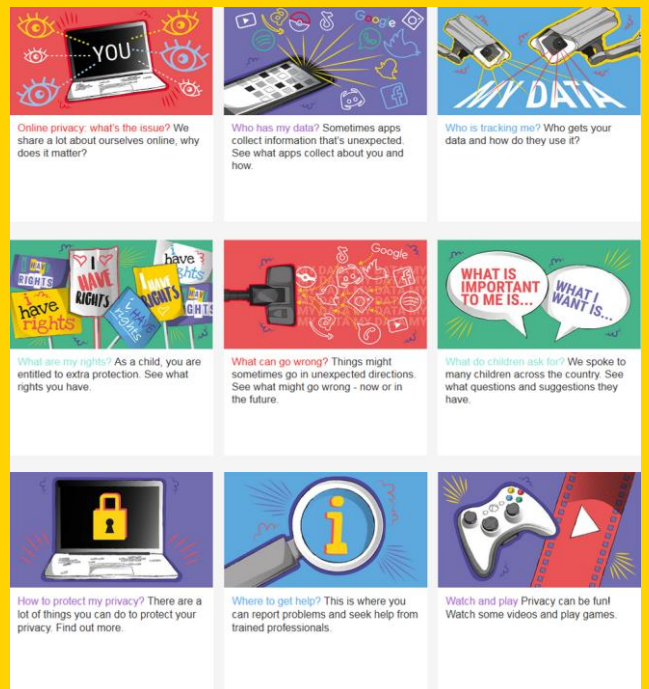# MY DATA AND PRIVACY ONLINE
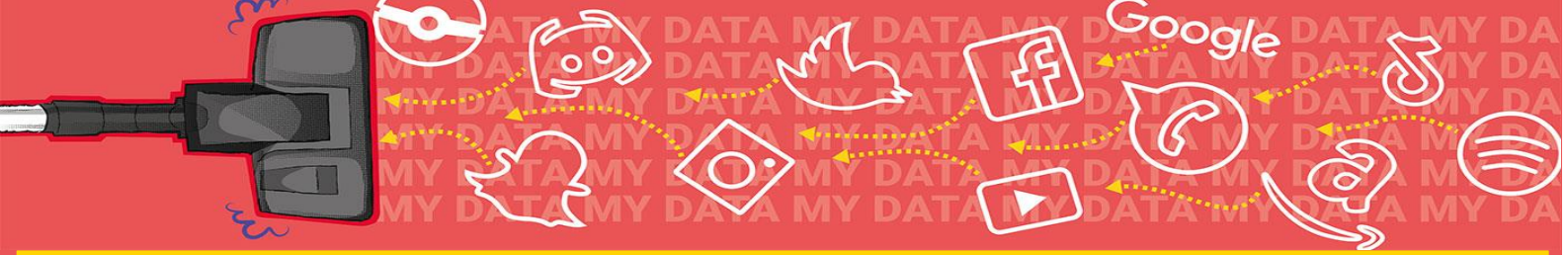## A toolkit for young people

Children's data and privacy online: a brief for industry

- Children experiment with new technologies, often ahead of adults. They may **encounter risks before we know** about them.

- The digital environment is getting more complex, and we don't know the **long-term consequences of a 'datafied world'**.

- Our research shows that children **care about their online privacy** and try out tactics to keep control over their devices and personal information.

- But children's tactics aren't always successful, and children who act as if they don't care about their privacy may not understand **the potential for harm.**

- There is **no 'magic' age of competence** but children do learn more about privacy as they grow older, and they want to know more.

- Children **struggle to grasp** the relation between privacy, data, and online activities. They **focus on data they know they give**, not the data that are taken automatically or inferred. They doubt that companies collect or profit from their data, saying it is 'none of their business.'

- Children's **media literacy** – especially their critical knowledge of the digital environment – plays an important part in how they can understand, manage and safeguard their privacy.

- Children hear about interpersonal privacy in e-Safety lessons, but not about **institutional and commercial** uses of their data.

- Our online toolkit at **www.myprivacy.uk** – collected with children's input and guidance – explains what they need to know.
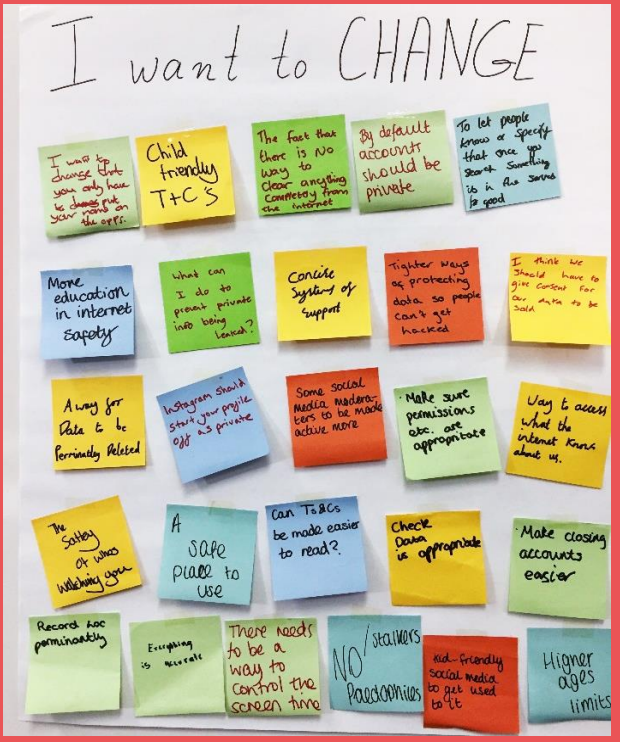
An online privacy toolkit with resources and games

Online privacy: what's the issue? We share a lot about ourselves online, why does it matter?

Who has my data? Sometimes apps collect information that's unexpected. See what apps collect about you and how.

Who is tracking me? Who gets your data and how do they use it?

What are my rights? As a child, you are entitled to extra protection. See what rights you have.

What can go wrong? Things might sometimes go in unexpected directions. See what might go wrong - now or in the future.

What do children ask for? We spoke to many children across the country. See what questions and suggestions they have.

How to protect my privacy? There are a lot of things you can do to protect your privacy. Find out more.

Where to get help? This is where you can report problems and seek help from trained professionals.

Watch and play Privacy can be fun! Watch some videos and play games.

LSE Media and Communications

www.myprivacy.uk

ico. Grant Recipient

What should be done?

❖ **Respect child rights, promote autonomy, balance protection and participation, and prevent discrimination and other harms.**

❖ **Ensure company policies and practice are context-appropriate and clearly comprehensible.**

❖ **Opt for privacy-by-design and by-default, and provide child-friendly age-appropriate mechanisms for privacy protection, complaint and remedy.**

❖ **Support children's media (data, digital, critical) literacy and allow children of different ages to gradually develop the needed digital skills by crating age-appropriate content and design.**

❖ **Help children by supporting parents, schools and organisations that work with families and vulnerable children.**

We spoke to over 160 children in England, Scotland and Wales and some of their parents and teachers.

They have many questions about how children's data flows online, how long it is kept and how it is used.

They want more and better privacy, security and safety options; greater protection by default; no sharing of their data with others; more age-appropriate online content; and better responsiveness to their concerns and complaints.

MY DATA AND PRIVACY ONLINE
A toolkit for young people