



ONLINE SAFETY FOR KIDS

TIPS FOR PARENTS



TOGETHER WE CAN MAKE THE WEB A SAFER PLACE
FOR YOU AND YOUR TECH SAVVY KIDS



DID YOU KNOW?



BRIDGE

THE GAP

62% of parents
don't think youth can
get into trouble online.

Think again.

86% of youth
post personal
information online.

Too much information?

48% of youth have
looked up a site that their
parents would disapprove of.

Kids push limits.

Almost **1/2** of youth have
had a negative experience
on social networks.

Yikes.

Almost **70%** of
youth admit hiding
online activity.

Are you surprised?

46% would change their
behavior if they knew their
parents were watching.

Become tech savvy.

START THE CONVERSATION

TRU and McAfee, Online Safety Survey. April 2013



McAfee
An Intel Company

ACTIONS



Use friends-only settings

Make sure all posts and profiles on social networking sites are set to be viewed by “close friends” only.

Update passwords

Replace all old passwords with new complex ones and keep them private.

Keep devices in the open

Computers, smartphones, and online games should be in high traffic areas.

Disable geotagging

Prevent the storage of location based data on smartphones and cameras.

Actively participate.

Know more about your kids’ online networks and games. Work together to review friends lists and manage privacy settings.

Use aliases

Non-identifiable nicknames should be used on gaming and social networking sites.

COMMUNICATION



Advise your kids to keep personal information private

Make kids aware of the importance of privacy when posting or creating online profiles. Don't share information such as name, birthdate, home town, or school name.

STOP.THINK.CONNECT.™

Help your children remember these words when downloading, posting, and searching online.

You can't take it back

The Internet is forever, so instruct your kids to be careful about what they post.

Cyberbullying

Here's what to say to your kids: Don't do it. Don't forward it. Don't respond to it. Tell your children to stop and block all correspondence and inform a trusted adult immediately if it happens to them.

TOOLS



Clean machines

Use comprehensive security software (antivirus, antispyware, and firewall protection).

Use McAfee® SiteAdvisor®

Download this free tool that provides website safety ratings.

Install protective software

Parental controls can enable you to block, filter and monitor everything your child is doing online.

Use auto-updates

Remember to update frequently to make sure your anti-virus software is current.

**McAFEE ONLINE
SAFETY FOR KIDS**

www.mcafee.com/online-safety

FOR MORE INFORMATION

Phone: 1.888.782.8829

Email: online-safetyforkids@mcafee.com

ONLINE SAFETY RESOURCES

1

www.mcafee.com/onlinesafety

Learn more about what McAfee does to keep kids and families everywhere safe on the Internet. Inquire about a free online safety presentation at your child's school.

2

www.mcafee.com/siteadvisor

Download SiteAdvisor, which is a free browser plug-in that provides simple red, yellow, and green website ratings.

3

home.mcafee.com/advicecenter

Visit the McAfee Security Advice Center to keep yourself up to date on the latest security threats and download free resources.

4

www.mashable.com

Stay current with the latest trends online.

5

www.staysafeonline.org

Learn how to protect yourself, your family, and your devices with tips and resources from the National Cyber Security Alliance.

Contact Us:

1.888.782.8829

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