

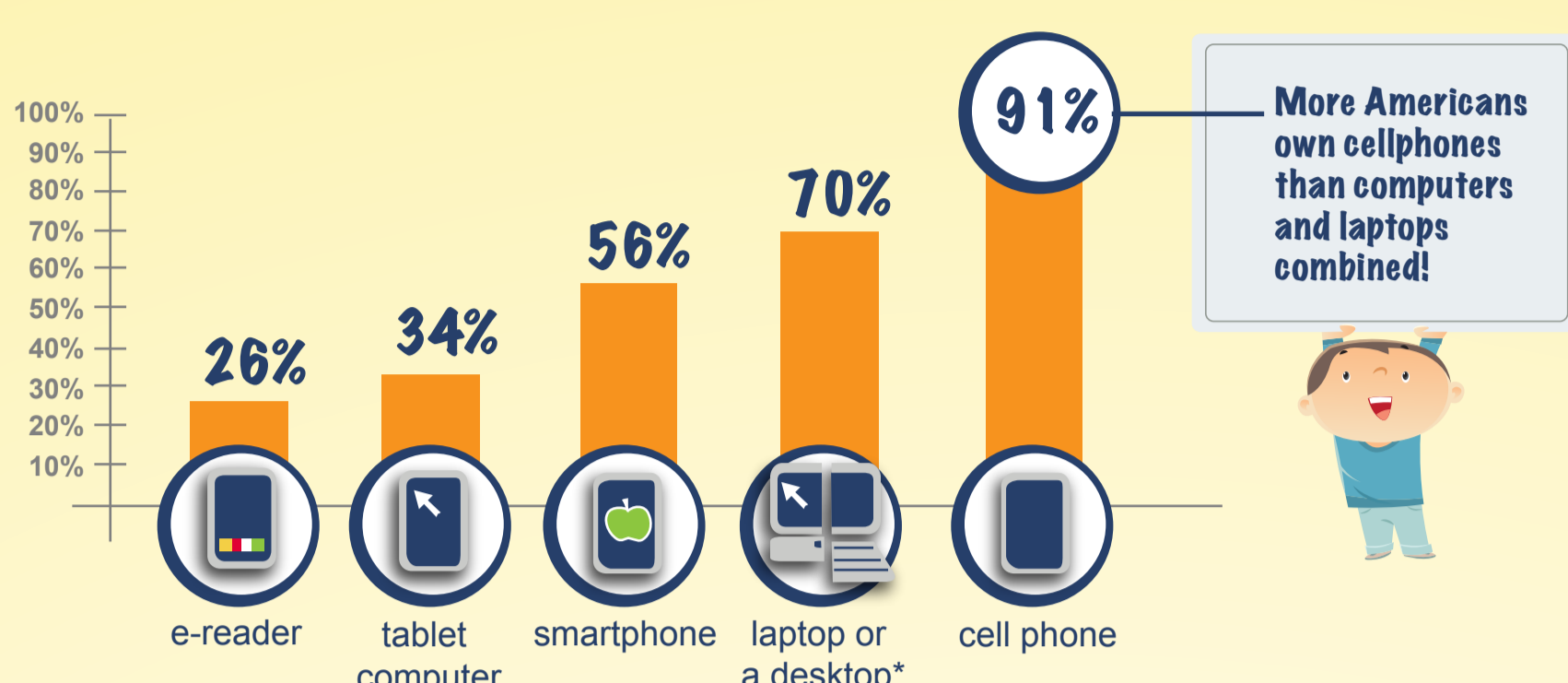


# Keeping Kids Safe in the Digital World

Our kids are growing up in a connected world that's not always easy to navigate. Smart phones and tablets are now competing for screen time with television, the Internet, and computer and video games; offering increased opportunities for engagement, entertainment, and education. With this growing stream of new digital resources at our fingertips, how do we safely incorporate them into our family lives and parenting practices?

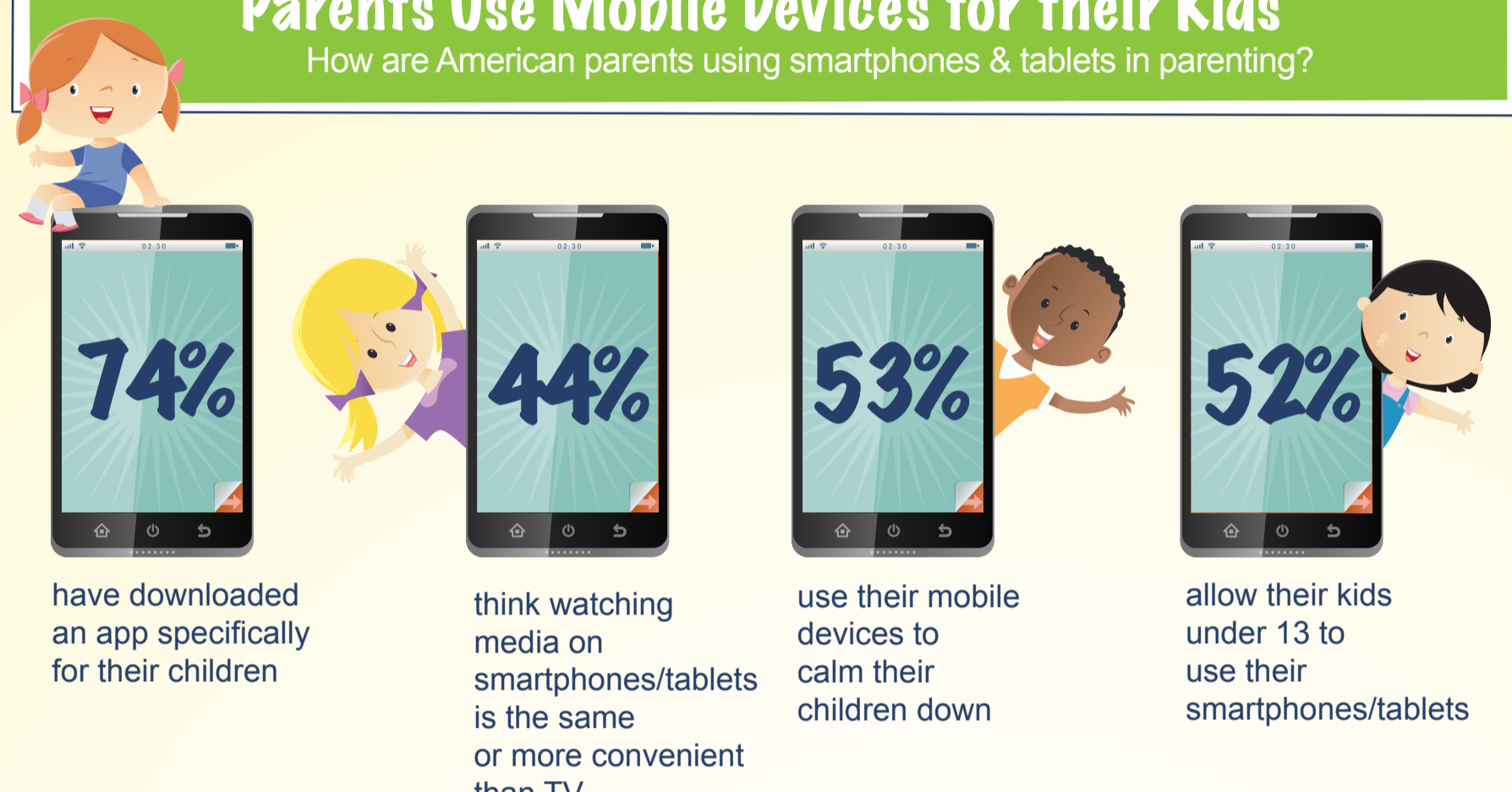
## Connected Tech is Almost Universal

What percentage of US Adults own various connected devices?



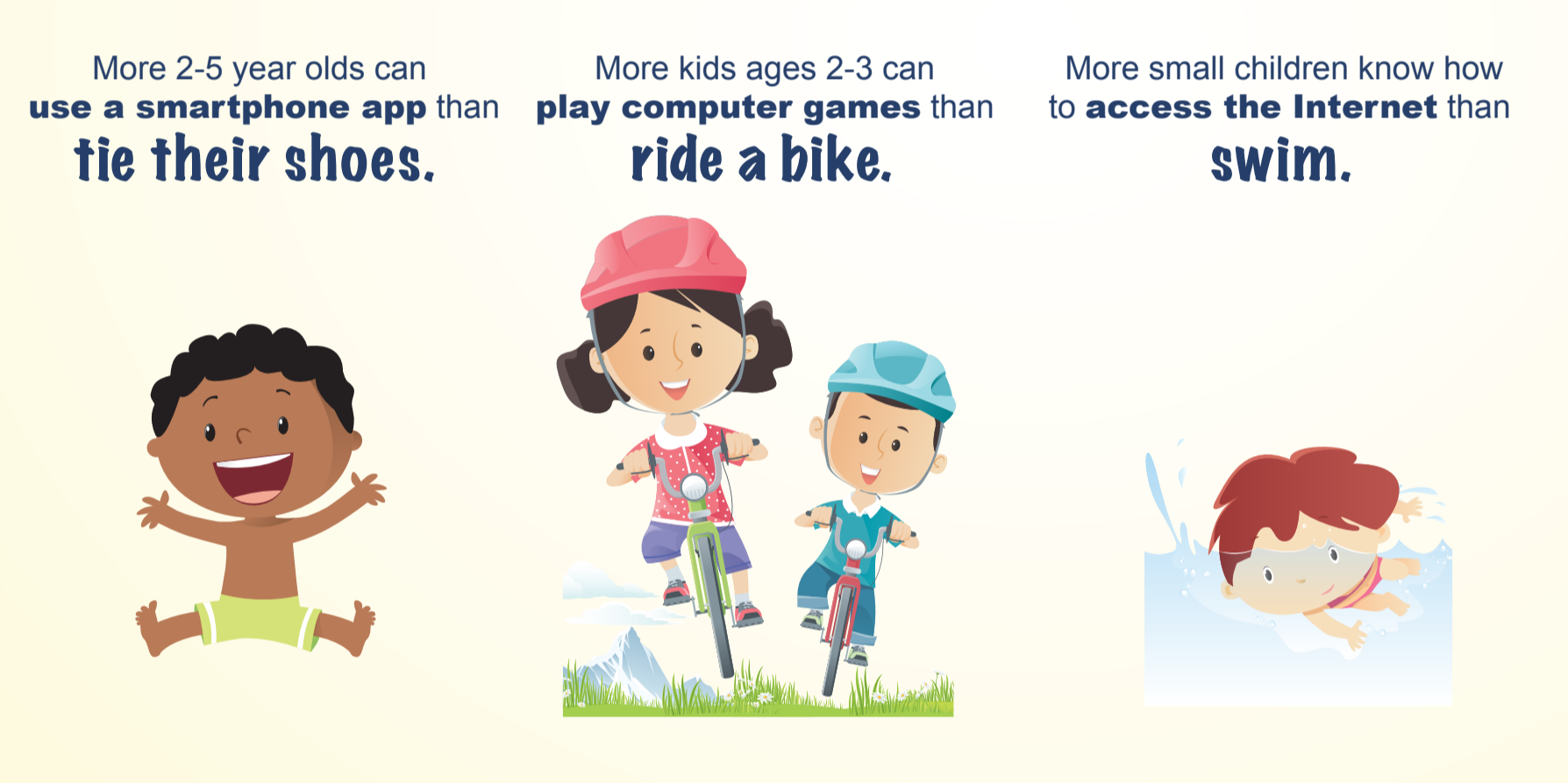
## Parents Use Mobile Devices for their Kids

How are American parents using smartphones & tablets in parenting?



## Even Toddlers Are Tech Savvy

Many Young Kids Learn Tech Skills before Life Skills



## Apps for toddlers and preschoolers are the MOST POPULAR age category on iTunes

are the **MOST POPULAR** age category on iTunes



## Parents can Help Keep Tech Savvy Toddlers Safe

What can parents do to help keep kids safe?



- Control use of apps and games
- Set time limits
- Limit mail and instant messaging
- Restrict content/website access
- Control deleting/installing permissions
- Reports on online activity

### No setting or app can replace good parenting!

Stay with your children when they're using technology. Like a hammer or handsaw, technology is a tool that can be useful, powerful, and dangerous. "Help kids learn how to properly & safely use these tools, while educating them (appropriately) about the dangers & risks."

## Common Technology Platforms Often Have Built-In Protections

These tools are already built into popular devices, and they can be helpful – if you know where to look!

Device/Platform	What to Look For	Details
 <b>Windows PC</b>	Family Safety	All Windows users, with any version made since 2001, can add Family Safety from Windows Essentials.
 <b>Apple: Mac (OS X operating system)</b>	Parental Controls	Apple's Mac operating system has a variety of Parental Controls that are set by user name.
 <b>iPhone, iPad, iPod Touch, iOS</b>	User Names Guided Access	Guided Access locks the user into whatever game/app you open.
 <b>Kindle Fire HD</b>	Free Time	Allows you to setup a completely controlled environment for children, allowing access to only the apps, videos, books, etc. that you approve.
 <b>Windows Phone 8</b>	Kids Corner	Kids Corner allows you to setup a completely controlled environment for children, allowing access to only the games, music, videos, and apps that you approve.
 <b>Nook Tablet</b>	Nook Profiles	Set up individual profiles for each user.

**Many third party apps are also available to help keep families safe. Be sure to read reviews carefully and personally test out any software or setting that claims to add safety or educational benefits for your children.**