



Child Safety in the Connected World





Fine Brothers Productions



The slow computer



Personal computer

Percentage of Children Using the Internet - UK

100%

90%

80%

70%

60%

50%

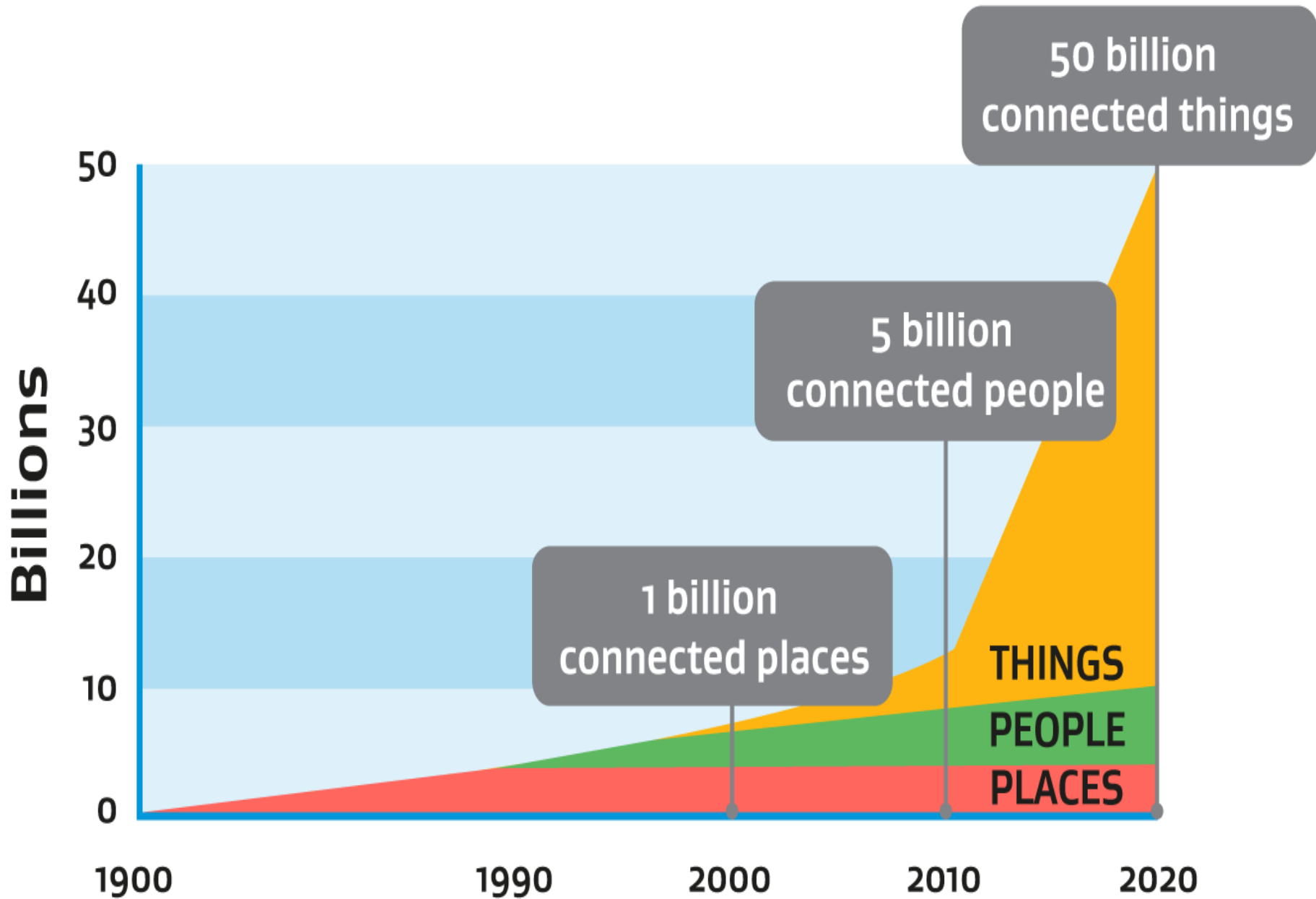
40%



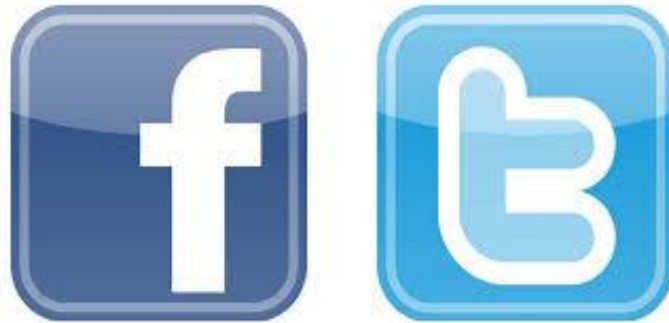




FUTURE



1-3 yrs : The internet of toddlers



1-3 yrs : The internet of toddlers



4-6 yrs: The internet of preschool

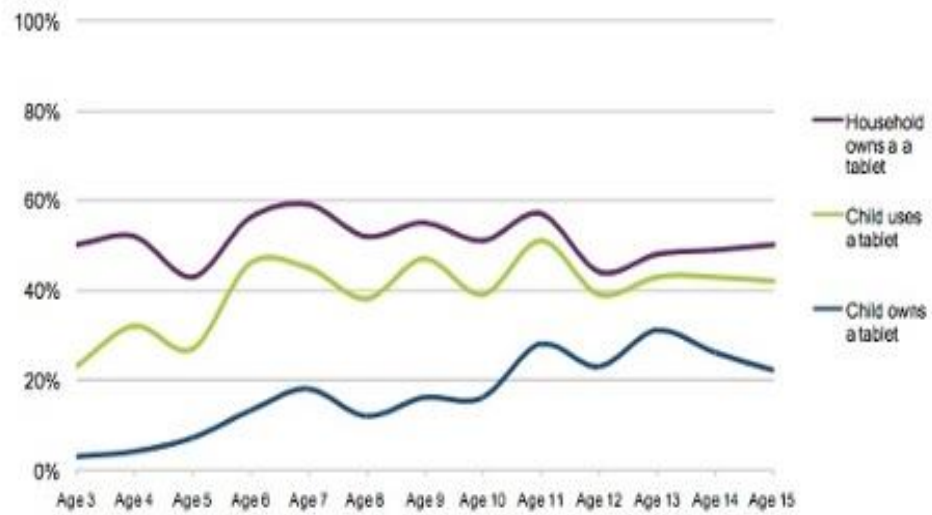


4-6 yrs: The internet of preschool



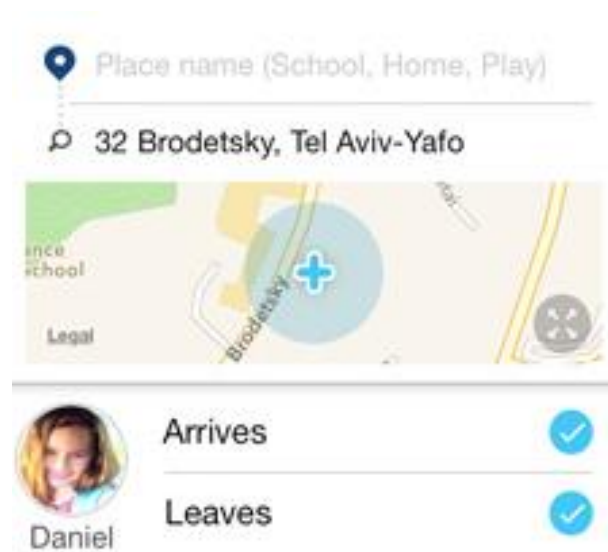
7-17 yrs: The internet of school age





The Guardian

7-17 yrs: The internet of school age



7-17 yrs: The internet of school age

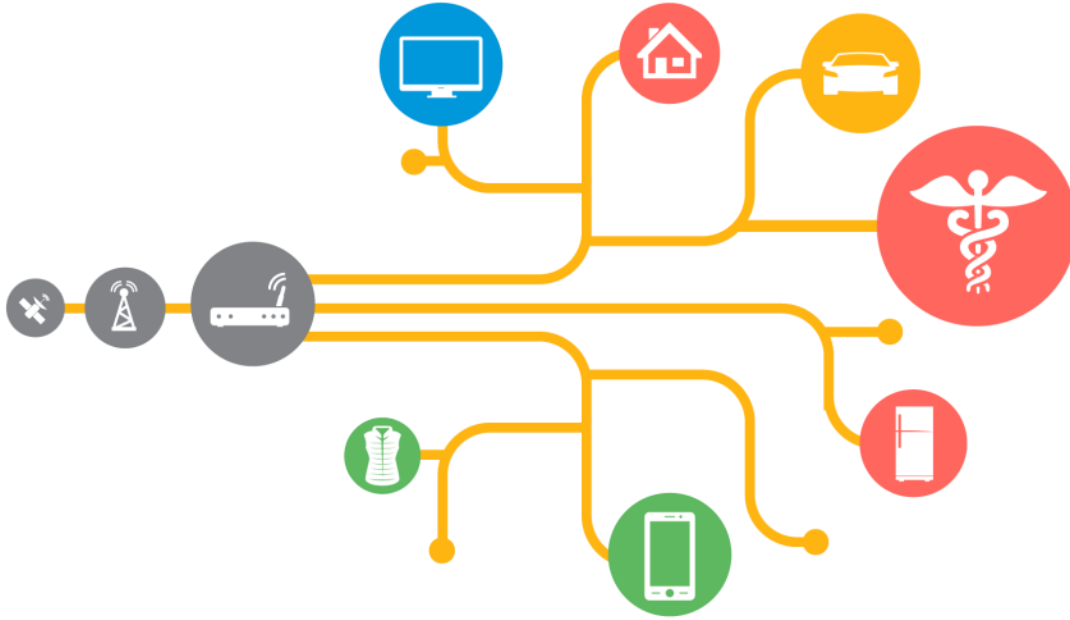


In the house



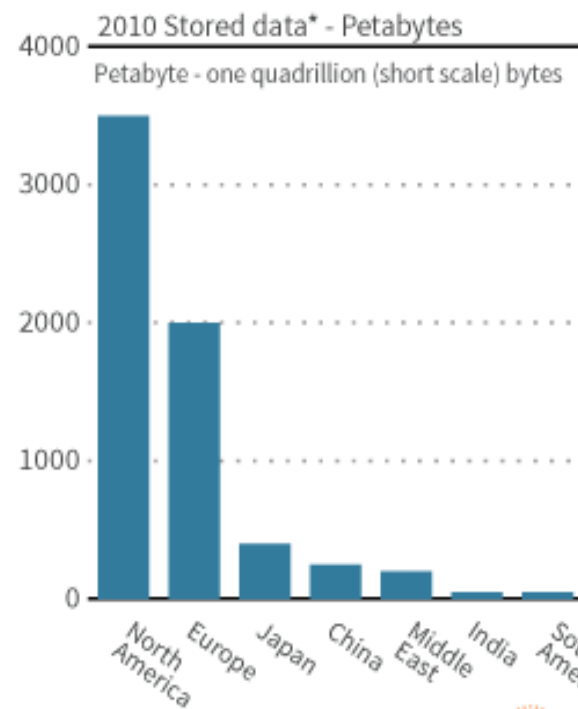
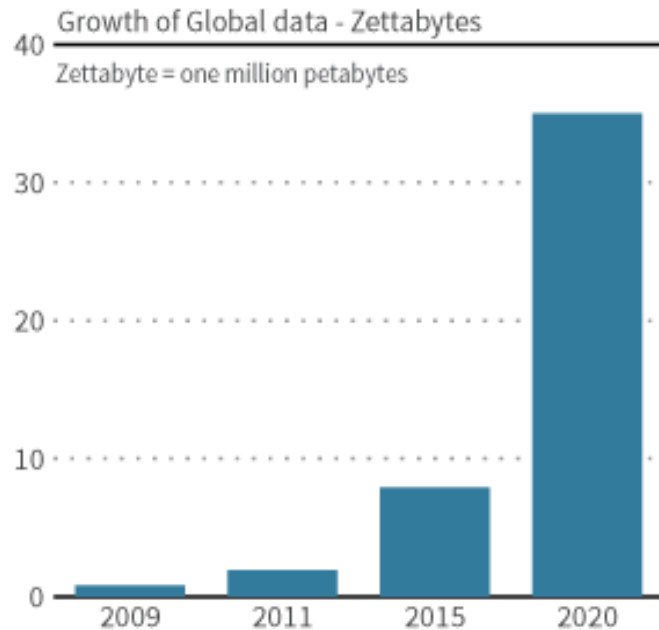
Outside the house





Big data growth

Big data market is estimated to grow 45% annually to reach \$25 billion by 2015

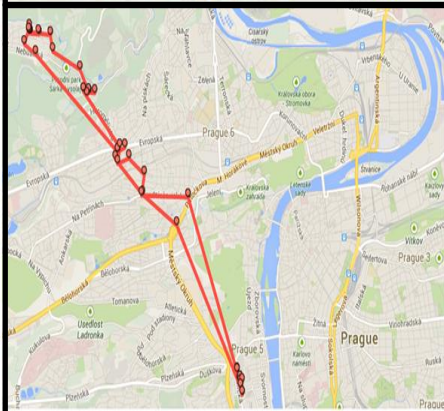


*greater than

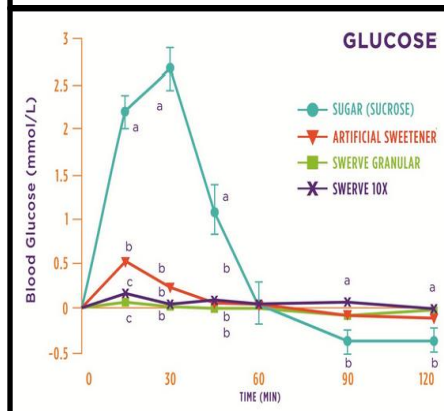
Sources: Nasscom -CRISIL GR&A analysis



Location



Health



Social



Apps

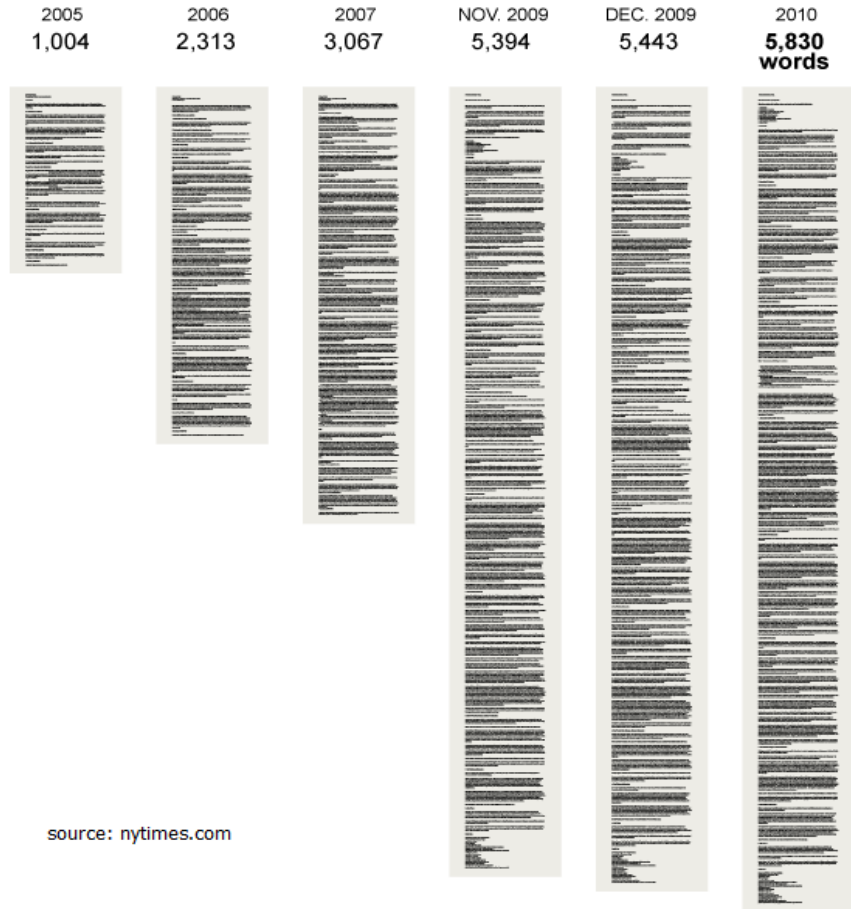


Dozen other information sources are broadcasting data ...

The ever-expanding privacy policy

In the last five years Facebook's privacy policy has grown to 5,830 words today, from 1,004 in 2005. In addition, Facebook offers an in-depth Privacy FAQ page, with 45,000 words.

WORD COUNT OF FACEBOOK'S PRIVACY STATEMENTS

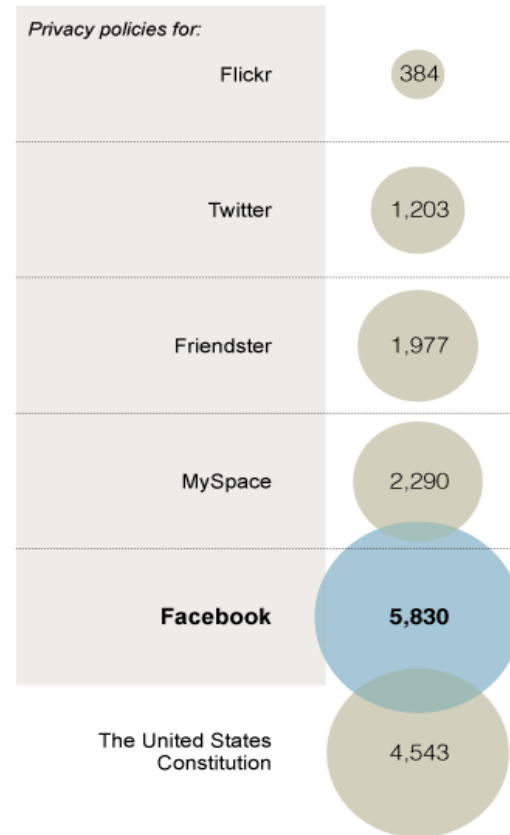


source: nytimes.com

Longer than the Constitution

Facebook's 2010 privacy policy is longer than that of other social networks, even exceeding the United States Constitution, without the amendments.

WORD COUNTS



How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did



% who...	2010	2014
Seen hate messages (11-16 years)	13	20
Received sexual messages (11-16 years)	14	5
Seen sexual images online (9-16 years)	9	12
Been cyberbullied (9-16 years)	9	12
Seen pro-anorexic sites (11-16 years)	8	14
Met online contact offline (9-16 years)	8	12
Bothered or upset online (9-16 years)	13	17

EUKidsOnline 2014, London school of economics





Thank you