

CHILDREN AND ONLINE PRIVACY

FINDINGS FROM THE CHILDREN'S ADVISORY PANEL 2017/18

Digital communications is a central part of many people's lives and a key factor in societal development and sustainable economic growth. For Telia Company, this brings responsibility beyond providing high quality products and services. Promoting a safer use of the internet among children and young people is part of the company's responsible business approach.

Children's Advisory Panel (CAP) is a Telia Company initiative aiming at understanding children's perspectives on their lives online and as users of digital technology. The work is carried out in close collaboration with child rights organizations and schools. CAP research in autumn 2017 and January 2018 focused on children's views, concerns and practices regarding online privacy and safety. Insights from this research is presented below, referred to as "CAP-kids".

94%

of the CAP-kids think that passwords should be kept secret.

5%

have shared their passwords online with friends.

56%

use the same password for most apps and games.

An average CAP-kid seems to be quite informed and careful online. CAP-kids show a high degree of maturity and resilience in their online presence, are aware of the negative things that can happen to them online and have developed various strategies to tackle the issues. They find online privacy important and are well aware about ways to improve their data security, for example by not giving out private information and being cautious about what they post on social media. 94% of the CAP-kids think that passwords should be kept secret. However, 5% have shared their passwords online with friends and 56% use the same password for most apps and games.

17%

of CAP-kids had their pictures circulated on social media without their consent.

10%

have received unwanted nude pictures.

7%

have been blackmailed.

More than half of CAP-kids have had negative online experiences. One out of four of the CAP-kids report having received disturbing contacts and messages online. 17% of CAP-kids had their pictures circulated on social media without their consent. 10% of CAP-kids (on average, 2 in a school class) have received unwanted nude pictures and 7% (1 or 2 per class) have been blackmailed. Both boys and girls are exposed to these experiences.

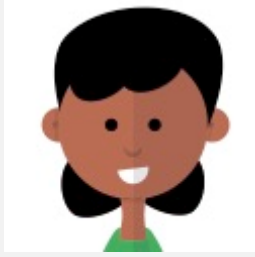
Level of understanding of terms of use is quite low. Most CAP-kids have heard about "terms of use" and many believe they know what it means. Yet few have actually read the terms of use for the apps they use. When it comes to the actual contents of such conditions, CAP-kids are surprised and even irritated, often voicing that there is too much information to take in.

THE CAP RESEARCH CLEARLY SHOWED THREE MAIN CATEGORIES OF KIDS:



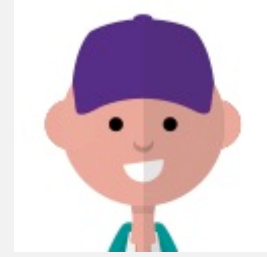
TECH-SAVVY BOY PUSHING THE BOUNDARIES

From the moment he wakes up, Oscar's life depends on a good internet connection. Avid gamer and Youtuber, he knows his way around a computer and is a go-to person for his friends for technical questions. Online communities are an important resource for Oscar, as his parents' knowledge is no longer sufficient (and he doesn't want them to know what he is up to online). His adventures led to some unpleasant situations though, including harassment from the other, probably older, users on his favorite gaming website.



REGULAR KID ENJOYING THE OPPORTUNITIES

Sofia loves Instagram stories and Snapchat. Like her friends, she documents her day meticulously through photos and videos, does a daily poll for friends and, of course, loves to change it up with a funny picture (adding cat ears is her favorite). When she needs help online, she asks her mom but has also learnt a few things in class. But Sofia has been hesitant to venture on the websites some of her techie friends are on. One of them was cyberbullied recently, so she is cautious to avoid that.



VULNERABLE CHILD NEEDING SUPPORT

Alex is not so confident when it comes to the online world. In fact, it feels that everyone else knows how to navigate the online world better. Alex's social media accounts have been hacked twice already, perhaps because Alex has shared the password for these accounts with friends. There have also been a couple of incidents with disturbing pictures. Alex doesn't ask classmates for help though. And while asking parents is less embarrassing, it is rarely useful for help with the latest apps.

WHAT CHILDREN ARE LOOKING FOR

CAP-kids want to be in control when it comes to privacy and their information online, although their definition of privacy may differ from that of adults. Three most important aspects for them are that:

- information about them is not shared without their permission
- they can delete their videos and pictures if and when they choose to do so
- more reliable and educated adults are online to help if their privacy is violated

WHAT CAN WE DO

Improve skills and understanding. CAP-kids who have received information and advice at home or at school seem to have slightly less negative experiences online and engage less in risky behavior. Digital skills protect children. Focusing on teaching children how to be safe online is crucial to their safety.

Equip parents and schools. Parents, school classes and teachers are already the primary source of information and advice about online safety for CAP-kids, especially for girls. Providing children with the digital media skills they need requires the sufficient knowledge, resources and awareness by parents and teachers.

Speak children's language and create awareness. Companies can contribute by creating awareness about online privacy and safety in a way children can understand. Telia Company is taking that step by offering interactive workshops, where children learn through participation. We have used the insights from the Children's Advisory Panel to design a concept for a training for children, focused on understanding and being in control of one's data.

ABOUT THE PROJECT

As part of Telia Company's ongoing work on children's rights through Children's Advisory Panel, 851 children, the majority from 6th grade (11-13 years old) in six countries (Denmark, Estonia, Finland, Lithuania, Norway and Sweden) were asked about their habits and knowledge of online privacy and safety. 130 children participated in interactive workshops to validate the results and provide additional insights. Telia Company cooperated with Save the Children Finland, World Childhood Foundation in Sweden and Kantar TNS Finland on the methodology and implementation of the project.

ABOUT TELIA COMPANY

Telia Company, a New Generation Telco that serve millions of customers every day in one of the world's most connected regions. With a strong connectivity base, we are the hub in the digital ecosystem, empowering people, companies and societies to stay in touch with everything that matters 24/7. To read more about our work with children online, please visit <https://www.teliacompany.com/en/sustainability/children-online/>.