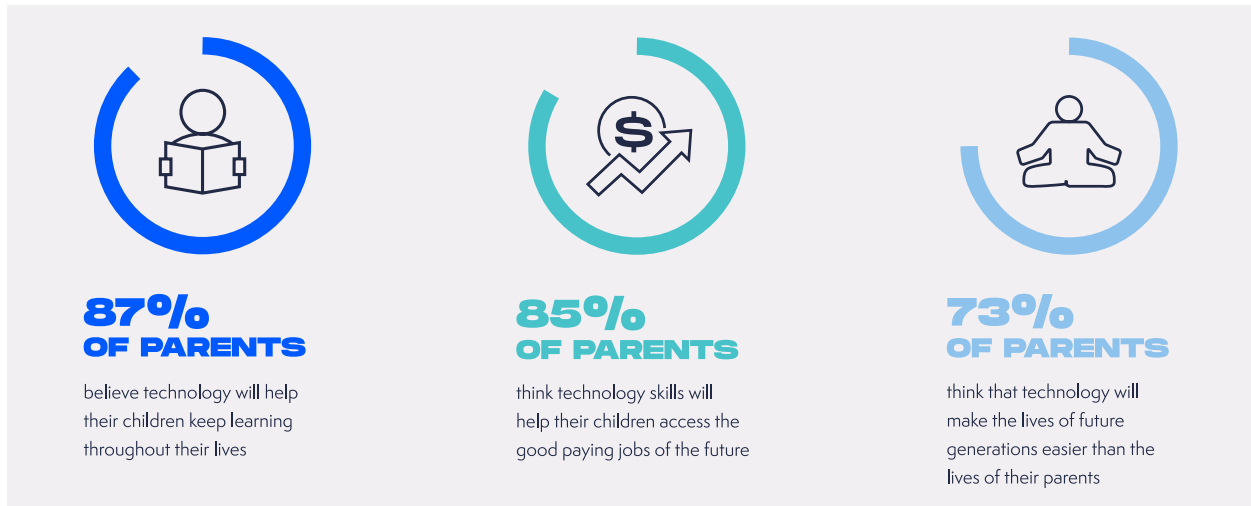**Parents view connected technologies as vital to their family's daily life:**

92% of parents

believe connected technologies are important for their family – specifically, to improve learning outcomes (84%), stay in touch with loved ones (88%), and for remote work that can improve their work-life balance (72%).
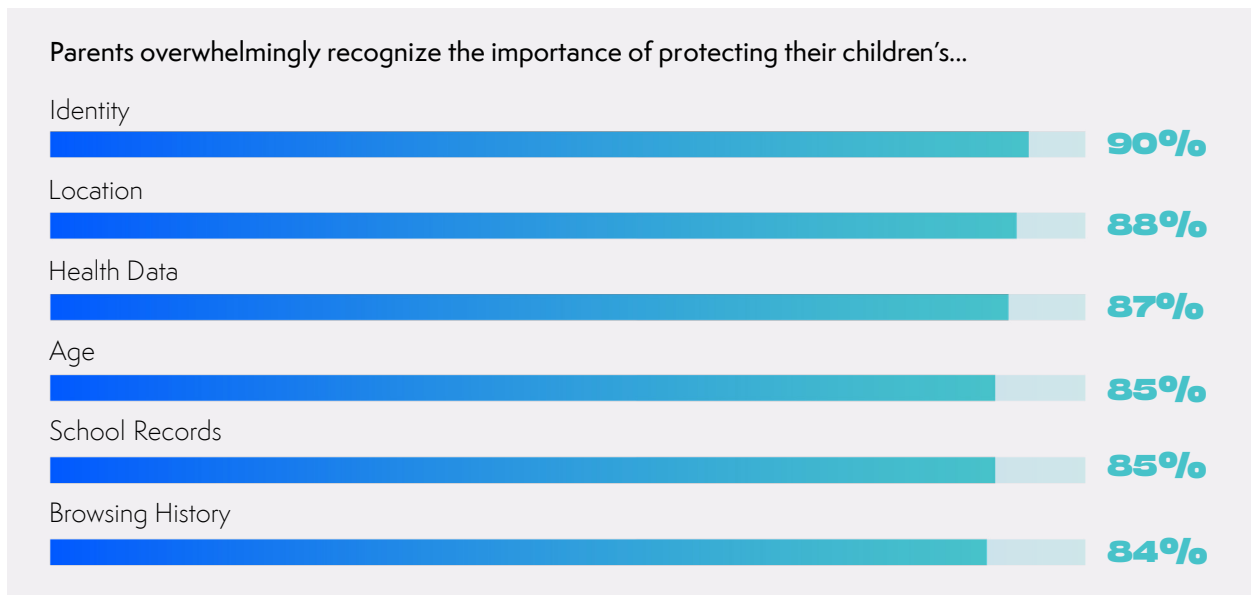
Parents are optimistic – they believe access to technology can improve their children's future:

Parents view technology as a force for progress and believe technological innovation will transform and improve the way their children live, work, learn, and connect with each other – to help them live easier and more prosperous lives.

87%
OF PARENTS
believe technology will help their children keep learning throughout their lives

85%
OF PARENTS
think technology skills will help their children access the good paying jobs of the future

73%
OF PARENTS
think that technology will make the lives of future generations easier than the lives of their parents

Parents see challenges – especially as they relate to protecting their family's privacy, safety, and security:

Parents overwhelmingly recognize the importance of protecting their children's...

Identity — **90%**

Location — **88%**

Health Data — **87%**

Age — **85%**

School Records — **85%**
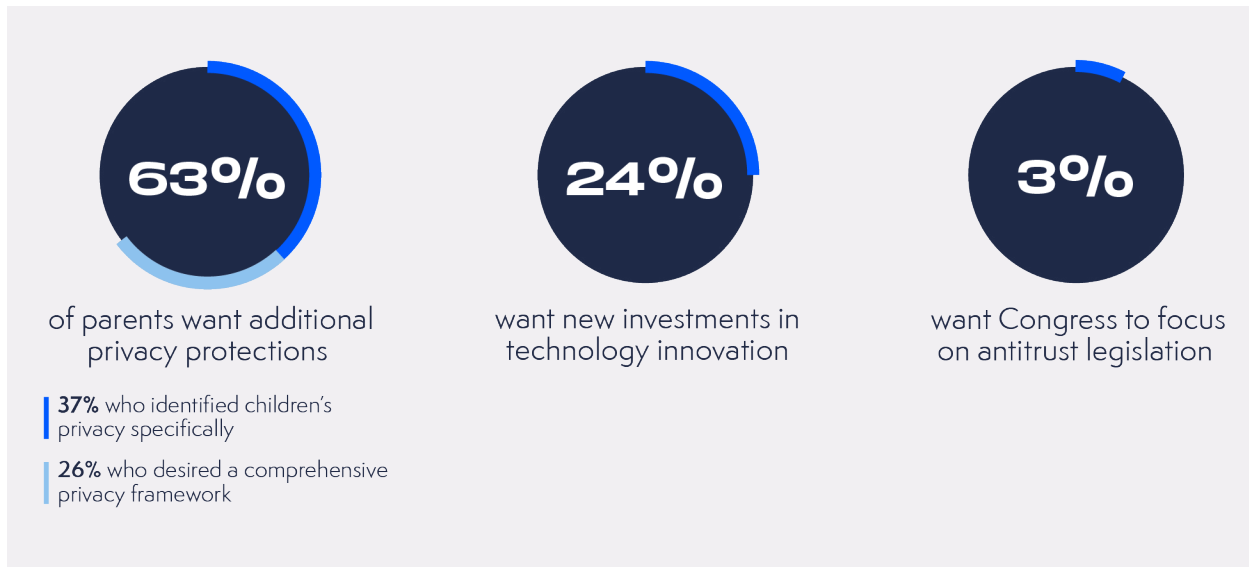
Browsing History — **84%**

To help unlock the potential that parents envision from their children's use of technology, it is essential that they trust the technologies they rely upon – from the software used in critical infrastructure to the apps on their child's smartphone.

While parents are often engaging their children directly, they also want more help from technology companies and experts.

Keeping kids safe and secure online can sometimes feel like a monumental challenge, but parents aren't on their own. Device makers and innovators are developing new and better tools to help parents and other users keep their privacy protected and devices secure. Some companies are even affirmatively investing to improve their privacy and security technologies as a competitive differentiator in the marketplace, which has led to big leaps forward for consumers who want to exercise greater control over their personal data. Our surveys have found that parents want and expect tech companies to do even more to protect consumers' privacy, safety, and security. For example, 91% of parents want apps reviewed by experts for privacy and security before being made available for download.
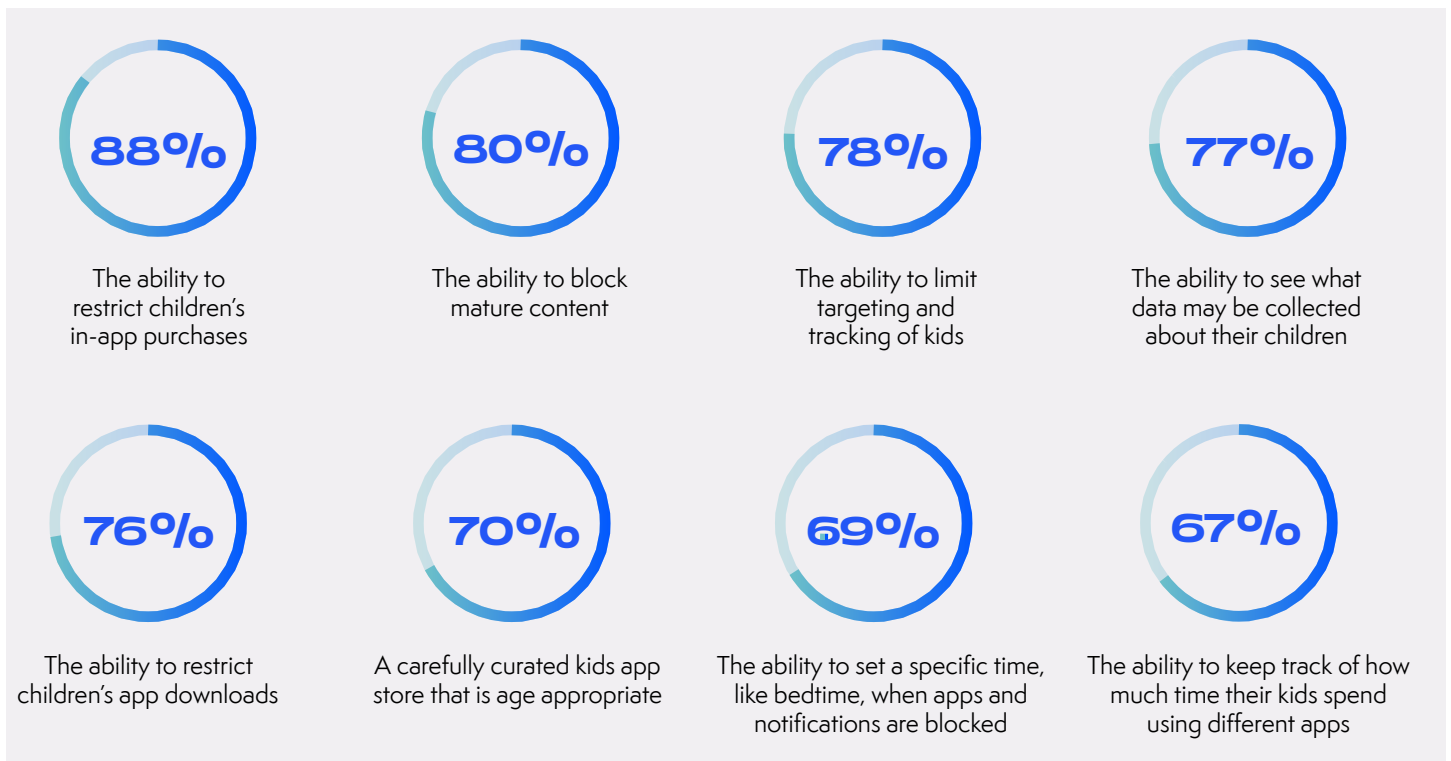
Parents want policymakers to do more too – and protecting privacy is at the top of their list.

When asked to identify their top Congressional priority among four technology policy proposals being considered:

63%

of parents want additional
privacy protections

| **37%** who identified children's privacy specifically

| **26%** who desired a comprehensive privacy framework

24%

want new investments in
technology innovation

3%

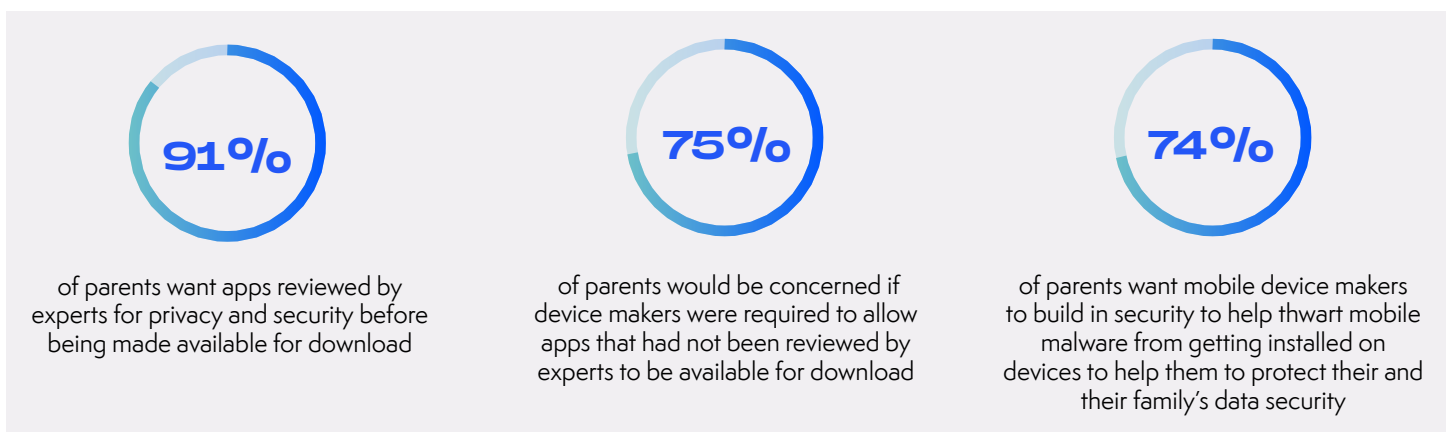want Congress to focus
on antitrust legislation

Parents depend upon child safety tools already built into mobile devices today – and want policymakers to fully consider the consequences of new legislation or regulatory policies on those tools.

By strong majorities, parents support existing parental safety and privacy tools that companies have built into their mobile devices. For example, parents strongly support app-store based child safety features that enable parents to limit screen time, restrict app downloads, block mature content, and limit the targeting and tracking of kid's online activities.

88%

The ability to restrict children's in-app purchases

80%

The ability to block mature content

78%

The ability to limit targeting and tracking of kids

77%

The ability to see what data may be collected about their children

76%

The ability to restrict children's app downloads

70%

A carefully curated kids app store that is age appropriate

69%

The ability to set a specific time, like bedtime, when apps and notifications are blocked

67%

The ability to keep track of how much time their kids spend using different apps

Parents also want the apps they download onto their devices to be reviewed by experts for privacy and safety before they are made available for download.

91%

of parents want apps reviewed by experts for privacy and security before being made available for download

75%

of parents would be concerned if device makers were required to allow apps that had not been reviewed by experts to be available for download

74%

of parents want mobile device makers to build in security to help thwart mobile malware from getting installed on devices to help them to protect their and their family's data security

While some privacy-related bills in Congress would build upon these advancements and encourage greater innovation, legislation that would allow companies to get around app-store review requirements could erode important consumer protections, undermine built-in security protections, prevent the comprehensive safety reviews of all apps, and create a side door that enables children to get around the child safety features currently built into app-store functionality.

- **67% OF PARENTS** reported that they would have more trust in technology legislation that has undergone a comprehensive review of its implications, including those which could impact children's privacy, safety, and security.

ESSENTIAL CHILD SAFETY, SECURITY AND PRIVACY TIPS FOR PARENTS

Trusted Future has developed a series of guidelines and tips to arm parents and educators with best practices and commonsense tools they can use to better protect the safety and privacy of the children in their care:

01   LEAD BY EXAMPLE – ADOPT BASIC CYBER HYGIENE BEST PRACTICES:

One of the most effective tools parents can use to raise privacy-conscious and security-savvy kids is to adopt basic cyber hygiene best practices and become an effective role-model for their kids. Unfortunately today, only half of adults are following basic cyber hygiene practices, like adopting strong passwords, using multifactor authentication, only downloading from official app stores, and avoiding clicking on untrusted links.

02   LEVERAGE CHILD SAFETY FEATURES TO PROTECT CHILDREN'S SAFETY AND PRIVACY:

Smartphones, tablets, and some major apps have parental control tools built in to help protect their family's safety, security, and privacy. Leveraging these parental controls and other features can make this task much easier.

03   RAISE PRIVACY CONSCIOUS KIDS:

Kids are growing up thoroughly online, making parenting that much more challenging today. Fortunately, there are tools and parenting strategies you can use to protect your kids' privacy and help them mature into sophisticated privacy-conscious adults.

04   EMPOWER CHILDREN WITH THE SKILLS THEY NEED TO BECOME SECURITY-SAVVY:

Like adults, kids can become victims of cybercrime, have their accounts compromised, their digital privacy violated, or their identities stolen. Ensure their devices are secure and commit to training your kids to be security-savvy users of technology.

05   HAVE THE "TECH TALK" AND HELP YOUR KIDS ESTABLISH A HEALTHY RELATIONSHIP WITH TECHNOLOGY:

We all want our children to grow into adults that are healthy, well-adjusted, and thriving. Ensuring your children have a healthy relationship with technology that persists well into adulthood is a central challenge of modern parenting. Our survey confirmed that an overwhelming majority of parents—86%—recognize that, in today's digital world, having the "tech talk" is just as important as the "sex talk."

ADDITIONAL RESOURCES:

TRUSTED FUTURE

8 Steps to Better Protect Your Privacy Online

9 Essential Steps to Keep Your Device Secure

5 Key Steps: How to Stop your Mobile Activity from Being Tracked

WATCH: Trust Talk: Protecting Child Safety

AMERICAN PSYCHOLOGICAL ASSOCIATION

Digital guidelines: Promoting healthy technology use for children

COMMON SENSE MEDIA

Parents' Ultimate Guide to Parental Controls

Privacy and Internet Safety

How do I decide which parental controls to use?

Should I let my tween girl use social media?

What are the basic safety rules for cellphones?

CONNECTSAFELY

Family Guide to Parental Controls

FAMILY ONLINE SAFETY INSTITUTE

How to be a Good Digital Parent Toolkit

IKEEPSAFE

Guidance for the Safe and Healthy Use of Technology – Youth/Parent Fireside Chat

CISA

Keeping Children Safe Online

Staying Safe on Social Networking Sites

Parents and Educators Tip Card

Chatting with Kids about Being Online

FBI

Keeping Children Safe Online

FTC

[Kids and Mobile Phones](#)

[Talk to Your Kids](#)

[Kids and Computer Security](#)

[Parental Controls](#)

[Protecting Your Child's Privacy Online](#)

[Kids: Texting and Sexting](#)

[Kids and Socializing Online](#)

USA.GOV

[Online Safety in the Age of Digital Learning](#)

OFFICE OF THE PRIVACY COMMISSIONER OF CANADA

[12 quick online privacy tips for parents](#)

CANADIAN CENTRE FOR CYBER SECURITY

[Cyber security for kids: How parents can talk with their children](#)

AUSTRALIA'S ESAFETY COMMISSIONER

[Parents](#), [Young People](#), & [Kids](#)

NATIONAL CYBERSECURITY ALLIANCE

[Tips for Parents on Raising Privacy-savvy Kids](#)

INTERNET MATTERS

[Helping parents keep their children safe online](#)

KQED

[How Parents can Model Better Screen Time Behavior for their Kids](#)

NY TIMES

[How and When to Limit Kids' Tech Use](#)

PBS

[Online Safety Tips for Parents](#)

CONSUMER REPORTS

[Internet Safety for kids: How to Protect your Child from Online Danger](#)

[How to Use the Parental Controls on a Smartphone](#)

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