

The illustration features a central scene where two children, a boy and a girl, are looking at a large, glowing purple rectangular area that resembles a screen or a portal. This area has a red circle with a diagonal line over it and the words "RESTRICTED AREA" written on it. From this central point, various items representing different types of inappropriate content radiate outwards. To the left, there's a yellow sign that says "WHERE IS IT FOUND?", a blue button that says "PLAY NOW", a green helicopter, a red eggplant, a dollar sign, a speech bubble containing "F@!#", a white game controller, and a red sign with three white 'X's. Above the children, there's a "CAUTION" sign with a skull and crossbones, and a "CENSORED" sign. To the right, there's a "STREAMING" section with a boy holding a phone showing "\$10 FREE BET", and an "ADVERTS" section with a boy holding a phone showing a "CRIME" sign. At the bottom, there's a large blue banner with the text "Advice for Parents & Carers". On the far left, there's a yellow sign with the number "18" and a "CRIME" sign. On the far right, there's a "NO ENTRY" sign. The background is a dark, starry space with floating debris.

WHERE IS IT FOUND?

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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