

Where to Report

www.acma.gov.au
www.asi-mexico.org/sitio
www.ceop.gov.uk
www.cybertipline.com
www.esecurity.org.my
www.fpbprochild.org.za/ReportAbuse.aspx
www.indianchild.com
www.inhope.org
www.internetsegura.org
www.navegueprotegido.com.br/pais.asp
www.onlandia.org.ua/ukr
www.proteges.com
www.safernet.ru/
www.sigur.info

Resources

www.microsoft.com/protect
www.missingkids.com/missingkids/
www.o2.com/cr2008/responsibility/child_protection
www.proteges.com/eng_que_hacemos2.asp
www.safernet.org.br/site/
www.staysafe.org
www.stopchildpredators.org
www.virtualglobaltaskforce.com/
www.wiredkids.org/
www.wiredsafety.com

Microsoft Public Service Announcements (PSAs)

Microsoft Corporation, a key ICMEC partner, has created Internet safety tools and PSAs to help protect individuals from the risks that may be encountered when using the Internet. On the companion CD, you will find several Microsoft-produced PSAs on how to protect yourself, your family, and your computer at work and at home. The PSAs are provided in: Arabic, English, French, German, Malay (Singapore), Portuguese (Brazil) and Spanish.

Microsoft®

ICMEC Core Functions

ICMEC is leading a global movement to protect children. ICMEC:

- works to combat child abduction and child sexual exploitation globally;
- provides training and assistance to law enforcement, legal professionals, NGOs, and governments;
- advocates for changes in laws, treaties, and systems to protect children worldwide;
- promotes the creation of national centers based on a public-private partnership model; and
- leads a global financial coalition to eradicate commercial child pornography.



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A Guide to Online Safety



The International Centre for Missing & Exploited Children (ICMEC) is the leading global service agency working to protect the world's children from exploitation and abduction.



What Kids Can Do to Protect Themselves Online

- Don't give out personal and family information such as names, addresses, phone numbers, school, and email.
- Choose a neutral screen name that doesn't reveal gender, age, location, school, or any identifying information.
- Don't send photos of yourself, family or friends to strangers or post them on social networking sites without permission.
- Never agree to meet a person you've "met" online without consulting with parents or a responsible adult.

Kid's Pledge

I will talk with my parents or guardian about our Internet and mobile phone rules and obey them. I will:

- not give out personal information including my, name, phone, address etc. to strangers, without my parent or guardian's permission;
- use privacy settings to restrict access to my social networking site;
- not share photos of myself or my family with strangers or post them where strangers might see them ;
- not engage in "sexting" on a mobile phone or PDA;
- tell my parents or guardian about anything online that makes me feel threatened or uncomfortable;
- not meet with anyone that I have met on the Internet without my parent or guardian's permission;
- not engage in bullying, hurtful or offensive remarks to others; and
- not engage in peer-to-peer file sharing or download games, software or music without checking with my parents or guardian.



Risks to Kids on the Internet

- Predators contact underage youth for sexual purposes.
- In one year 1 in 25 youth in the U.S. received a sexual solicitation to meet in person.¹
- 23% of youth in South Africa were in uncomfortable situations in which strangers made sexually explicit suggestions or requested intimate information. More often amongst girls.²
- Unmonitored chat rooms are particularly risky for teens and one-on-one chats with strangers should be avoided.
- Criminals and fraudsters try to get personal identifying information through spam, phishing, malicious code.
- Kids encounter hard core pornography, violent images and other inappropriate materials online.

Images of Abuse

- Child sexual abuse images involve photos and videos of sex acts with children or underage teens, including the depiction of genitals.
- Psychological damage to children is serious and lasting.
- Most online adult predators target teens who are vulnerable and willing to talk.

¹Crimes Against Children Research Center - University New Hampshire, 2006.
²South African Film and Pub. Board Study on Internet Usage by Learners in South African Schools, Nov. 2006.

Some of the information and recommendations provided in this publication and companion CD may apply to certain age groups and not others; for more in-depth information please consult Resources.

What Parents Can Do to Help Kids Have a Safer Online Experience

- Establish ground rules for computer use and gaming, keep PC in open areas, do not let child give information or send photos to strangers.
- Maintain an open dialogue with your child, and discuss Internet safety issues.
- Encourage your child to share concerns with you and don't be too harsh on them.
- Report inappropriate contact by others with your child or bullying to proper authorities.

Parent's Pledge

I will talk to my kids openly and explain to them about the risks of going online and learn about their activities; I will also:

- keep the computer in the open, maintain security updates and install security software;
- set reasonable rules with my child for Internet access, post them near the computer and make sure they are being followed;
- advise my child and explain why not to give personal information and photos to strangers;
- encourage my child to communicate openly with me when he or she feels threatened or uncomfortable about contacts made online;
- not be too judgmental of my child when they tell me about "bad" experiences on the Internet;
- not punish them for mistakes but encourage safe practices;
- report suspicious events to the proper authorities; and
- stay involved with my child's online activities and use parental controls and other technology.