

The 4 C's of Online Safety

Mr Stoneman

Vice Principal and Designated Safeguarding Lead

Mr Howlett

Computing and Business Faculty Leader

The Internet

The internet is an amazing resource which enables children and young people to connect, communicate and be creative in a number of different ways, on a range of devices.

However, the internet is always changing, and being able to keep up to date with young peoples use of technology can be a challenge.

This may sometimes leave adults feeling that young people have better technical skills than adults do, however children and young people still need advice and protection when it comes to managing their lives online.

The 4 C's of Online Safety

Content

Contact

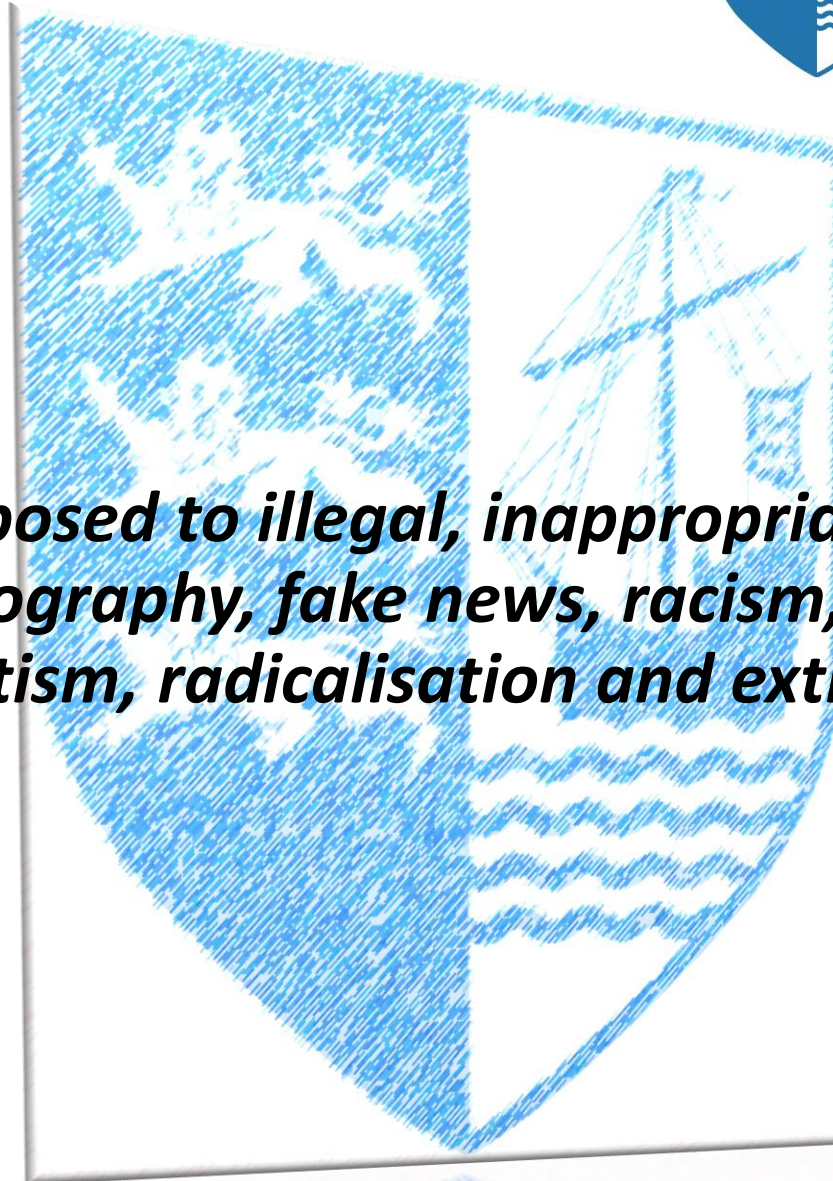
Conduct

Commerce/Contract

	Content Child as recipient	Contact Child as participant	Conduct Child as actor	Contract Child as consumer
Aggressive	Violent, gory, graphic, racist, hateful and extremist content	Harassment, stalking, hateful behaviour, unwanted surveillance	Bullying, hateful or hostile peer activity e.g. trolling, exclusion, shaming	Identity theft, fraud, phishing, scams, gambling, blackmail, security risks
Sexual	Pornography (legal and illegal), sexualization of culture, body image norms	Sexual harassment, sexual grooming, generation and sharing of child sexual abuse material	Sexual harassment, non-consensual sexual messages, sexual pressures	Sextortion, trafficking for purposes of sexual exploitation, streaming child sexual abuse
Values	Age-inappropriate user-generated or marketing content, mis/disinformation	Ideological persuasion, radicalization and extremist recruitment	Potentially harmful user communities e.g. self-harm, anti-vaccine, peer pressures	Information filtering, profiling bias, polarisation, persuasive design
Cross-cutting	Privacy and data protection abuses, physical and mental health risks, forms of discrimination			

Content

‘Content: being exposed to illegal, inappropriate or harmful content, for example: pornography, fake news, racism, misogyny, self-harm, suicide, anti-Semitism, radicalisation and extremism’ (KCSIE 2021).



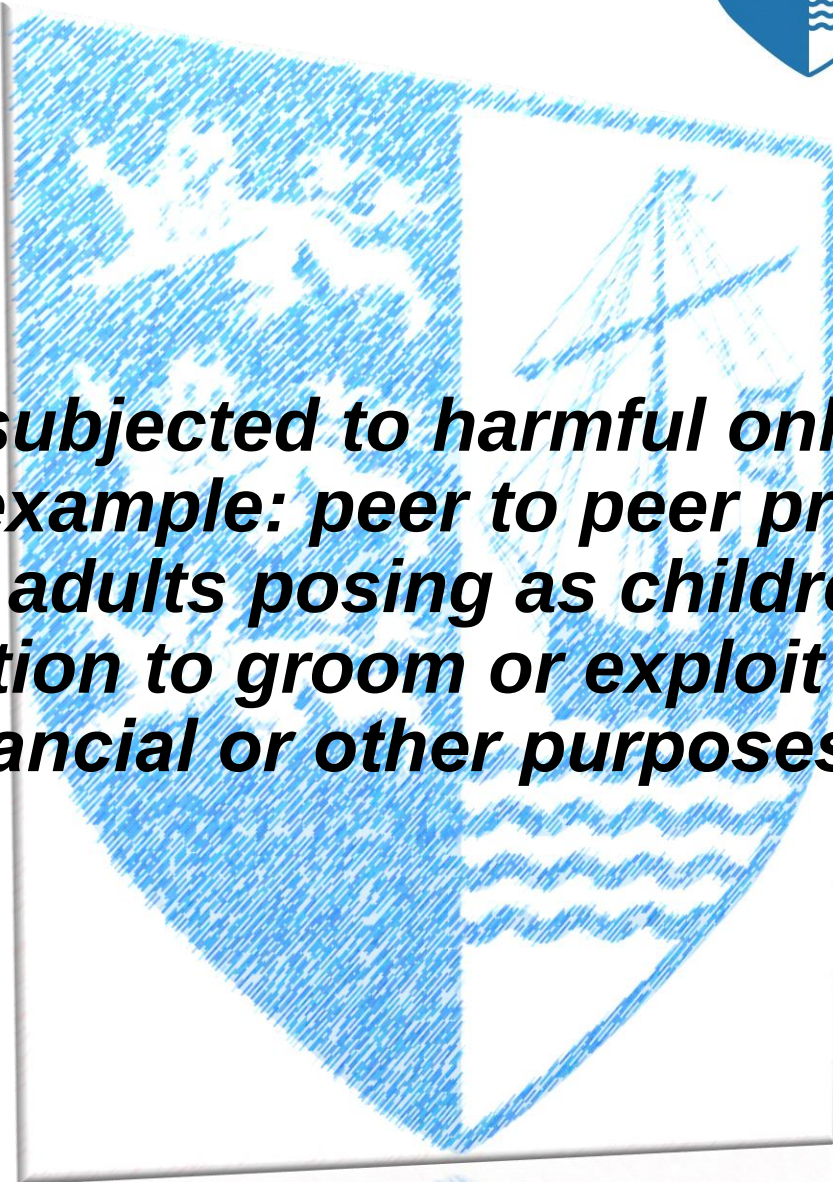
Content

Some online content is not suitable for young people and may be hurtful or harmful. This is true for content accessed and viewed via social networks, online games, blogs and websites.

It's important for young people to consider the reliability of online material and be aware that it might not be true or written with a bias. Young people may need your help as they begin to assess content in this way.

There can be legal consequences for using or downloading copyrighted content, without seeking the author's permission.

Contact



‘Contact: being subjected to harmful online interaction with other users; for example: peer to peer pressure, commercial advertising and adults posing as children or young adults with the intention to groom or exploit them for sexual, criminal, financial or other purposes’ (KCSIE 2021)

Contact

It is important for young people to realise that new friends made online may not be who they say they are and that once a friend is added to an online account, you may be sharing your personal information with them.

Regularly reviewing friends lists and removing unwanted contacts is a useful step.

Privacy settings online may also allow you to customise the information that each friend is able to access.

Contact

If you have concerns that a young person is, or has been, the subject of inappropriate sexual contact or approach by another person, it's vital that you report it to the police via the Child Exploitation and Online Protection Centre (www.ceop.police.uk).

If a young person is the victim of cyberbullying, this can also be reported online and offline. Reinforce with the young person the importance of telling a trusted adult straight away if someone is bullying them or making them feel uncomfortable, or if one of their friends is being bullied online.

Conduct

‘Conduct: personal online behaviour that increases the likelihood of, or causes, harm; for example, making, sending and receiving explicit images (e.g consensual and non-consensual sharing of nudes and semi-nudes and/or pornography, sharing other explicit images and online bullying’ (KCSIE 2021).

‘Where a child behaves in a way that contributes to risky content or contact. This may include children writing or creating hateful materials about other children, inciting racism or posting or distributing sexual images, including material they have produced themselves.’

The 4Cs: Classifying Online Risk to Children

Conduct

This can vary from bullying to hateful behaviours on a gaming platform to the sending, sharing or creating of sexually based image of another student or person.

The harmful use of gaming communities to suggest students, people and individuals should not do something or they should participate in something.

Bullying, hateful or hostile peer activity e.g. Trolling, exclusion, shaming

Sexual harassment, non-consensual sexual messages, sexual pressures

Potentially harmful user communities, e.g. self-harm, anti-vaccine, peer pressures

Conduct

Young people need to be aware of the impact that their online activity can have on both themselves and other people, and the digital footprint that they create on the internet.

It's easy to feel anonymous online and it's important that young people are aware of who is able to view, and potentially share, the information that they may have posted.

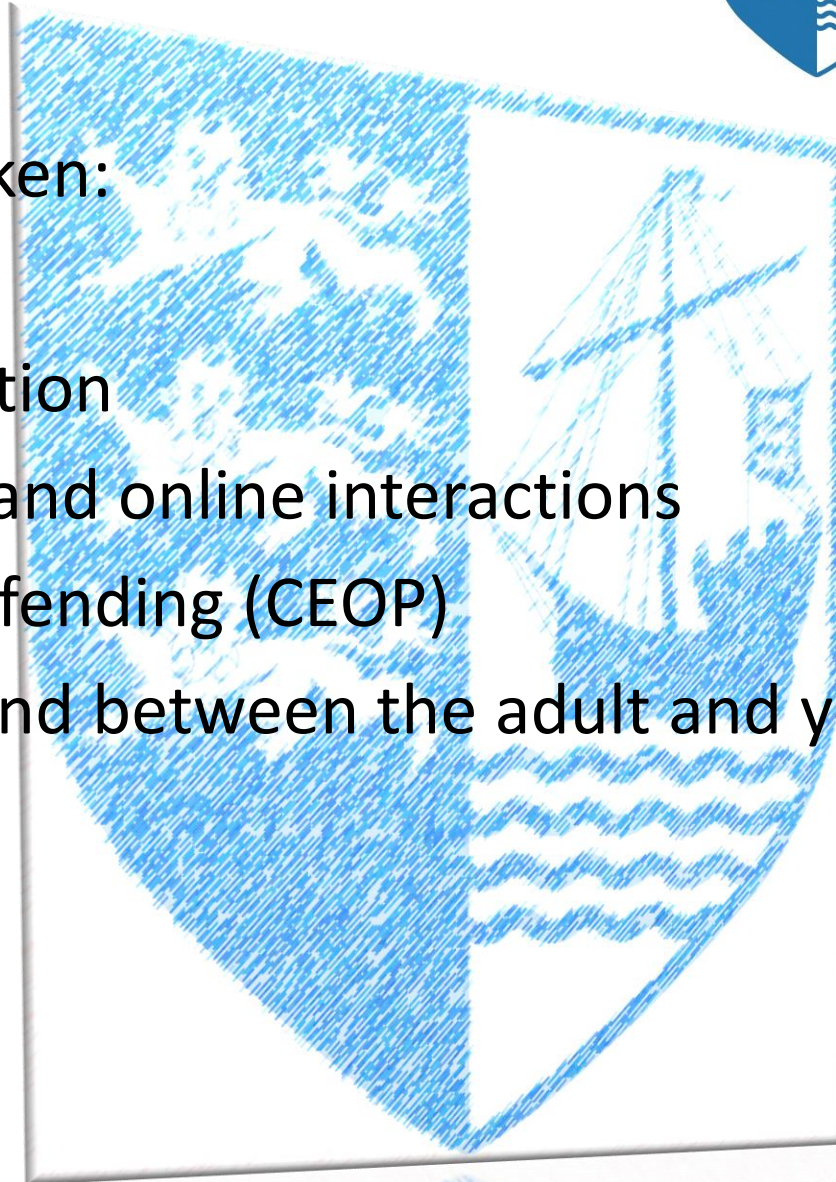
When using the internet, it's important to keep personal information safe and not share it with strangers.

Discuss with young people the importance of reporting inappropriate conversations, messages, images and behaviours and how this can be done.

Conduct

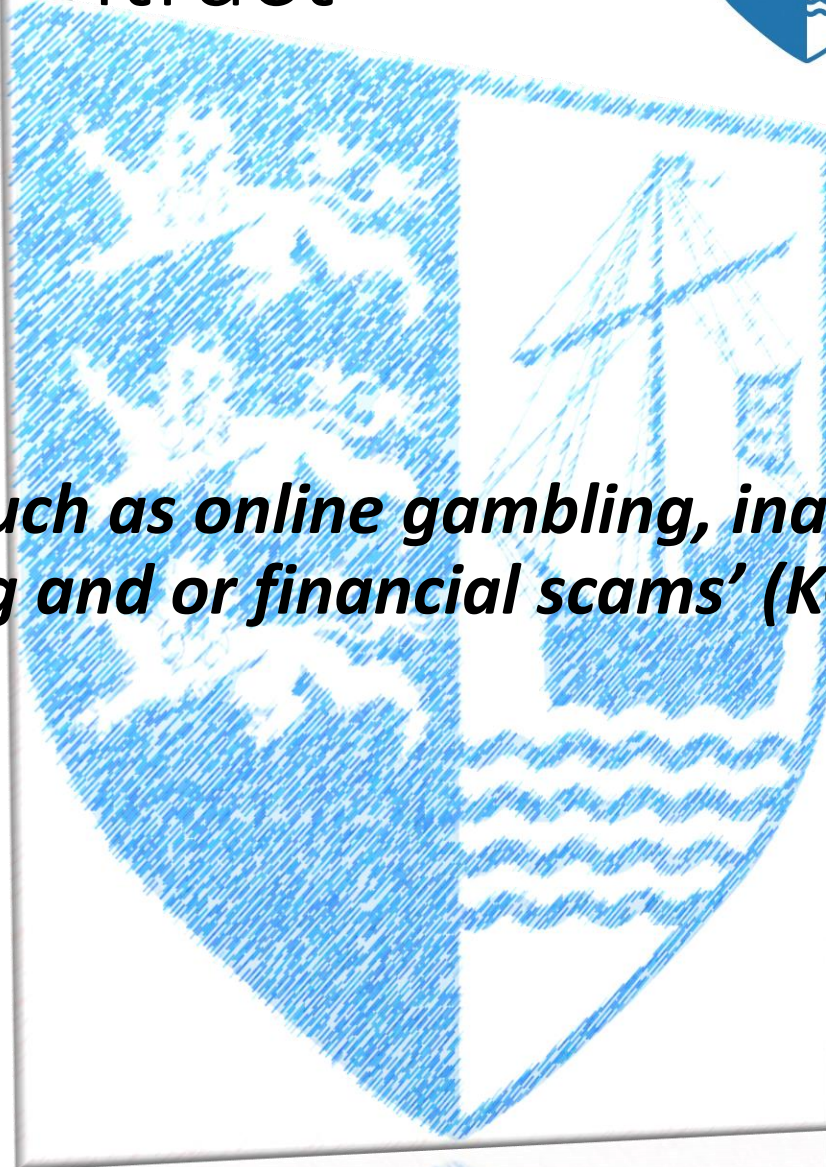
Steps that can be taken:

- Encouraging reflection
- Reviewing friends and online interactions
- Reporting those offending (CEOP)
- Creating a trust bond between the adult and young person
- Respecting all



Commerce/Contract

‘Commerce – risks such as online gambling, inappropriate advertising, phishing and or financial scams’ (KCSIE 2021).



Commerce/Contract

With all online websites, gaming platforms and social media usage, the advertisements that are found upon these sites can lead to young people being exposed to various elements of internet dangers.

Under age gambling

Accessing the 'dark' web and banned websites

Scams

Sharing of personal information

Promotion of various forms of harm

Identity theft, fraud,
phishing, scams,
gambling, blackmail,
security risks

Sextortion, trafficking for
purposes of sexual
exploitation, streaming
child sexual abuse

Information filtering,
profiling bias,
polarisation, persuasive
design

Commerce/Contract

Action and Steps that can be taken:

Creating filters upon websites

Having home, work and mobile security to prevent misuse and abnormal activity

Encouraging young people to not click on external or not expected links and pages

Discussing and sharing information on non-reported sites to ensure the safety of others

Discipline with Dignity

Plume Academy works on the Discipline with Dignity mantra with all our stakeholders and would encourage you to ensure that our students are aware of the implications that showing a lack of respect to their community, others and also themselves can lead to implications and potential involvement of the law.

Whilst gaming, social networking and messaging is a great communication for our young people, they must be aware of their actions and that this can influence peoples feelings, emotions and well being.



Discipline with Dignity

Ensuring young people are aware of their impact of their actions and encouraging them to show personality traits and behaviours such as:

- Honesty
- Integrity
- Collaboration
- Endeavour
- Aspiration
- Trust
- Commitment
- Accountability



Plume Academy – Safeguarding and Guidance



As part of our sharing of this information, please may I ask that you review and look at our academy's website to ensure you gain access to all resources that are in place to support the academy's stakeholders.

<https://www.plume.essex.sch.uk/safeguarding>

External links, policies, activities, reporting processes and key personnel information is all shared to ensure our young people of Plume Academy remain safeguarded.

Tips for Parents and Carers

- Discuss with your child the consequences of sexting.
- Monitor your child's online presence, especially social networking sites like Facebook and Twitter.
- Explain that the images can land in the wrong hands, and warn them against online predators.
- Encourage your child to open up about receiving or sending provocative images without your supervision.
- Remind you child that there are essential and personal information that they should never share online such as address, photos and video footage.
- Set clear rules about what the can and cannot do with their electronic devices.

Questions

