

The illustration features a central purple rectangular frame with a keyhole at the bottom and a "RESTRICTED AREA" sign. From this frame, various items representing different types of inappropriate content are being ejected or flying around. These include playing cards (Ace of Spades, Ace of Clubs), a green helicopter, a green bottle, a red chili pepper, a yellow dollar sign, a speech bubble containing "F@!#", a white game controller, a skull, a red "X" symbol, a "CAUTION" sign with "XXX", a "CENSORED" sign, a blue "PLAY NOW" button, a yellow "WHERE IS IT FOUND?" sign, a "18" age restriction sign, a "\$10 FREE BET" sign, a "CRIME" sign, and a "PROHIBITED" sign. In the top right corner, there is a circular icon with a red slash over a child's face. At the bottom, a large blue banner reads "Advice for Parents & Carers". To the left of the banner is a lightbulb icon, and to the right is a yellow starburst icon.

SOCIAL MEDIA

Age-inappropriate content is easily accessible through many social media platforms. TikTok, for instance, is hugely popular with young people but is arguably best known for clips featuring sexualised dancing or profanity. Some social media users also express hate speech or promote eating disorders and self-harm, which could cause lasting damage to a child's emotional and mental health.

GAMING

Gaming is an enjoyable source of entertainment, but many popular titles can expose children to inappropriate material such as violence, horror, gambling or sexually explicit content. Playing games unsuitable for their age risks normalising to children what they are seeing. Some games also include in-game chat, where other (usually older) online players often use language that you probably wouldn't want your child to hear or repeat.

STREAMING

The range of video streaming services available online means that users can find almost anything they want to watch on demand. Children are therefore at risk of viewing TV shows and movies which contain nudity, drug and alcohol abuse, explicit language and extreme violence. Unfortunately, these streaming platforms can't always determine that it's not an adult who's watching.

ADVERTS

Online adverts frequently include age-inappropriate content: usually gambling and nudity or partial nudity, although adverts for alcohol or e-cigarettes are also common. Some search engines also feature adverts that are responsive to your search history: so if you've recently looked up a new horror movie, shopped for lingerie or ordered alcohol online, then the ads appearing on screen could reflect this the next time your child borrows your device.

Advice for Parents & Carers

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