

The Government's Response to the Consultation on Parental Internet Controls

Contents

Introduction	1
Summary	3
The Government's Response	5
Annexes	
1. Summary response to each question	9
2. Statistical breakdown of responses	32
3. List of organisations which responded to the consultation	44

Introduction

1. The internet provides children and young people with a wealth of opportunities for their entertainment, communication, education and enrichment. But there are also risks of harm through the deliberate online behaviour of others, and through exposure to age-inappropriate content. As children live their lives in an increasingly digital world, they need to be as aware of the risks they face in the online world as in the offline world.
2. These issues have been considered in depth in recent years, in reviews for the Government by Professor Tanya Byron in 2008 and 2010, which led to the creation of the UK Council for Child Internet Safety (UKCCIS), and Reg Bailey in 2011 in his review of the commercialisation and sexualisation of childhood^{1 2}. Both reviewers were clear that parents must be given the lead in taking decisions about their children's online safety, and that businesses and Government need to do their utmost to support parents in that role.
3. The Government agrees. Children will typically have their first experience of the internet in their own homes through the family PC, laptop or tablet, or through a parent's smartphone, or a games console. As they get older, it is likely to be parents who purchase the services and devices through which children access the internet: often these will be devices such as mobile phones, tablets and games consoles used outside the home.
4. Parents have just as much responsibility for keeping their children safe when they are online as when they are offline, and the basic principles of avoiding harm are the same. In the offline world, parents teach their children the essentials of safety, making them aware of the risks and showing them how to stay safe. Warning signs, water wings and lifeguards are all useful aids to safety in swimming pools, but they don't prevent all accidents by themselves, and children still need to have swimming lessons and be alert to possible dangers. In the same way, there are content filtering solutions that can help manage risk on the internet but on their own they are insufficient. Typically, they work to filter out certain kinds of internet content, but they do not prevent the problems caused by other people's behaviour, such as online bullying ("cyberbullying"), sharing personal sexual content using technology ("sexting") or online grooming. Nor do they prevent children from putting themselves at risk, for example by sharing personal information online with people they don't know. Nevertheless, there have been calls for internet service providers (ISPs) to provide broadband connections into homes with filters already in place as the default setting to block access to pornography³. Adults who wanted these filters removed from their service would have to tell their ISP they wished to 'opt in' to these sites.

¹ Byron, T., *Safer Children in a Digital World: The report of the Byron Review 2008*. DCSF; and Byron, T., 2010. *Do we have safer children in a digital world? A review of progress since the 2008 Byron Review*. DCSF

² Bailey, R., *Letting Children be Children: Report of an Independent Review of the Commercialisation and Sexualisation of Childhood by Reg Bailey*. DfE

³ Independent Parliamentary Inquiry into Online Child Protection, 2012

5. The Government has been working with UKCCIS and its members on these issues. Its aim is to make sure that everyone with an interest in children's use of the internet works together to make sure parents and children have the information and tools they need for children to be safe online.
6. This approach has made good progress, including:
 - Through the autumn of 2011 and spring of this year, Ministers chaired a series of roundtable meetings to help progress the active choice approach with desktop, laptop and tablet manufacturers, and with the mobile phone industry. Many of largest manufacturers such as Dell, Lenovo, Samsung, and Toshiba responded positively to the request to install parental controls on their devices, and several prominent high street names such as Argos, Dixons, John Lewis and Tesco committed to point of sale activities that would ensure parents are made aware of parental controls when they purchased a device.
 - The Child Exploitation and Online Protection Centre (CEOP) has led work to create the UKCCIS advice on child internet safety. This advice is evidence-based and comprises a single set of authoritative messages that UKCCIS members can use when offering advice to parents and children.
 - Widespread support for Safer Internet Day every year. The theme for 2012 was 'Connecting generations': Safer Internet Day 2013, which falls on 5 February, has "Connect with Respect" as its theme.
 - The UKCCIS evidence group has produced summaries of the latest child internet safety research which can be found at www.saferinternet.org.uk.
7. Although the Government and UKCCIS members have worked across a number of fronts to improve online safety, much of the focus has been on parental controls on home broadband services. Over the past 18 months, the UKCCIS work on parental controls has been shaped by one of the recommendations in Reg Bailey's report *Letting Children be Children* to make it easier for parents to block adult and age restricted material from the internet. The recommendation called for the internet industry to ensure that customers must make an active choice over what sort of content they want their children to access. This approach is often referred to as 'active choice'. Following the Bailey review, the four main fixed-line ISPs - BT, Sky, TalkTalk and Virgin Media - were the first to commit to this approach for broadband connections. They published a code of practice in October 2011, which said that all new customers would have an active choice about parental controls by October 2012, a target which they all met.
8. In May, the Prime Minister suggested that the Government should consult on all the options: default filtering of internet services; customers choosing the parental controls appropriate for their children; and a combination of these two approaches. That consultation was held from 28 June to 6 September 2012 and sought the views of businesses, charities and voluntary organisations concerned with parenting and children's safeguarding, and parents and young people themselves.

Summary

How the consultation was conducted

9. The members of UKCCIS, whether individuals or organisations, represent a wide range of interests connected with children's online safety. Many of the member organisations are the very businesses which have the greatest potential to develop and bring into use the kind of tools that help parents keep their children safe on the internet, or the individuals and organisations that can provide the authoritative information and advice that parents and children need.
10. Consequently, the Ministerial co-chairs of the UKCCIS Executive Board wrote to all the members of UKCCIS to seek their views and advice on parental controls, and through them, to other individuals and organisations with an interest. The consultation was hosted on the Department for Education website so it was accessible to parents, young people and other members of the public.

Summary of responses by respondent type

11. There were 3509 responses to the consultation document, broken down as follows:

Category	Number	% ⁴
Member of public not described below	2413	69
Parents	757	22
Grandparent/Other family member	92	3
Academic/Researcher	83	2
Voluntary and Community Sector	78	2
Information/Communication business	77	2
Other (e.g. MPs)	6	-
Young person under 18	3	-
Total	3509	100

12. A majority of respondents (69 percent) identified themselves as members of the public not otherwise identified⁵ (e.g. not parents, academics, businesses, voluntary and community sector (VCS) organisations etc). These respondents were mainly evident in answering questions 4 and 5 (about the ISP code of practice), question 6 (responsibility for online child safety) and question 10 (parental control options). They appear to have answered other questions in very small numbers.
13. The next biggest group of respondents were those who identified themselves as parents (22 percent of all respondents). Parents' views are well represented in

⁴ All percentages rounded to nearest whole number.

⁵ Hereafter, identified in the as "members of the public" and in the figures showing responses as "Others"

the responses to all the questions 1 to 15. Grandparents and other family members constituted 3 percent of respondents.

14. Similar but smaller numbers of academics, VCS organisations, and businesses also responded.

Key findings

15. The key headlines from the consultation responses are:

- Respondents very clearly said that children's online safety is the responsibility of parents or a shared responsibility between parents and businesses. A majority of parents think that it is their responsibility solely, and parents are more likely than other groups (with the exception of VCS organisations) to think it is a shared responsibility with business.
- A large majority of respondents, including parents, said that they did not like any of the three options for parental controls the consultation invited responses on. There was marginally more support for default filtering at network level (14 percent of respondents) than for the other options - parents choosing controls (9 percent of respondents) and a combination of default filtering and parental choice (7 percent of respondents).
- When prompted to say what kind of harmful things on the internet they know their children had been exposed to, parents chose a mixture of content and behavioural issues from a list of possible issues. The issues that parents chose, by size of response, were:
 - pornography
 - sexual messages
 - gambling
 - violence
 - alcohol and drugs
 - bullying
 - personal abuse on social networks
 - self-harming
 - anorexia/bulimia
 - religious and political radicalisation
 - suicide
 - grooming.
- Parents also recognise that their children are more likely to be worried by other people's behaviour on the internet, such as bullying, than by inappropriate content.
- Pornography is the issue that parents are most likely to say they want help with to protect their children online, with bullying, violent content and grooming other key concerns. However, nearly a quarter of parents say they don't need help with any of the issues the consultation asked them about.
- Parents say they would like to be made more aware of parental controls and to have more information about how to use them.

The Government's response

16. The consultation elicited a wide variety of views. However, there was considerable agreement in a number of key areas.
17. It is quite clear that parents feel that it is their responsibility, with the help of industry, to keep their children safe online.
18. It is also clear that in accepting that responsibility, parents want to be in control, and that it would be easier for them to use the online safety tools available to them if they could learn more about those tools. They also want information about internet safety risks and what to do about them. There was no great appetite among parents for the introduction of default filtering of the internet by their ISP: only 35 percent of the parents who responded favoured that approach. There were even smaller proportions of parents who favoured an approach which simply asked them what they would like their children to access on the internet, with no default settings (13 percent) or a system that combines the latter approach with default filtering (15 percent)⁶.
19. To date, the Government's approach has been based on expert advice that default filtering can create a false sense of security since:
 - It does not filter all potentially harmful content: given the vast amount of material on the internet, it would not be possible to identify all the possible content to be filtered, and very large numbers of websites are created each day.
 - There is also a risk from "over-blocking" – preventing access to websites which provide helpful information on sexual health or sexual identity, issues which young people may want information on but find difficult to talk to their parents about.
 - It does not deal with harms such as bullying, personal abuse, grooming or sexual exploitation which arise from the behaviour of other internet users.
 - It does not encourage parents to engage with the issues and learn about keeping their children safe online. There is a risk that parents might rely on default filtering to protect their children from all potential online harms and not think about how their children might want to use the internet, the kind of content that is appropriate for each child according to their own circumstances, and the risks and harms their children might face.
20. The Government has therefore been working with all parts of the information and communication industries through UKCCIS to promote the approach recommended by Reg Bailey, "that the internet industry should ensure that customers must make an active choice over what sort of content they want to allow their children to access ... those providing content which is age restricted,

⁶ The full results are in Annexes 1 and 2, but note that the options described here were set out in three separate questions and were not, therefore, mutually exclusive: parents could have answered "yes" to all three options, and the large majority of parents who chose "no" for each option suggests that is the case.

whether by law or company policy, should seek robust means of age verification as well as making it easy for parents to block underage access.”

21. The internet is a constantly evolving and dynamic facility with ever-expanding content and uses. The numbers of people using it continue to grow, and the activities they use it for, and the technologies through which they access it, are constantly evolving. For these reasons, the Government keeps its approach to children’s online safety under continuous review. Having considered the responses to the consultation, which are set out below, and reviewed the progress to date, the Government believes that the approach to child internet safety needs to evolve.
22. The consultation elicited a wide range of views and little consensus emerged. There were, however, some clear messages, set out above, which suggested the ways in which that evolution should take place: supporting parents in their desire to be responsible for their children’s safety; and making it easier for parents to choose what is right for their own children.
23. Although there was only minority support among parents for the three options consulted on, the Government does not believe parents are uninterested in their children’s safety online: the very high percentages of parents who think they have the responsibility for their children’s safety suggests otherwise. However, the offer to parents should be reformulated in a way that ensures that children can be given the levels of protection their parents think is appropriate for them, reduces the risk of uninterested parents avoiding online safety issues, and does not impose a solution on adult users or non-parents.
24. Our approach to child internet safety should therefore evolve in ways so that it:
 - actively helps parents to make sure they have appropriate safety features in place when their children access the internet and also encourages them to think about issues such as grooming, bullying and sexting as well as potentially harmful or inappropriate content
 - covers existing ISP customers as well as new ones
 - prompts or steers parents towards those safety features
 - makes it easier for parents to take charge of setting up the internet access their children will have, and less likely that they will abdicate this responsibility to their children
25. **The Government is now asking all internet service providers to actively encourage people to switch on parental controls if children are in the household and will be using the internet.** This approach should help parents make use of the available safety features without affecting internet users aged 18 and over who can choose not to set up controls.
26. Internet service providers have made great progress to date in implementing “active choice” controls where all new customers are asked if they want to switch on parental controls. **The Government is urging providers to go one step**

further and configure their systems to actively encourage parents, whether they are new or existing customers, to switch on parental controls. The Government believes providers should automatically prompt parents to tailor filters to suit their child's needs e.g. by preventing access to harmful and inappropriate content. We also expect ISPs to put in place appropriate measures to check that the person setting up the parental controls is over the age of 18. This builds on the child internet safety approach already established by the four main ISPs by steering parents towards the safety features and taking responsibility for setting up those that are most appropriate for their own children. It will also help parents think about the knowledge and skills children need to prevent harm from the behaviour of other people on the internet: we are clear from the consultation that parents are conscious of these risks as well as those posed by age-inappropriate content.

27. This is only one part of the approach which the Government is pressing for. **All of the information and communication industries, including retailers and device manufacturers, should work to develop universally-available family-friendly internet access which is easy to use. The Government wants to see all internet-enabled devices supplied with the tools to keep children safe as a standard feature.**
28. Industry has already made progress on this. The four largest internet service providers - BT, Sky, TalkTalk, and Virgin are all now offering parental controls to new customers. Large retailers like Argos are giving away free parental control software. Nevertheless, everyone with a stake in the internet can do more.
29. A particular area for action is for industry to do more to raise awareness and understanding of how to deal with internet safety issues such as grooming and cyberbullying, which is children's number one concern online. Businesses in particular need to go further and to make sure that the really good information about internet safety which is already available actually reaches parents.

How this will be taken forward

30. Ministers will now work with industry, charities and experts in relevant fields through UKCCIS to bring about the desired approach described in paragraphs 24 to 27. Government will not prescribe detailed solutions, but we will expect industry to adapt the principles of this approach to their services, systems and devices so that their customers, and particularly parents and children, have highly-effective, easy to use and free tools that facilitate children's safety online. Industry also needs to make every effort to engage parents and children in online safety issues, not just at the point of sale or commencement of a service, but through persistent, accessible, ongoing education, advice and support. Government will look to industry for innovative ways in reaching parents with different needs, such as those who have poor reading skills. This combination of parental tools and education will be needed in order to deal with the twin problems of harmful content and harmful online behaviour.
31. The consultation also highlighted the need for action in other areas. Ministers will therefore also explore with UKCCIS what more can be done to:

- define which children are most likely to be vulnerable online.
 - improve online protections for the more vulnerable children, including making it easier for parents and carers to find out what kinds of controls can allow these children to use the internet safely and how children in families where their safety is a low priority can be helped to have positive experiences of the internet;
 - define inappropriate content and improve the means for identifying it online, starting with an exploration of “community regulation”
 - establish clear, simple benchmarks and classifications for parental control solutions, so that parents can more easily understand what those tools will help them with and how various products compare; and
 - encourage a deeper understanding of the reasons why parental controls are not taken up by more parents.
32. Additionally, Ministers will ask UKCCIS to investigate how a person’s age can be verified effectively in order to limit children’s access to harmful content.

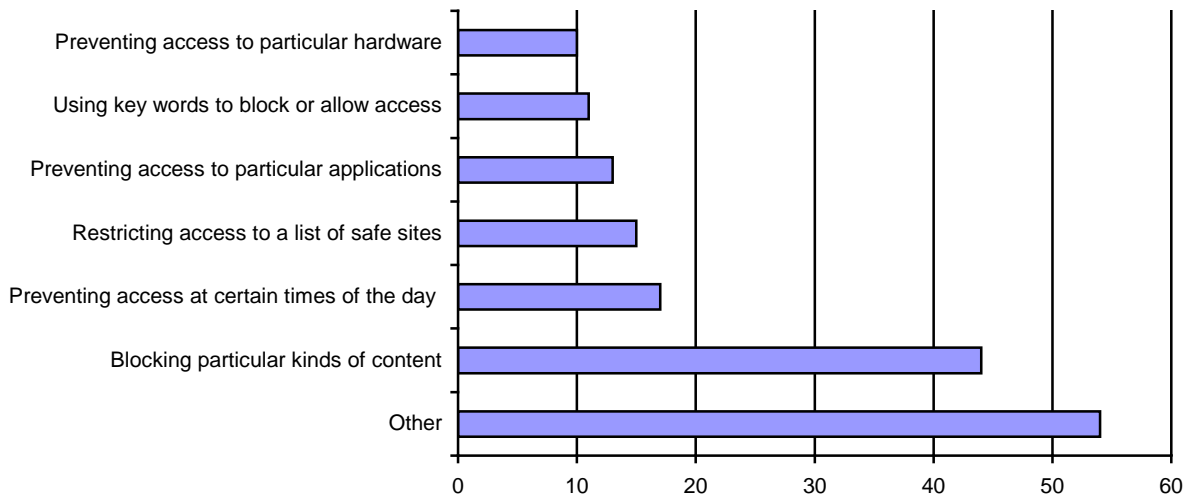
Summary response to each consultation question

1. Section 1 of the consultation response form asked respondents to identify which type of respondent they were. A breakdown of this self-identification is at paragraph 12. In this summary of responses to each question, the following categories of respondents have been used:
 - parents
 - other members of the public (others)
 - businesses
 - voluntary and community sector (VCS)
 - academics
 - all respondents (all)
2. Questions in sections 2 – 4 of the response document were directed mainly at parents and charities concerned with children and parenting, although any respondent could answer all or parts of these questions if they so wished.

Existing use of parental controls

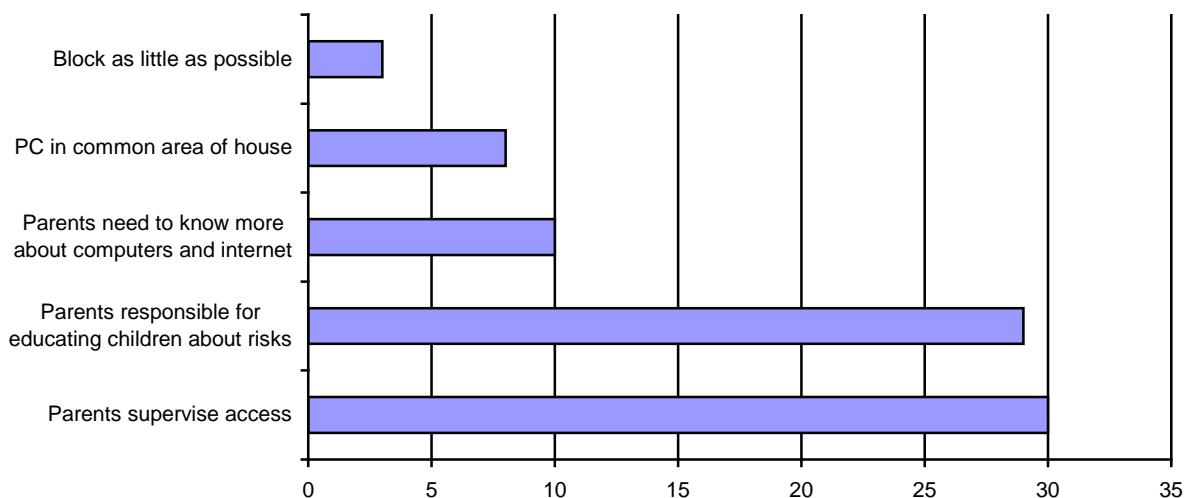
3. Question 1 asked parents to say which kinds of existing controls they used to help keep their children safe online.

Figure 1 – Parental controls used to keep children safe online (percentage of all responses given, respondents could select more than one option)



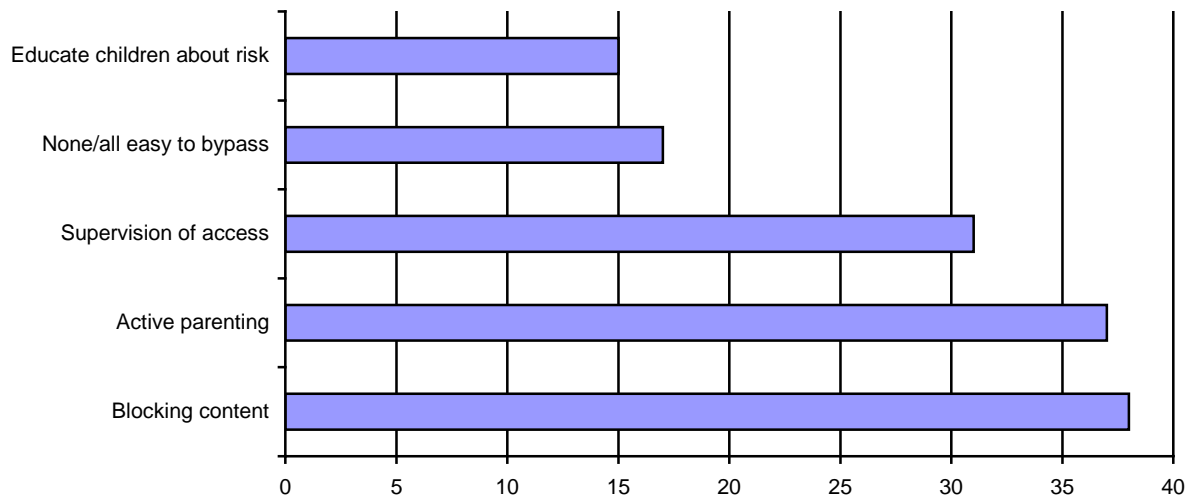
4. Figure 2 shows the types of parental controls used by parents who answered question 1 as “other”. These responses identify various approaches unprompted, which suggests these approaches are perhaps actually being used by these parents.

Figure 2 – Other parental controls used to keep children safe online (640 respondents answered this question: figure shows percentage of all responses given, respondents could select more than one option)



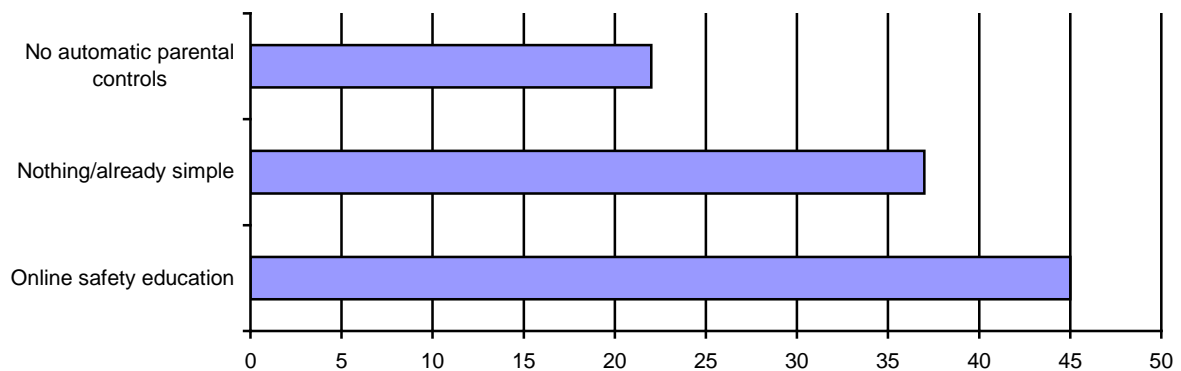
- Question 2 asked which of the parental controls they said they used they found most useful: respondents were not offered a specific list but could refer back to the list in question 1 if they chose to. Although the largest response was to block particular kinds of content, parenting was cited almost as often.

Figure 3 – What kinds of parental controls do you find most useful online (440 respondents answered this question: figure shows percentage of all responses given, respondents could offer more than one option)



- Question 3 asked if there was anything that would make it easier for parents to use the available parental controls. Respondents were invited to list any action they thought would help parents, without prompts. Education was the most often cited need (45% of respondents) but 37% of respondents to this question said that the existing controls were sufficient and easy to use. 22% of respondents to this question thought that parental controls should not be automatically put in place, and that internet users should not have to ask to have them removed.

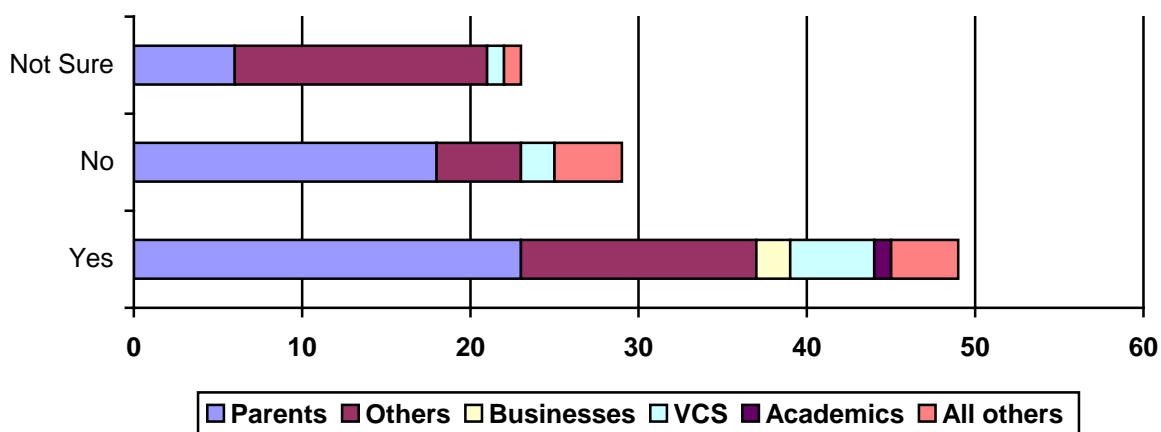
Figure 4 – What would make it easier to use the available parental controls? (229 respondents answered this question: figure shows percentage of all responses given, respondents could offer more than one option)



Internet service providers code of practice

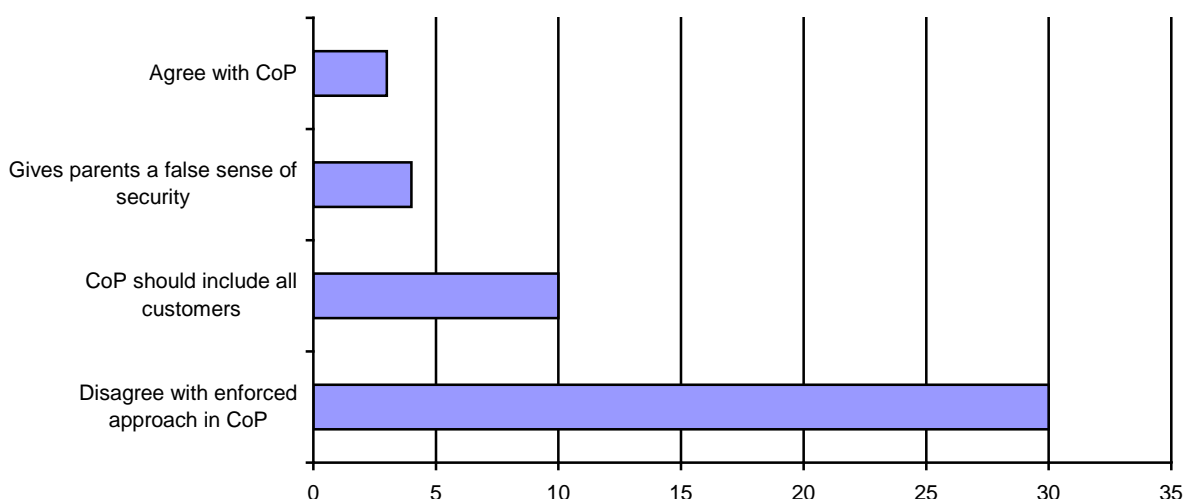
- Question 4 asked respondents whether they knew that the four main ISPs had signed up to a code of practice on parental internet controls. 48 percent of respondents said they had, 29% said they had not, and 23% were not sure.

Figure 5 – Did you know that the four main ISPs have signed up to a code of practice on parental internet controls? (822 respondents answered this question)



- Respondents to question 4 were also invited to comment on this issue. A large number (246), mainly members of the public, used this as an opportunity to register their view that the approach taken in the code of practice constitutes an enforced choice for the consumer.

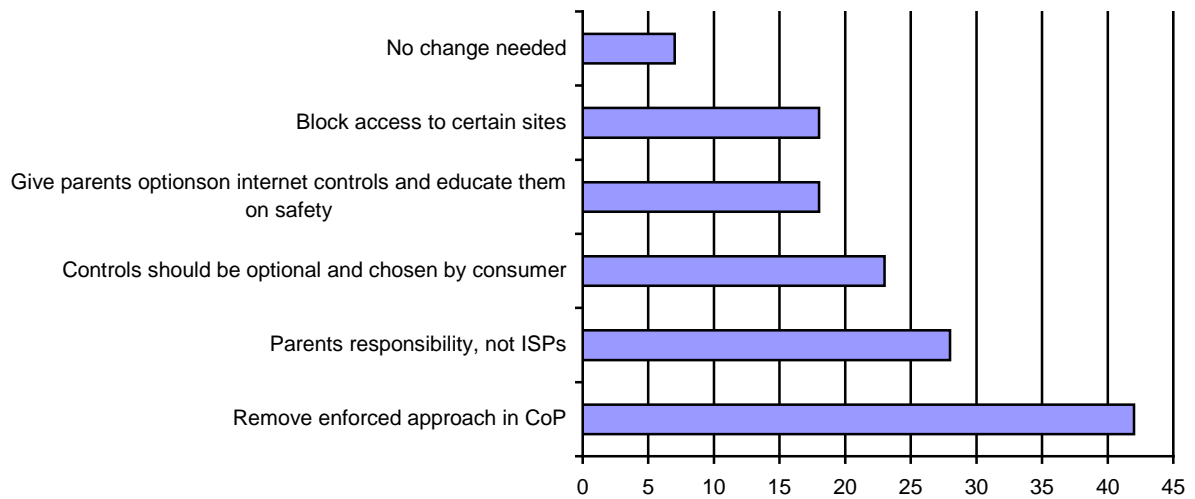
Figure 6 – Comments on ISP code of practice (responses shown as a percentage of all 822 respondents to question 4)



- Question 5 asked whether anything should be added or removed from the code of practice. Given the views expressed in the comments on question 4,

it is perhaps not surprising to see a large number of respondents asking for the removal of the “enforced approach” that they believe the code of practice to be.

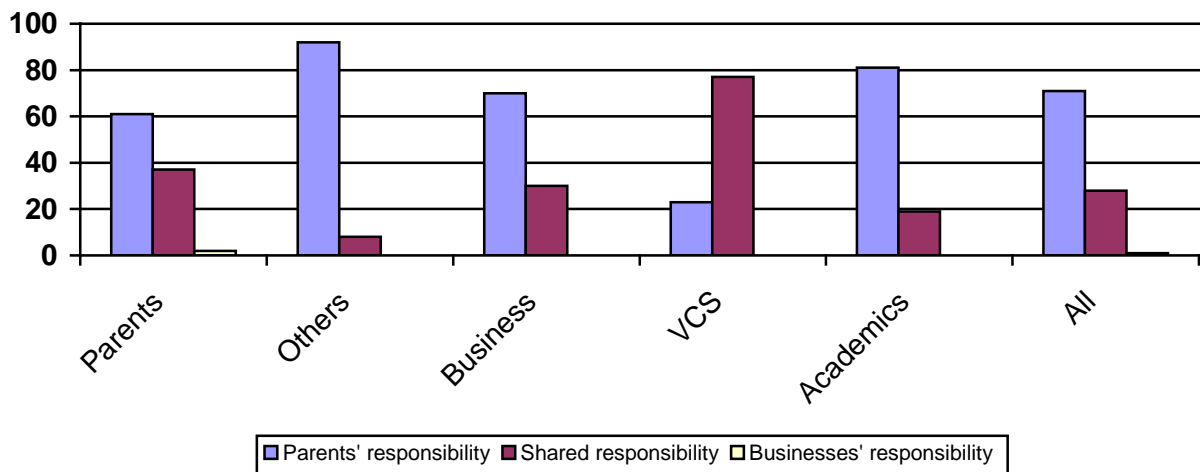
Figure 7 – Is there anything that should be added to the code of practice, saying what ISPs should have to do, or anything that should be taken away? (603 respondents answered this question: figure shows percentage of all responses given, respondents could offer more than one option)



Responsibility for keeping children safe online

10. There were 1257 responses to question 6: *When it comes to keeping children safe online, who has main responsibility?*. The majority of respondents (71%) think parents have the main responsibility for their children's online safety, and 28% of all respondents think parents and businesses have a shared responsibility. Among parents who responded, 61% of parents agree that parents have the main responsibility, and 37% of parents say that the responsibility is shared between parents and businesses. The only respondents who thought businesses have the sole responsibility were 15 parents and grandparents. VCS organisations are the strongest supporters of shared responsibility.

Figure 8 – Responsibility for keeping children safe online

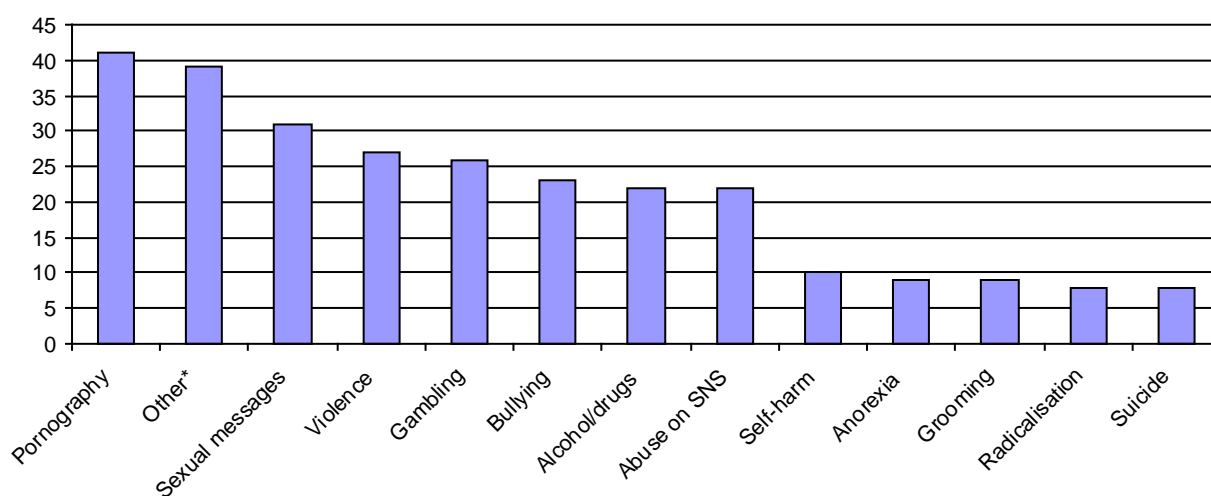


Internet content and behaviours

11. Questions 7, 8, and 9 were about internet content and behaviours that parents and children find problematic. Question 17 asked what kinds of content and activity customers ask businesses to block access to.
12. Question 7 asked parents to identify from a list the types of internet content and online behaviour they knew for sure their children have been exposed to. There were 386 responses to this question.

Figure 9 – Issues that parents say their children have been exposed to

(Percentages add to more than 100% because respondents could choose more than one option. Responses came from all groups of respondents, not just parents.)

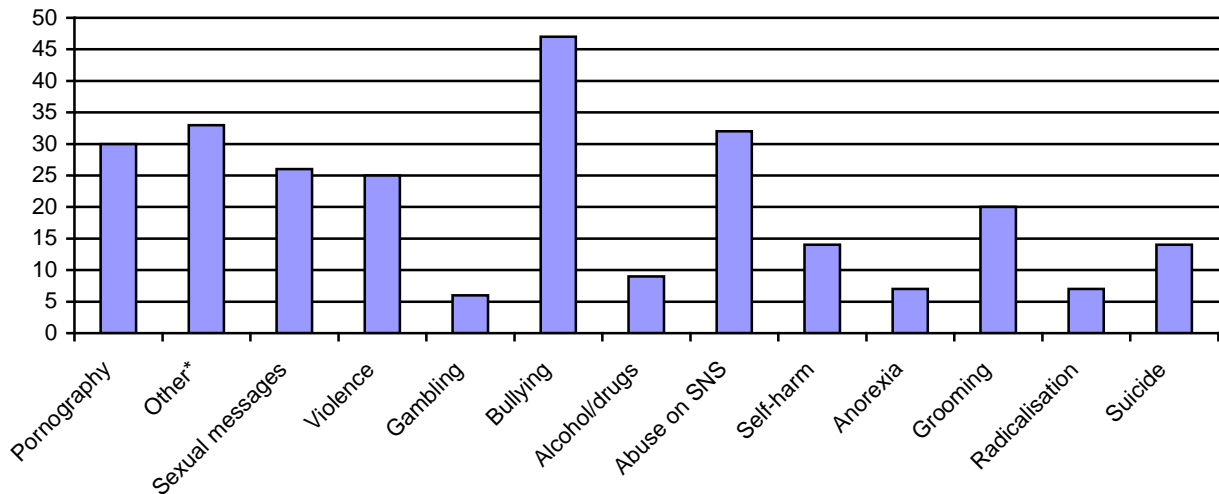


*further work is being done to analyse what issues respondents meant by “other”.

13. In addition to the responses in the table above, 40 respondents (10%) commented that because their children were too young they had not been exposed to any of the internet content or online behaviours listed above, and a further 40 (10%) respondents said their children had not been exposed to any of the internet content or online behaviours listed above because their children’s internet access was always supervised.
14. Question 8 asked *Which types of internet content and online behaviour do you think most worries your children?*. There were 402 responses to this question.

Figure 10 – Types of internet content and behaviour that parents say worry their children

(Percentages add to more than 100% because respondents could choose more than one option. Responses came from all groups of respondents, not just parents.)

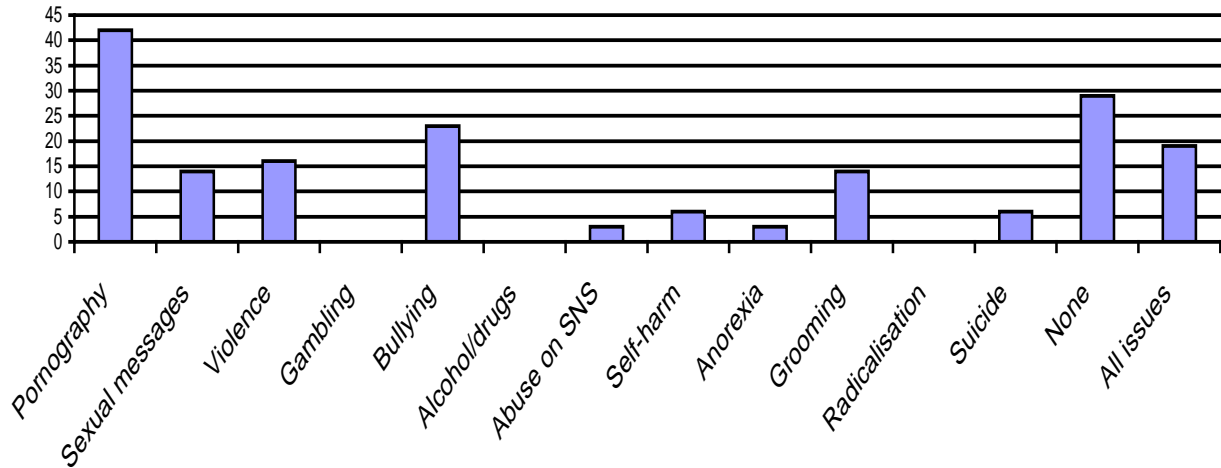


*further work is being done to analyse what issues respondents meant by “other”.

15. Additionally, 44 (11%) respondents commented that because their children were too young they were not worried about the internet content or online behaviours in question 8. A further 40 (10%) respondents said their children were not worried about any of the internet content or online behaviours listed above. Some respondents commented that parents were more concerned about the issues listed than their children.
16. Question 9 asked *Which of these issues listed in Questions 7 and 8, do you think you need most help protecting your children from online?* There were 387 responses to this question.

Figure 11 – Issues that parents say they want most help to protect their children from

(Percentages add to more than 100% because respondents could choose more than one option. Responses came from all groups of respondents, not just parents.)



17. Respondents did not mention gambling or alcohol and drugs as issues that they needed help in protecting their children from. Additionally, 114 (29%) respondents said that they protected and educated their children so they did not see the need for any additional help or guidance.
18. Question 17 asked businesses what kinds of online content and activity parents asked to have access blocked to. The number of businesses responding was very small, and some parents responded to the question.

Online content and activity that parents seek to block access to	Responses from businesses
Pornography	12
Grooming	8
Personal abuse of social networking sites	8
Suicide	8
Violence	8
Bullying	7
Sexual messages	7
Other*	7
Self harm	6
Gambling	6
Alcohol and drugs	5
Anorexia/bulimia	4
Political and religious radicalisation	2

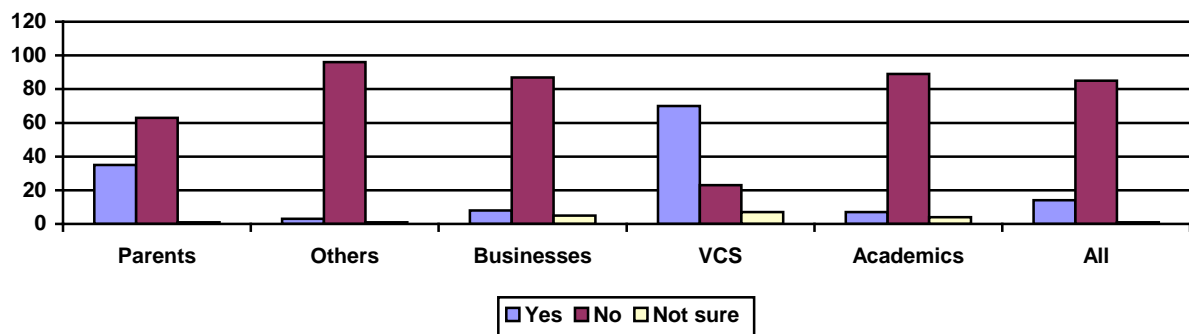
*further work is being done to analyse what issues respondents meant by “other”.

19. Although the consultation responses are from self-selecting respondents and not a representative sample of any of the groups involved, they largely confirm that children are as much at risk from negative online behaviours as they are from exposure to age-inappropriate content.

Options for parental controls

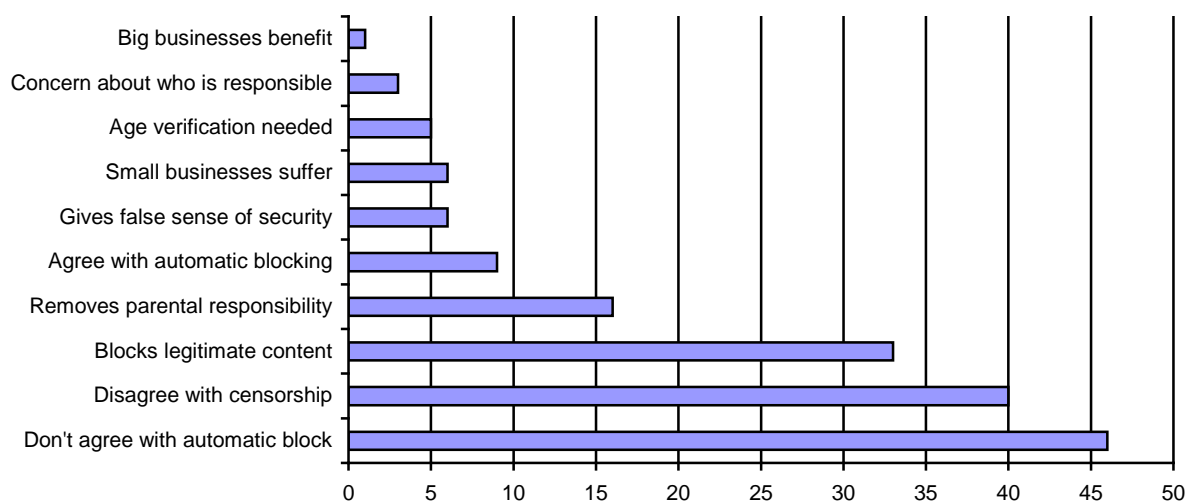
20. Questions 10a, 10b, and 10c dealt with the options for filtering the internet that parents would find most helpful. Questions 11 and 12 sought views on whether all households or only those with children should be offered parental controls, and whether parents of more vulnerable children need additional help.
21. There were 3,450 responses to question 10a, which offered: *A system in which some internet content (for example, pornography) is automatically blocked for you by your internet service provider or by the Smartphone or other device you use to access the internet and you can later ask them to remove the filters if you want to access the blocked websites.*

Figure 12- views on having automatic blocking of some internet content (percentage of responses from each group and for all respondents)



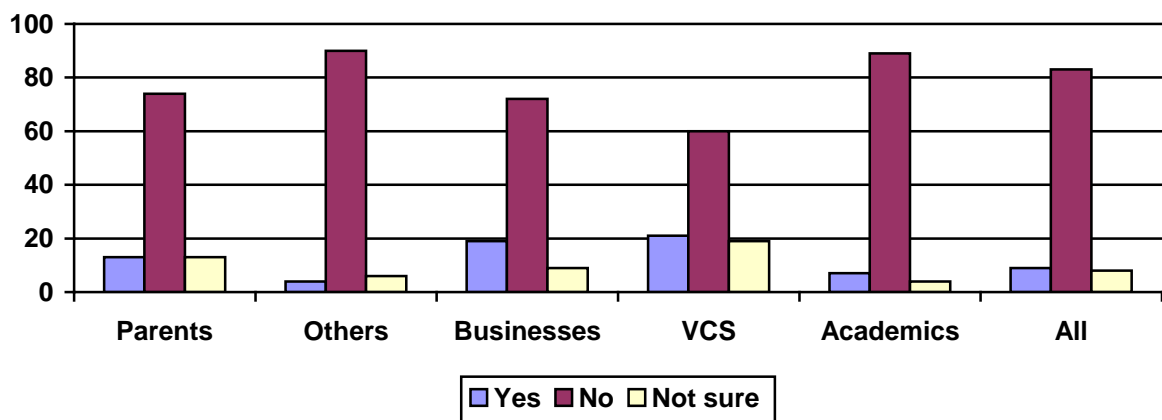
22. Apart from VCS organisations, the majority of respondents did not favour this approach: figure 13 shows the main reasons given by respondents who made comments (although some respondents favour this option).

Figure 13 – comments on automatic blocking



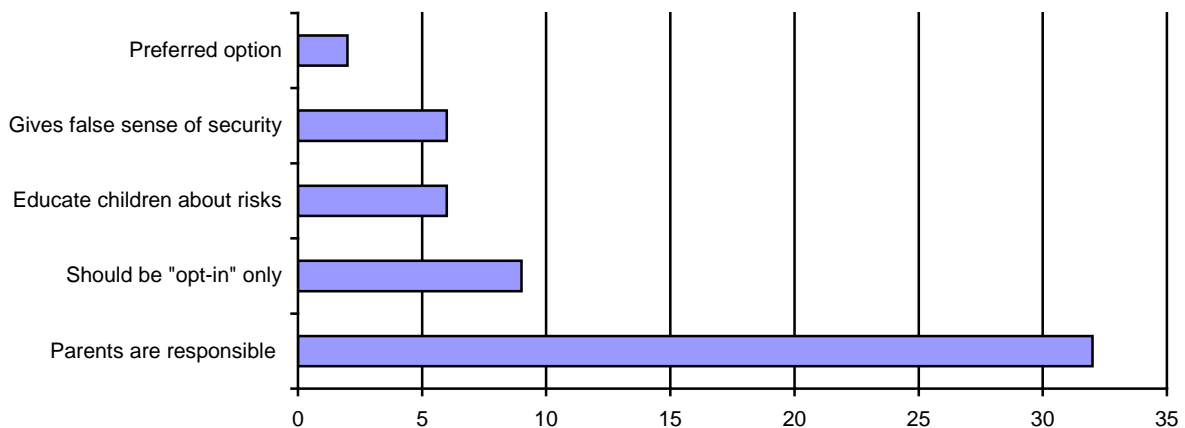
23. There were 1,883 responses to question 10b, which offered *A system where you are automatically asked some questions about what you want your children to be able to access on the computer or other device (including pornography, but also including things like 15-rated films, information about drugs, and whether and when you'd like them to be able to access social networking sites). There would be no answers decided for you in advance (no defaults).*

Figure 14- views on being automatically asked what you want your children to have access to on the internet (percentage of responses from each group and for all respondents)



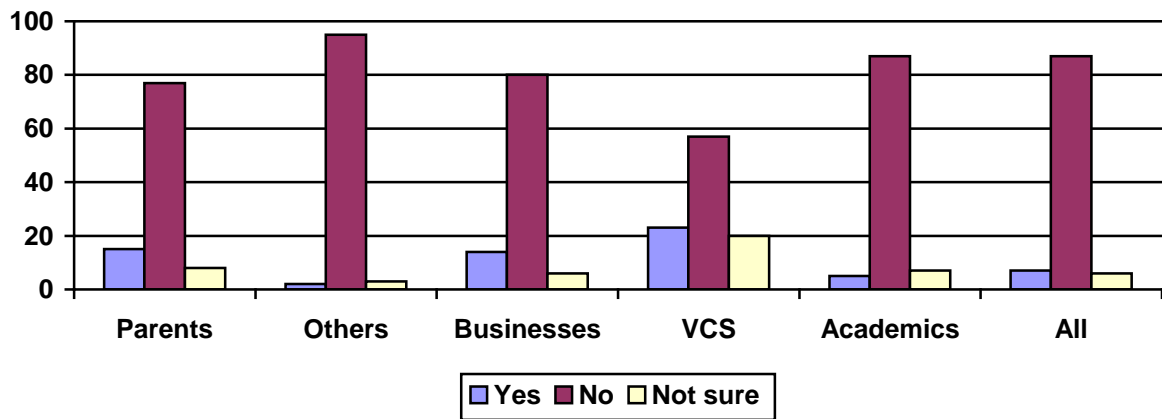
24. VCS organisations show the strongest support for this approach, although not much stronger than businesses. The proportions of respondents in each group who said that they were “not sure” about this approach were noticeably higher than among respondents to question 10a. The comments made by respondents on their responses are shown in figure 8 below:

Figure 15 – comments on being automatically asked what internet access you want your children to have



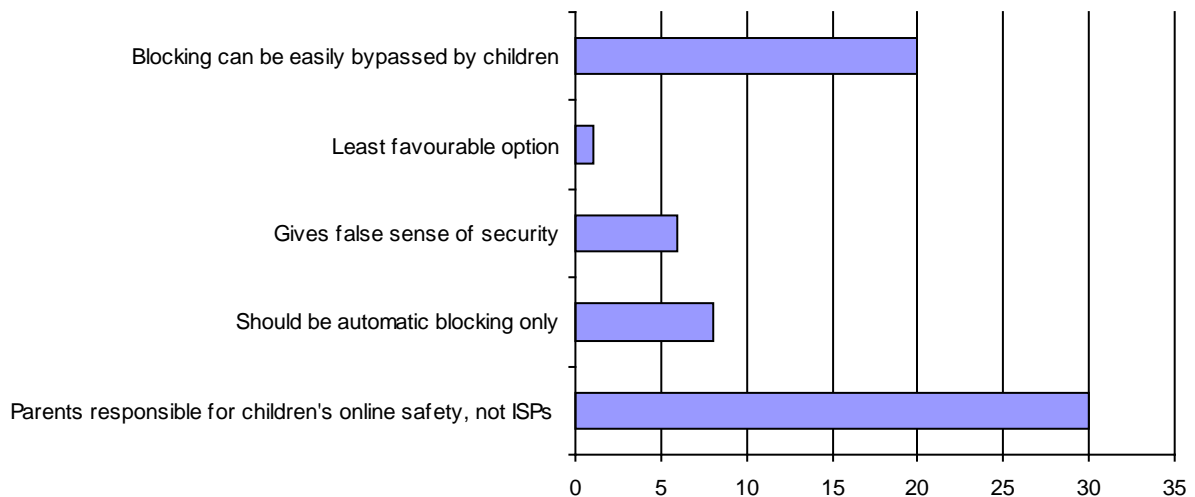
25. For question 10c, there were 2,150 responses, which offered *A system that combines (a) and (b), where you are asked all these wider questions in (b), but where for some obviously harmful content (like pornography), some of the answers are 'ticked' for you in advance, so that if you don't change the setting as you are going through the questions, the content is blocked. You would still be able to change the answer if you wanted to.*

Figure 16 - views on having to choose what internet access children should have, but with some material filtered by default (percentage of responses from each group and for all respondents)



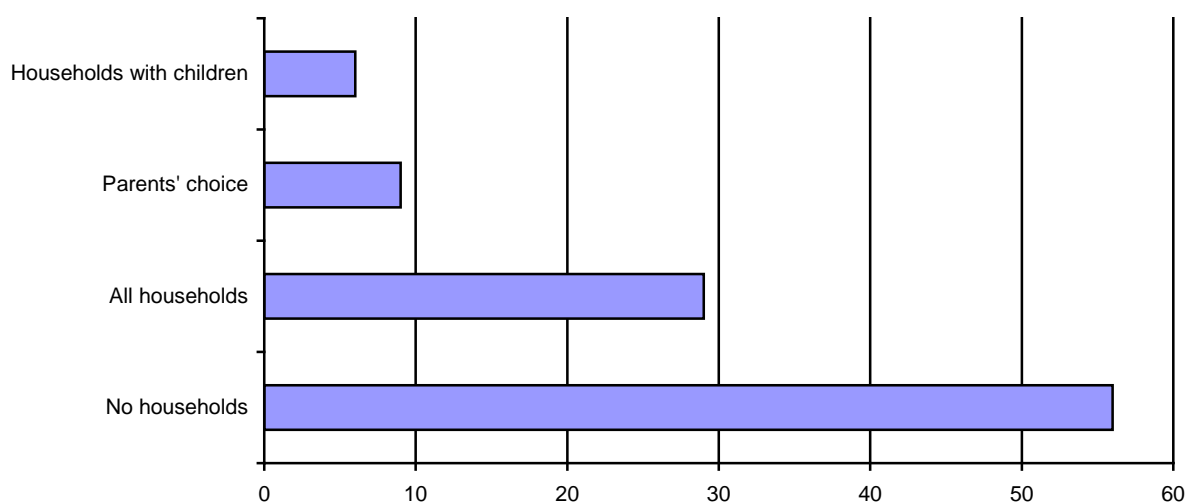
26. VCS organisations again show the strongest support for this approach, possibly because of the high proportion of VCS organisations that support automatic blocking. Conversely, members of the public dislike this option almost as much as they do automatic blocking, and possibly for the same reason. However, even amongst those groups where this option is most popular, the majority of respondents reject it. The proportion of respondents who said they were “not sure” about this approach is also noticeably higher than among people responding to question 10a.

Figure 17 – comments on the parental choice plus automatic blocking approach”



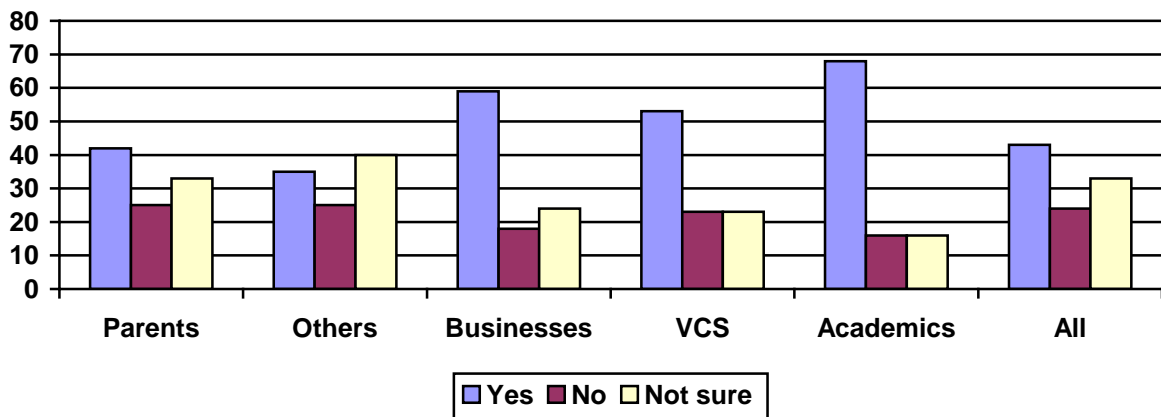
27. In summary, the responses to questions 10a, b and c show large majorities against all forms of controls from respondents taken as a whole, although there was variation between the different groups:
- Parents: a large majority against all forms of controls, but automatic blocking or default filtering at network level is supported by nearly a third of parents who responded
 - Other members of the public: very large majorities against all forms of parental control
 - ICT businesses: a large majority against all forms of parental controls, but of the three approaches offered, the second, in which parents decide what they want their children to access on the internet, is given the most support
 - VCS organisations: strongly in favour of default filtering and against the other approaches
 - Academics: large majorities against all forms of control
28. Question 11 asked *Do you think systems like this should be in place for all internet connections and households, or just for those with children?* Respondents were invited to choose “all households” or “just households with children” but a significant number of respondents wrote in that “no households” should have filters imposed on them, and another, smaller group said that it was a matter for parents to choose to have filters

Figure 18 – put systems in place for all households or just those with children? (1362 responses)



29. Question 12 asked: *Do parents and others responsible for more vulnerable children (for example, the very young, the emotionally vulnerable, children with learning difficulties, children without responsible parents) need additional help?*

Figure 19 – Do parents of more vulnerable children need additional help? (729 responses)

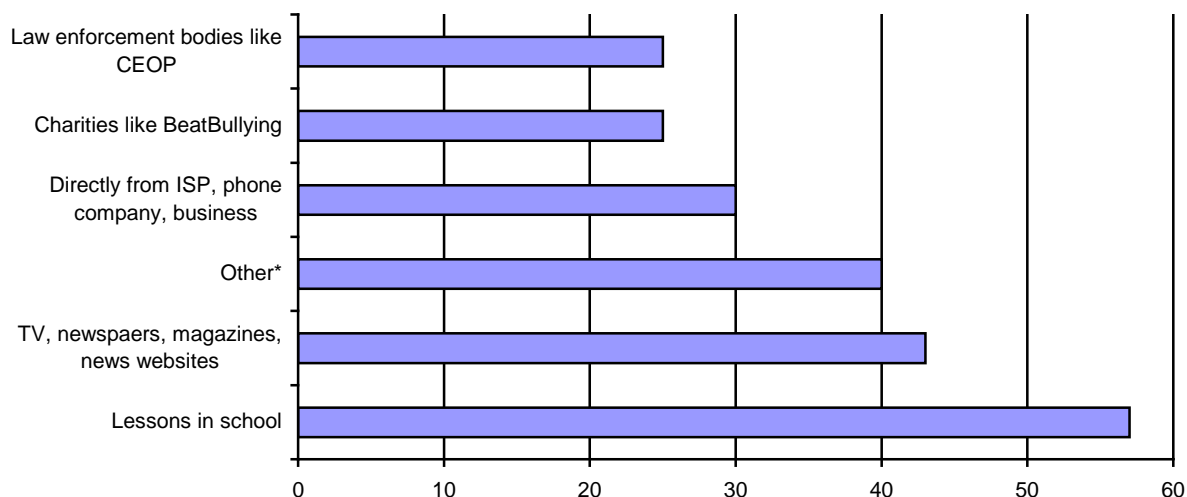


30. Although the largest percentage of respondents did think that parents of vulnerable children need additional help, one third of them are “not sure”. Unexpectedly, although just over one third of members of the public think these parents do need additional help a larger proportion is “not sure”. This is one of the few parts of the consultation in which the views of members of the public are reasonably evenly divided.

Information for parents and children on internet safety

31. Question 13 asked *How do you or your children most like to get information about the safe use of the internet?*. There were 641 responses to this question, mainly from parents but with significant numbers of responses from other groups.

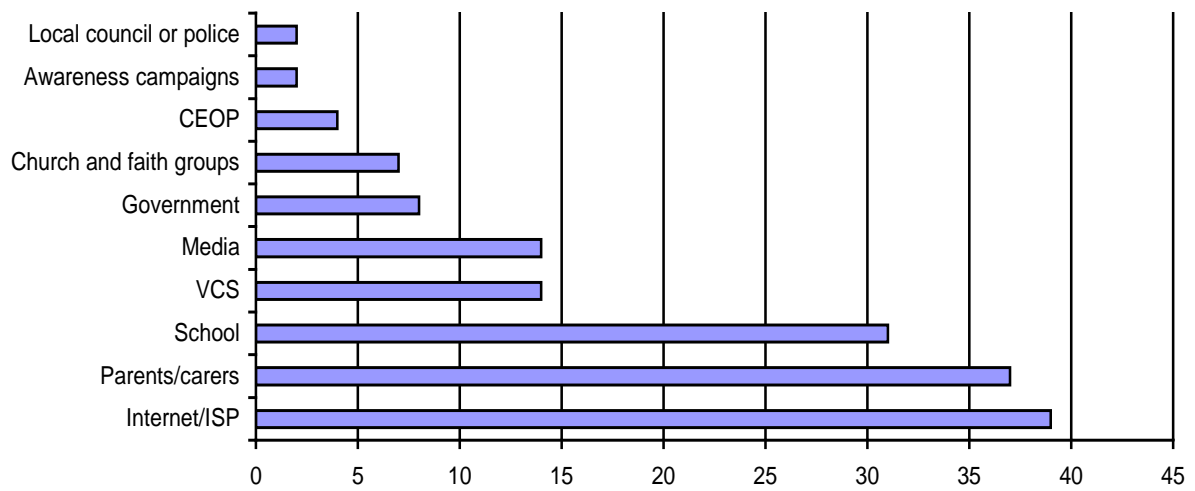
Figure 20 – Preferred method of getting information (641 respondents. Figure shows percentage of all responses given, respondents could offer more than one option)



*Of the respondents who answered "Other", most said that they believed children preferred to get information about the safe use of the internet from their parents.

32. Question 14 asked respondents *Where would you or your children be most likely to get information you can trust about being safe online?*. Again, of the 445 respondents to this question, parents were the largest group responding, but respondents from other groups also gave their views. There were no prompted answers and respondents were invited to specify the sources of information they were most likely to trust.

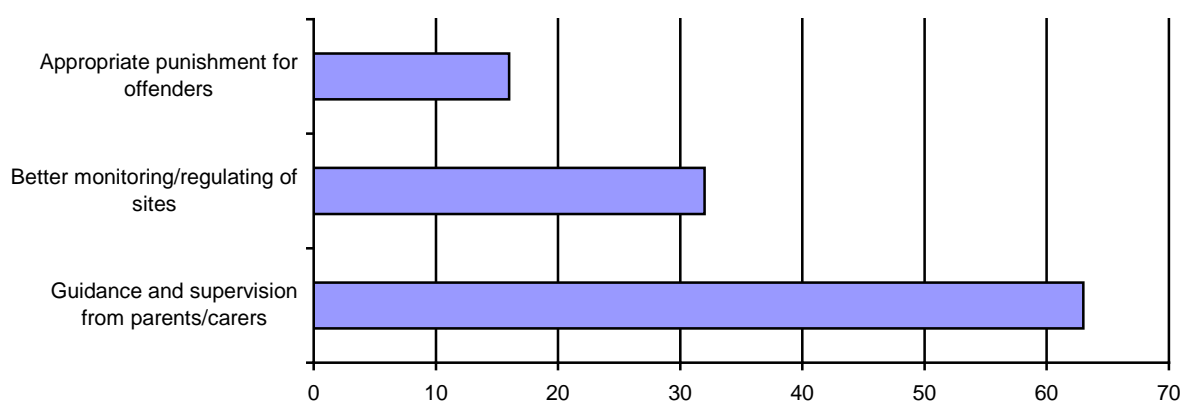
Figure 21 – Where would you or your children be most likely to get information you can trust about being safe online? (445 respondents answered this question: figure shows percentage of all responses given, respondents could offer more than one option)



What else can be done to protect children from negative online behaviours?

33. Question 15 asked *In addition to education (for parents, children, those who work with children), what other things can be done to protect children from negative online behaviours such as cyber bullying, sexting and grooming?*. There were 401 responses to this question and, again, respondents from all groups gave their views. There were no prompted answers.

Figure 22 – *What else can be done to protect children from negative online behaviours? (401 respondents answered this question: figure shows percentage of all responses given, respondents could offer more than one option)*



34. Section 5 of the consultation (questions 16 to 28) was intended mainly for businesses to give their views. 77 organisations did so, but as with other parts of the consultation, responses also came from other groups on some of the questions. A number of the questions asked businesses to give narrative reports (in commercial confidence if necessary), so not all of the responses can be represented numerically. Question 17 has been dealt with above.
35. Question 18 asked *What help do parents need to recognise the risks to their children online and to take greater responsibility for their safety?*. All 105 respondents thought that many parents and others responsible for children did not understand how the internet operated and needed to be educated about the potential risks to their children whilst they were online. Respondents felt that if training and education for parents was provided free of charge this would ensure large scale involvement. 21 respondents also suggested that parents should have an online resource available to them which provided information about how to recognise problem sites and explained how to discuss issues that may arise with their children.
36. Organisations responding to question 19 *What current activities with parents and children is your organisation involved with to educate and raise awareness about children's online safety?* provided a wide range of information. These activities range from small-scale local initiatives to national and international programmes. The activities mentioned by respondents included:
- school-based activity (e.g. visits, resources for teachers) for pupils, staff and

parents

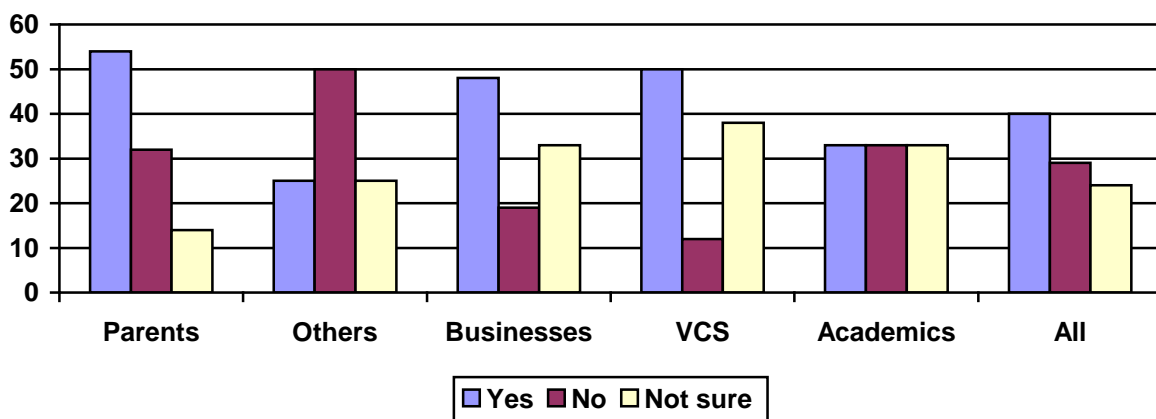
- leafleting
 - websites
 - social media presence
 - newsletters
 - helplines
 - research
 - awareness campaigns
 - Get Safe Online Week / Safer Internet Day
 - programmes for schools, community groups and other companies
 - in-store events / materials
 - support for internet safety charities and agencies
 - hosting awareness raising activity
 - materials for UK Safer Internet Centre
 - themed television and radio programmes
37. Question 20 asked *How could we better protect those children most at risk of harm on the internet (for example, the very young, the emotionally vulnerable, children with learning difficulties, children without responsible parents)?*. There were 25 responses to this question from businesses, and a further 50 responses from other respondents.
- 79% of all respondents (76% of businesses) felt that the most effective way to create a safer online environment was to raise awareness amongst parents and carers of the existing tools available to support and empower parental decision making. Some commented that in order to protect the most vulnerable children, the various parties responsible for their protection (for example parents, guardians, teachers and social services) should come together to support their welfare online. Others thought that more educational materials for parents and children would limit the risks online.
 - 29% of all respondents (20% of businesses) said that parental supervision was the best approach to protect vulnerable children on the internet. Respondents felt that most parents supervised their children's activity offline so the same should be done with their online activity. Others commented that internet devices should be stored in a common area of the home to ensure their children's access was easily monitored within a family friendly

environment.

- 7% of all respondents (4% of businesses) said that vulnerable children should not have internet access.
38. Question 21 asked *In addition to education (for parents, children, those who work with children), what other things can be done to protect children from negative online behaviours such as cyberbullying, inappropriate texting and grooming?*. There were 23 responses, all of which said that supervision from parents was the key to protecting children from negative online behaviours. Respondents thought the best protection for any child was their own knowledge, awareness and resilience, developed from a supportive and engaged family environment, while others thought that devices should be stored in a central area of the house so parents can supervise their children's internet and mobile phone access.
39. Question 22 asked *What is your business or organisation doing to help people understand and address these problems?*. Responses included:
- research on trends and disclosing issues
 - awareness raising for police officers, and by police officers in their community
 - awareness raising by media organisations of their parental control and age-classification tools
 - training for children's workforce
 - information on websites
 - resources for teachers, parents and children
 - promoting work of appropriate charities
 - limiting vulnerable children's access to safe sites and whitelists
 - reporting mechanisms on mobile phone and internet services
40. Question 23 asked *If your company/organisation has committed to delivering active choice internet safety solutions, what are the principle features of that solution?*. A number of solutions were mentioned:
- default filtering of, and apps for, mobile internet services
 - default filtering of public wifi services
 - parental "active choice" filtering of domestic broadband for new and existing customers, some with pre-selected filters, and with reminders to review settings
 - parental controls on video on demand services

- creating separate accounts or profiles on operating systems for adults and children, with monitoring of use of the child’s account
41. However, some respondents commented that parental controls are ineffective and make using the internet more difficult and time-consuming. It was also noted that Domain Name System filtering which allow or filter content for blacklists and whitelists: can allow numbers of false positives (blocking material that need not be blocked) and false negatives (allowing material that should be blocked); can be expensive (with costs passed on to consumers); and only works if the website domain name contains words that indicate the website content.
42. Question 24 asked *If you have not committed to delivering active choice, why not?*. Some of the businesses that responded said they did not provide active choice solutions: these were up to customers to add if they wanted them. Other responses covered a range of views on the impact of mandatory parental controls, which respondents thought would
- amount to censorship.
 - add disproportionate costs for small and independent website operators and stifle innovation.
 - not work.
43. Question 25a asked *Is demand for parental controls, whether on internet services, devices or software etc. growing?*.

Figure 23 – is demand for parental controls growing? (85 responses)



44. Parents, businesses and voluntary organisations believe that demand for parental controls is growing. Parents who responded mostly wanted parental controls but seemed unaware of what was already available. Organisations working with parents reported that parents want guidance, including practical, hands-on advice, and that teenagers often don’t understand social networking site privacy settings. Some businesses argued that parental

controls are widely available, and that what is needed is to increase parents' awareness of them.

45. Respondents who answered "No" to question 25a were asked to say how demand for parental controls could be encouraged. Responses included:
 - making them widely available and easy to use;
 - industry / charity / government awareness campaigns, particularly those that increase confidence, and making carers and vulnerable individuals aware of them;
 - demand for parental controls should not be encouraged; and
 - education was a better solution than installing "censorship software".
46. Some respondents thought that education about risks would be more effective than parental controls, or that consumers should simply be left to choose for themselves how they use the internet.
47. Question 26 asked for examples of regulatory best practice, from the UK or other countries, of online child protection. The examples given included self-regulation of various kinds at national and EU level, such as:
 - the BBFC video age-classification labelling and content advice services for content providers and platform owners, which has been widely taken up by the home entertainment industry , and the BBC iPlayer content labelling scheme
 - the ISP code of practice and their involvement with the Internet Watch Foundation (IWF) and the IWF itself as a place to report criminal online activity
 - the Mobile Network Operators Code of Practice, published in 2004, and widely copied throughout the EU
 - at EU level, actions to develop industry self-regulation include supporting the ICT principles and the CEO coalition on internet safety; in addition the EU is leading on work with member states and industry via the Digital Agenda for Europe and Safer Internet Programme
48. One example of statutory regulation for child online safety was given: the US Children's Online Privacy Protection Act. The Federal Trade Commission has issued a revised set of proposed rules regarding the implementation of the Act, the first revision since 1999.
49. An example of "community regulation" was given: YouTube users flag content as inappropriate or in breach of community guidelines to guide other users and the service itself.

50. It was also pointed out that default filtering would require legislation, not least in order to define what legal content could be blocked.
51. Question 27 asked for examples of regulation used in other industry sectors that could be used as the basis for an effective regulatory system for the internet industries. Suggestions included:
- the BBFC film and video age-classification system
 - the PEGI system for age classification of videogames, which is applied across participating countries
 - a parallel system to those used offline for proof of age
52. Other respondents argued that regulation should only apply to internet users, not the services being used, or that regulatory systems from other sectors are inherently unsuitable as they have not developed to meet the particular features of the internet.
53. Question 28 asked what would most encourage organisations to ensure parents are provided with effective controls. Many of the respondents to this question said that no further encouragement was needed. However, some suggestions were made, including:
- funding to ring-fence police e-safety services, and recognising that effective parental controls could reduce demand on police services in responding to reports of cyberbullying etc.
 - funding to be able to offer solutions to schools and homes free of charge, to help with marketing, and to help with product testing
 - recognition of the role of schools in advising and supporting parents, and recognition and credit for schools that do this effectively
 - defining effective benchmarks and standards for parental controls, and the development of a consistent classification of safety measures in broadband packages (for example, similar to the PEGI system for videogames)
 - establishing a single service dedicated to online safety issues and acting as a forum for the various stakeholders
 - industry monitoring of consumer opinion
 - research into the reasons why parents do not make use of parental control software.
54. One company pointed out that unless they provided effective parental controls they would lose the trust of their service users.

Annex 2

Statistical breakdown of responses

Q1 What existing parental controls on access to the internet and internet-enabled devices do you use to help your children stay safe online? (Please select all that apply.)

640 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Other (please specify)	231	13	0	73	7	10	7	2	343	54%
Blocking particular kinds of content (e.g. sites promoting harmful behaviours, pornography or other age-related material)	201	22	0	25	6	23	2	1	280	44%
Preventing access to certain internet sites (e.g. social networking sites) at particular times of the day	80	5	0	9	3	7	2	0	106	17%
Restricting access to a list of chosen safe websites	67	8	0	7	3	8	2	0	95	15%
Preventing access to particular apps (e.g. web browsers or social networking apps)	66	4	0	5	1	6	1	0	83	13%
Using keywords to block (or allow) access	45	6	0	9	1	10	2	0	73	11%
Preventing access to particular hardware (e.g. cameras or location identification on mobile phones)	47	4	0	10	1	5	0	0	67	10%

Supervise access	153	7	0	22	1	3	3	0	189	30%
Parent/teacher to educate children of risks	136	7	0	31	2	4	2	2	184	29%
Parents feel they need to know more/Educate parents	35	2	0	17	3	7	1	2	67	10%
Ensure PC is in common area of house	38	2	0	5	0	0	3	0	48	8%
Block as little content as possible	10	0	0	8	0	0	0	0	18	3%

Q2 Which of the parental controls you selected in Question 1 do you find the most useful? (Please write in space provided.)

440 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Blocking particular kinds of content	118	13	0	18	2	14	3	1	169	38%
Parenting	125	2	0	29	2	4	1	0	163	37%
Supervision	105	5	0	18	1	5	2	0	136	31%
None/All easy to get around	47	2	0	13	3	8	2	0	75	17%
Educate children of potential risks	43	3	0	14	2	2	0	0	64	15%

Q3 Is there anything that would make it easier for you to use the parental controls already available on the devices and broadband connections you already have? (Please list.)

229 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Online safety/existing tools education	59	8	0	22	6	7	2	0	104	45%
No/Already very simple	61	2	0	17	2	1	1	0	84	37%
Parental controls should be opt-in only	29	2	0	18	0	1	0	0	50	22%

Q4 Did you know that the four main internet service providers, BT, TalkTalk, Virgin Media and Sky, have signed up to a code of practice which says that they will:

- **Provide parental controls free of charge.**
- **Provide all new customers with an enforced choice of whether or not to use parental controls.**
- **Improve the communication of information to parents explaining the benefits of parental controls.**
- **Align the information they provide to parents so it is all consistent (i.e. information from BT will be consistent with information from TalkTalk, and so on).**

822 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Yes	192	26	0	115	15	38	9	0	395	48%
No	146	28	0	44	2	13	4	0	237	29%
Not Sure	53	5	1	120	3	5	3	0	190	23%

Disagree with enforced approach/problematic	140	2	1	158	6	4	2	0	246	30%
Include all customers not just new	73	9	0	8	1	12	3	0	81	10%
Gives parents a false sense of security	21	0	0	14	1	2	0	0	29	4%
Agree with proposed legislation	15	3	0	3	0	4	3	0	22	3%

Q5 Is there anything you think should be added to the code of practice, saying what internet service providers should have to do, or anything that should be taken away? (Please write in space provided.)

603 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Remove enforced approach	64	3	0	175	5	3	1	0	251	42%
Parents have responsibility not companies	56	4	0	99	2	1	4	0	166	28%
Controls should be optional/Opt in not opt out	50	5	0	70	6	5	1	0	137	23%
Block certain kinds of sites	60	9	0	16	1	22	1	0	109	18%
Educate parents	28	2	0	56	3	13	7	0	109	18%
No the current policy is fit for purpose	20	6	0	13	3	0	3	0	45	7%

Q6 When it comes to keeping children safe online:

1257 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Parents have the main responsibility	338	18	0	468	21	14	26	2	887	71%
Parents and businesses have a shared responsibility	207	45	0	39	9	48	6	1	355	28%
Businesses have the main responsibility	10	5	0	0	0	0	0	0	15	1%

Q7 Which of the following types of internet content and online behaviour do you know for sure that your children have been exposed to? (Tick all that apply.)

386 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Pornography	97	17	0	15	5	21	3	0	158	41%
Other [please specify]	97	7	0	30	4	8	5	0	151	39%
Sexual messages	79	9	0	9	2	18	2	0	119	31%
Violence	65	8	0	9	3	18	1	0	104	27%
Gambling	71	7	0	5	2	14	0	0	99	26%
Bullying	52	11	0	8	3	14	2	0	90	23%
Alcohol and drugs	55	8	0	6	3	13	1	0	86	22%
Personal abuse of social networking sites	46	6	0	7	3	19	3	0	84	22%
Self-harm	24	3	0	4	2	6	0	0	39	10%
Grooming	11	6	0	3	2	11	3	0	36	9%
Anorexia/bulimia	21	3	0	2	2	5	0	0	33	9%
Political or religious radicalisation	16	3	0	5	1	5	0	0	30	8%
Suicide	16	3	0	2	1	6	1	0	29	8%

None due to age of children	35	3	0	2	0	0	0	0	40	10%
None due to supervised use	36	2	0	0	0	0	2	0	40	10%
No children	0	1	0	19	2	4	2	0	28	7%
Exposed to by media	15	1	0	7	1	2	0	0	26	7%

Q8 Which types of internet content and online behaviour do you think most worries your children? (Tick all that apply.)

402 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Bullying	122	20	0	16	5	17	6	1	187	47%
Other [please specify]	90	9	0	22	0	9	2	0	132	33%
Personal abuse of social networking sites	81	13	0	11	3	15	4	1	128	32%
Pornography	82	16	0	7	1	12	1	0	119	30%
Sexual messages	73	10	0	3	2	15	0	0	103	26%
Violence	68	12	0	5	2	10	3	0	100	25%
Grooming	51	11	0	7	2	8	3	0	82	20%
Suicide	39	7	0	5	1	4	2	0	58	14%
Self-harm	37	5	0	5	2	4	2	0	55	14%
Alcohol and drugs	11	6	0	1	0	3	0	0	36	9%
Political or religious radicalisation	21	2	0	4	0	3	0	0	30	7%
Anorexia/bulimia	19	4	0	1	0	3	1	0	28	7%
Gambling	15	5	0	1	0	3	0	0	24	6%

None due to age of children	40	3	0	1	0	0	0	0	44	11%
None of the above	33	3	0	2	0	2	0	0	40	10%
No children	1	2	0	15	0	3	1	0	22	5%

Q9 Which of these issues listed in Questions 7 and 8, do you think you need most help protecting your children from online? (Please write in space provided.)

387 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Pornography	111	17	0	11	1	19	2	0	161	42%
None I protect/educate my children	93	3	0	17	0	0	1	0	114	29%
All of the above	44	9	0	6	0	13	3	0	75	19%
Bullying	45	5	0	8	1	7	2	0	68	18%
Violence	41	9	0	4	0	7	1	0	62	16%
Grooming	38	5	0	4	0	7	1	0	55	14%
Sexual messages	36	6	0	4	0	8	1	0	55	14%
Suicide	16	1	0	1	1	3	3	0	25	6%
Self harm	19	1	0	3	0	0	2	0	25	6%
Social networking sites	8	0	0	0	0	4	0	0	12	3%
Promoting Anorexia/Bulimia	7	0	0	1	1	1	1	0	11	3%

Q10a) A system in which some internet content (for example, pornography) is automatically blocked for you by your internet service provider or by the smartphone or other device you use to access the internet and you can later ask them to remove the filters if you want to access the blocked websites.

3450 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Yes	264	68	0	76	5	49	6	2	470	14%
No	473	16	3	2305	54	16	73	2	2942	85%
Not Sure	11	1	0	14	3	5	3	1	38	1%

Don't agree with automatic block/Opt in to remove content	299	7	1	1174	41	10	54	0	1586	46%
Disagree with censorship/too much control	233	4	2	1069	23	6	39	0	1376	40%
Software blocks legitimate content	202	5	2	821	37	10	48	1	1126	33%
Removes parental responsibility	175	4	0	349	12	7	18	0	565	16%
Agree with automatic block/Opt in to receive blocked content	144	38	0	66	3	38	5	2	296	9%
Gives a false sense of security	54	0	0	132	10	6	6	0	208	6%
Small businesses will suffer	25	0	0	149	13	0	10	0	197	6%
Age verification needed	73	22	0	36	3	22	3	1	160	5%
Who is responsible for managing this	20	0	0	87	4	1	7	0	119	3%
Big businesses benefit	1	0	0	16	2	0	2	0	21	1%

Q10b) A system where you are automatically asked some questions about what you want your children to be able to access on the computer or other device (including pornography, but also including things like 15-rated films, information about drugs, and whether and when you'd like them to be able to access social networking sites). There would be no answers decided for you in advance (no defaults).

1883 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Yes	75	9	0	50	8	13	5	2	162	9%
No	414	45	0	1008	31	38	24	1	1561	83%
Not Sure	68	9	0	61	4	12	5	1	160	8%

Parents are responsible for their children	195	2	0	386	11	3	5	0	602	32%
Should be opt-in only	44	8	0	101	10	8	2	1	174	9%
Educate children	28	0	0	82	3	3	3	1	120	6%
Gives a false sense of security	36	1	0	64	7	6	4	1	119	6%
Preferable option out of three	10	2	0	16	2	5	2	0	37	2%

Q10c) A system that combines (a) and (b), where you are asked all these wider questions in (b), but where for some obviously harmful content (like pornography), some of the answers are 'ticked' for you in advance, so that if you don't change the setting as you are going through the questions, the content is blocked. You would still be able to change the answer if you wanted to.

2150 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Yes	91	23	0	20	7	14	3	1	159	7%
No	460	39	2	1247	41	34	48	2	1873	87%
Not Sure	49	6	0	44	3	12	4	0	118	6%

Parents are responsible for their children	200	2	0	412	8	3	13	0	638	30%
Blocking can be easily bypassed	90	4	1	296	12	4	15	0	422	20%
Should be opt-in only	37	10	0	96	7	10	2	1	163	8%
Gives a false sense of security	37	2	0	76	5	5	2	0	127	6%
Least favourable option	8	1	0	11	1	1	0	0	22	1%

Q11 Do you think systems like this should be in place for all internet connections and households, or just for those with children?

1362 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
No households	191	8	0	528	10	7	20	0	764	56%
All households	242	60	0	41	6	46	7	0	402	29%
Parental choice/Opt-in only	33	1	0	86	4	1	0	0	125	9%
Just households with children	22	3	0	54	6	4	1	1	91	6%

Children may visit households without children	61	15	0	8	2	9	2	0	97	7%
---	----	----	---	---	---	---	---	---	-----------	-----------

Q12 Do parents and others responsible for more vulnerable children (for example, the very young, the emotionally vulnerable, children with learning difficulties, children without responsible parents) need additional help? (Please specify.)

729 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Yes	153	31	0	74	10	32	13	2	315	43%
No	89	12	0	52	3	14	3	1	174	24%
Not Sure	119	17	0	83	4	14	3	0	240	33%

Educate and advise parent/carer	78	8	0	69	6	18	6	1	186	26%
Parental responsibility/supervision	36	1	0	40	2	2	3	0	84	12%
Not necessary if 10a is adopted (auto-blocking)	39	15	0	5	0	18	2	0	79	11%
Tools are already available	14	1	0	23	3	2	2	0	45	6%

Q13 How do you or your children most like to get information about the safe use of the internet? (Please tick all that apply.)

641 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Information in lessons at school	228	31	0	59	9	31	6	1	365	57%
Information from the TV, newspapers, magazines, news websites	162	34	0	46	7	24	4	0	277	43%
Other (please specify)	139	13	0	77	6	15	8	0	258	40%
Information sent directly by ISP, mobile phone company or other business	116	21	0	32	3	18	3	0	193	30%
Information from charities like BeatBullying	87	20	0	27	4	21	4	0	163	25%
Information from law enforcement bodies like the Child Exploitation and Online Protection Centre (CEOP)	86	19	0	28	3	18	5	0	159	25%

Parents to educate their children	96	4	0	51	2	5	2	0	160	25%
Discussion on line or with friends, as well as TV	2	1	0	5	0	5	1	0	14	2%
No children	1	1	0	8	0	2	1	0	13	2%

Q14 Where would you or your children be most likely to get information you can trust about being safe on line? (Please specify.)

445 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Internet/ISP	96	12	0	46	2	10	8	0	174	39%
Parents/Carers	104	7	0	40	4	7	3	0	165	37%
School	94	3	0	23	4	7	7	1	139	31%
Volunteering and Community Sector (VCS)	37	10	0	7	1	8	1	0	64	14%
Media	42	4	0	10	0	5	2	0	63	14%
Government	19	3	0	6	0	4	2	0	34	8%
Church and Faith Groups	13	5	0	2	0	9	1	0	30	7%
CEOP	10	1	0	1	1	6	1	0	20	4%
Awareness campaigns	5	0	0	2	0	3	1	0	11	2%
Local council or police	5	0	0	1	0	2	0	0	8	2%

Q15 In addition to education (for parents, children, those who work with children), what other things can be done to protect children from negative online behaviours such as cyberbullying, sexting and grooming? (Please specify.)

401 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Guidance and supervision from parents/carers	128	11	0	95	5	8	6	0	253	63%
Better monitoring/regulating of sites	68	16	0	18	3	20	2	1	128	32%
Appropriate punishment for offenders	34	9	0	16	0	5	1	1	66	16%

Q16a) What are you as a business/trade association doing to ensure parents have access to a range of simple tools and information? (Please list.)

There were no key issues identified for this question.

Q16b) For any products listed above, please say when these will be available in the marketplace? NB: Any responses to this question will be treated in strict commercial confidence. (Please list.)

There were no key issues identified for this question.

Q17 What kinds of online content and activity do parents who are your customers most commonly seek to block access to? (Please tick all that apply and rank in order of frequency of blocking in box provided.)

39 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Pornography	5	1	0	0	12	1	0	0	19	49%
Bullying	7	0	0	0	7	1	0	0	15	38%
Other (please specify)	3	0	0	4	7	0	0	0	14	36%
Grooming	4	0	0	0	8	0	0	0	12	31%
Personal abuse of social networking sites	4	0	0	0	8	0	0	0	12	31%
Sexual messages	4	1	0	0	7	0	0	0	12	31%
Suicide	4	0	0	0	8	0	0	0	12	31%
Violence	4	0	0	0	8	0	0	0	12	31%
Alcohol and drugs	6	0	0	0	5	0	0	0	11	28%
Self-harm	4	0	0	0	6	0	0	0	10	26%
Gambling	3	0	0	0	6	0	0	0	9	23%
Anorexia/bulimia	4	0	0	0	4	0	0	0	8	21%
Political or religious radicalisation	5	0	0	0	2	0	0	0	7	18%

Q18 What help do parents need to recognise the risks to their children online and to take greater responsibility for their safety? Please write in space provided.)

105 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Educate parents	18	4	0	43	26	11	3	0	105	100%

Q19 What current activities with parents and children is your organisation involved with to educate and raise awareness about children's online safety? (Please write in space provided.)

There were no key issues identified for this question.

Q20 How could we better protect those children most at risk of harm on the internet (for example, the very young, the emotionally vulnerable, children with learning difficulties, children without responsible parents)? (Please write in space provided.)

75 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Educate parents/children	7	2	0	23	19	5	3	0	59	79%
Parental supervision	7	0	0	7	5	1	2	0	22	29%
Remove vulnerable children's access	1	0	0	3	1	0	0	0	5	7%

Q21 In addition to education (for parents, children, those who work with children), what other things can be done to protect children from negative online behaviours such as cyberbullying, inappropriate texting and grooming? (Please write in space provided.)

23 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Parental supervision	6	0	0	8	4	4	1	0	23	100%

Q22 What is your business or organisation doing to help people understand and address these problems? (Please write in space provided.)

There were no key issues identified for this question.

Q23 If your company/organisation has committed to delivering active choice internet safety solutions, what are the principle features of that solution? NB: Any responses to this question will be treated in strict commercial confidence. (Please list.)

There were no key issues identified for this question.

Q24 If you have not committed to delivering active choice, why not? (Please list.)

There were no key issues identified for this question.

Q25a) Is demand for parental controls, whether on internet services, devices, software etc. growing?

85 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Yes	12	6	0	4	13	4	1	0	40	47%
No	7	2	0	8	5	1	1	1	25	29%
Not Sure	3	0	0	4	9	3	1	0	20	24%

Q25b) If No, how could demand be encouraged?

20 individuals or organisations responded to this question.

	A	B	C	D	E	F	G	H	Total	
Why encourage	8	1	0	8	2	1	0	0	20	100%

Q26 What examples do you have of regulatory best practice, from the UK or other countries, of online child protection? (Please write in space provided.)

There were no key issues identified for this question.

Q27 What models of regulation are used in other industry sectors that could be used as the basis for an effective regulatory system for the internet industries? (Please write in space provided.)

There were no key issues identified for this question.

Q28 What would most encourage your organisation to ensure parents are provided with effective parental controls? (Please write in space provided.)

There were no key issues identified for this question.

Annex 3

List of organisations which responded to the consultation

Organisation	Ref No.
Action for Children (Shaun Kelly)	2797
Affordable Leather Products Ltd (Graham Marsden)	2764
Association for UK Interactive Entertainment (UKIE), The (Andrew Tomlinson)	3103
Association of School and College Leaders (Martin Ward)	3086
Authority for Television On Demand Ltd, The (Peter Johnson)	3595
Bains, Gurbax (Coventry City Council)	417
Baycloud Systems Limited (Mike O'Neill)	3135
BCC Huntsworth (John Parkin)	3014
Beat Bullying (Richard Pigginn)	3110
Betfair (Susannah Gill)	2191
Big Brother Watch (Nick Pickles)	3107
Bristol Wireless Community Co-operative Ltd (Steve Woods)	2802
British Board of Film Classification (David Austin)	404
BBC (Julian Coles)	3104
British Naturism (Malcolm Boura)	2176
British Telecom (David Pincott)	3072
BSkyB (Adam Kingsley)	3073
Bunt, Richard (Plymouth Christian Centre)	282
Care for the Family (Katharine Hill)	305
Caritas Social Action Network - Catholic church (Liam Allmark)	387
CDG – Technology company (Mark Trudinger)	3136
Chartered Institute of Library and Information Professionals (Yvonne Morris)	1596
Childnet International (Will Gardner)	1524
Children in Scotland (Sara Collier)	3044
Children's Charities' Coalition on Internet Safety (John Carr)	1562
Christian Action Research Education (Dan Boucher)	2995
Churches Child Protection Advisory Service (CCPAS) (Andrew Paton)	2932
Clayton, Richard (University of Cambridge)	3592

Organisation	Ref No.
Consumer Focus (Saskia Walzel)	2208
Douglas, Mary (Pioneer Churches UK)	295
Eleven Onwards (Paul Tully)	2177
End Violence Against Women (Holly Dustin)	2186
Evangelical Alliance (Don Horrocks)	388
Evangelical Alliance (Don Horrocks (organisational response))	389
Family and Parenting Institute (Peter Grigg)	3053
Family Education Trust (Norman Wells)	2757
Family Matters fostering Ltd (Antony Meade)	427
Family Online Safety Institute (Stephen Balkam)	1583
Family Planning Association and Brook (Clare Laxton)	1608
Google (Sarah Hunter)	3067
Grey, Jeff (Dorset Police)	304
Groundlevel Churches UK (Terrence Walters)	499
Hansen, Mark (University of West England)	2837
Hoyle, John (Christians Together Halifax)	242
Imkann (Lia Latchford)	2982
Intellect (Raj Sivalingam)	3105
Internet Services Providers' Association (Andrew)	3586
Jargon Free Computers (Mark Allen)	2753
Jevons, Paul (CGC Chelmsford)	309
JISC TechDis (Shirley Evans)	1559
KCOM – Telecommunications Company (Richard Neudegg)	3032
Kent County Council (Rebecca Avery)	2819
Link to Change (Helen Rawden)	1640
Macuser Magazine (Adam Banks)	1857
Mediawatch UK (Vivienne Pattison)	3016
Microsoft (Donna Whitehead)	3137
Minichiello Williams, Andrea (Christian Concern)	352
Mission of Public Affairs Council, Church of England (Jo Winn-Smith)	1565
Mobile Broadband Group (Hamish MacLeod)	3101

Organisation	Ref No.
Monkey Puzzle Day Nursery (Elaine Hook)	1561
Mothers Union (Rachel Aston)	3109
National Council for Women of Great Britain (Sheila Eaton)	2206
NetIDme (Jenny Workman)	493
New Life Church/Crash Out Children and Youth Clubs (Stacey Bains)	416
NSPCC (Claire Lilley)	3042
Oddpixel Ltd (Odd Nydren)	659
Ofcom (Stephanie Brook)	3100
Office of the Children's Commissioner (Carlene Firmin)	2184
Open Rights Group (Peter Bradwell)	3138
Papyrus - Prevention of Young Suicide (Martyn Piper)	469
Parent Zone, The (Vicki Shotbolt)	2192
PC Pro Magazine (Nicole Kobie)	2182
Pioneer Churches UK (Mary Douglas)	3590
Pirate Party UK (Will Tovey)	2963
Plymouth University (Andy Phippen)	3139
Plymouth Vineyard Church (Arthur Goode)	2855
Portree YMCA (Christina Crichton)	245
Redhill Baptist Church (Gerald Day)	390
Reformed Presbyterian Church of Ireland (S Drennan)	1737
Remote Gambling Association (Sue Rossiter)	1683
Respectme (Brian Donnelly)	1473
Safermedia (Miranda Suit and Pippa Smith)	2201
Silver Pride Software (Eben Till)	1852
Smyth, Gordon (All Saints Church Truro)	234
Smyth, David (Evangelical Alliance)	3093
South Wales Police (Kath Pritchard)	2970
South West Grid for Learning (David Wright)	436
St. John's Church (Pam Leake)	370
Stackblaze Ltd (James Cunningham)	1527
TalkTalk Group (Alexandra Birtles)	3102

Organisation	Ref No.
TaxPayers' Alliance (Dominique Lazanski)	3114
Telefonica (Fay Morris)	3166
Thomas, Harvey (Fellowship of European Broadcasters)	440
Three.co.uk (Julie Minns)	3063
UK Islamic Mission Keighley (Khalid Sharif)	2246
Underwood, Jack	2448
University of Birmingham (Hera Cook)	2187
University of East Anglia (Paul Bernal)	1855
Urban Saints Gulldford (James Slater)	1477
Warrington, Sue (Chace Community School)	215
Wings South West (Anne Bowser)	346
Wings South West (Paul Bowser)	347
Wings South West (James Lewis)	408
Young Minds (Lucie Russell)	442

Organisations that responded to the consultation in confidence are not listed above



Department
for Education

© Crown copyright 2012

You may re-use this information (excluding logos) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence, visit <http://www.nationalarchives.gov.uk/doc/open-government-licence/> or e-mail: psi@nationalarchives.gsi.gov.uk.

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

Any enquiries regarding this publication should be sent to us at:

Department for Education
Castle View House
East Lane Runcorn
Cheshire
WA7 2GJ

This document is also available from our website at :
<http://www.education.gov.uk/ukccis/>