

# Protecting Children and Brands in the Digital Wild West

Increasing online traffic has resulted in the proliferation of all types of content — including malicious ones. Today, the need to safeguard digital spaces and protect impressionable users from exposure to online threats has become a business imperative for any company with an online presence.

As a global leader in delivering comprehensive, best-in-class Trust and Safety services, Teleperformance has partnered with Ryan Strategic Advisory to outline key recommendations for businesses and parents alike.

## Age-specific guidance for protecting young users

Parents should ease a child's introduction to digital devices and the internet by sharing screen time with them and navigating to various websites.

### 18-24 months

Children begin to be exposed to digital devices. Screen access should be limited to one hour per day.

### 2-5 years

Screen time may be expanded, but it should remain largely shared screen time.

Limiting exposure to potentially harmful content requires parents to curb the total amount of time that children spend on digital devices daily.

### 6-10 years

Since children usually receive their first device at this stage, it's important to activate parental controls.



- Begin chats about digital well-being and threats.
- Use the strictest privacy settings on games and apps.
- Build critical thinking by encouraging children to question what they see online.
- Online activities should be balanced with offline activities.

Regardless of a child's age, shared digital experiences can help parents better understand their children's viewing preferences while also allowing them to teach about common pitfalls of internet and app usage.

### 11-13 years

Rising internet use is normal, but parental controls should be maintained and revised as necessary.



- Add safe search on Google and other popular search engines. Check age ratings on games, videos, and other digital content.
- Thirteen is the minimum age for many social media websites. Parents should limit children's presence across platforms and discuss how to comment and post responsibly.
- Parents should emphasize that responsible use includes appropriate language for texting and taking photos with devices.
- Discuss the risks of cyberbullying.
- Increasing online presence should be balanced with device-free times.

As children mature, oversight should become cooperative. Young adults should be empowered to self-regulate.

### 14-18 years

Adjust parental controls based on age and maturity while ensuring cooperative discussion around managing risks.



- Continue emphasizing critical thinking when viewing online content and explain the importance of using each device for a specific purpose.
- Initiate mature conversations, including about the risks of sexting. Children should be forewarned of the perils of using racist, bigoted, or hateful language.

## Emerging challenges

As the digital world enters the age of the metaverse, the scale of the threat reinforces the imperative of preparation. Preserving a brand's reputation and protecting its customers from online threats have become essential components of CX strategies.

## Safety for parents and brands

Online activity	Guidance for parents	Guidance for brands
Social media	Parental settings and filters	Monitor and moderate content
E-commerce	Restrict app purchases	Up-to-date SSL certificates and security plug-ins
Video access	Block harmful sites	Remove explicit content

To learn more, download the full white paper from Ryan Strategic Advisory, [What Online Threats Parents \(and Brands\) Worry About the Most](#).