

Together for a Better Internet

Impact Report
2019/20



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Foreword

from the Board of Internet Matters

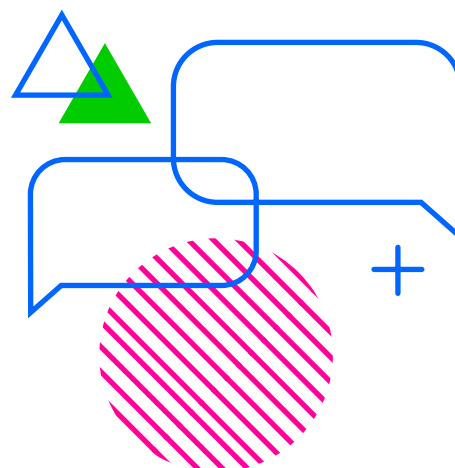
Margot James,
Internet Matters Chairperson

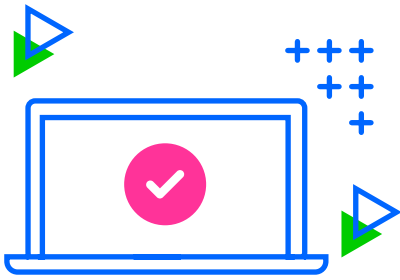


As the period covered by this report came to an end, the world changed. The advent of a global pandemic drove more children online than ever before – to stay connected to friends and loved ones, for education as the schools closed, and for entertainment as staying in became the new going out. This year has shown us that more than ever connected technology is an incredible force for good – it has underpinned the lives of children and adults alike. The detriment caused to those children without online access during this time has been a severe hardship.

But we all know that children and young people encounter risk whilst they are online, so it remains vital that we continue to support families with the challenges they face in keeping their children free from harm. We look forward to a world where there is appropriate regulation of the internet and where the products that children use have been designed with their best interests at heart. But even with these developments children will always need the support of parents, carers and professionals to develop the skills they need to get the best from connected technology. We cannot leave families to deal with the extraordinary range of risks their children face alone.

The work of Internet Matters cannot be achieved without the support of our growing number of industry partners and their consistent commitment since we started our work in 2014. Their support, and their willingness to collaborate on a sustained basis, has allowed Internet Matters to make a real impact in the lives of children and young people which you will see throughout this report. That's why I was delighted to join Internet Matters as the inaugural Chairperson in September 2020. Finally, Internet Matters prides itself on being a collaborative organisation and as such it works with a wide range of experts, academics, and third sector organisations. We'd like to extend our thanks to them for their support of our work, it is simply better as a result of their input.





"We're incredibly proud of our continued partnership with Internet Matters – it means we can help provide families with simple, effective tools and remove barriers to having a healthy relationship with technology. Across our three Consumer brands, BT, EE and Plusnet, we're committed to keeping more than 30 million people across the UK connected to the things that matter most. As a national champion, BT also has the ambition of supporting 10 million people to develop the digital skills they need to make the most of life through our Skills for Tomorrow programme."

Marc Allera, *CEO, BT Group Consumer*



"Sky has always been committed to developing innovative and secure connected experiences for our customers. The breadth of support Internet Matters offer means that parents can access expert advice and resources to allow their children to safely enjoy the benefits of technology. As a founding member, we proudly support the pivotal role that Internet Matters plays both in keeping children safe online and in highlighting the need for new legislative proposals from Government to ensure we are all protected from online harms."

Stephen van Rooyen, *EVP & CEO, Sky UK & Europe*



"As millions of families have spent much of the past year homeschooling, it has never been more important to keep children safe online. Connecting to the world of knowledge from a home computer is a lifeline for kids when they can't go to school. But it's vital we stay one step ahead of those who wish them harm. When we work together as a collective, our ability to support families is that much greater – and that's why the work Internet Matters does is so important and will be going forward."

Tristia Harrison, *CEO, TalkTalk*



"In a world where connectivity has never been more important, it is vital that we provide access to reliable tools that help to keep our customers safe online. Together with effective tech controls, parents should be equipped with the knowledge and skills to have informed conversations with their children about responsible internet usage. Along with our industry partners, we remain committed to supporting Internet Matters in providing the resources and guidance to help families benefit from a connected world."

Lutz Schüler, *CEO, Virgin Media*



“Making technology work for everyone is something we strongly believe in, and now more than ever the internet is an essential tool for children to be creative and develop their education. Working together with Internet Matters to empower parents and children to make better choices online is something we are extremely proud to be a part of – the ongoing impact shows just how important and helpful this work continues to be.”

Eileen Mannion, *Vice President Marketing, Google UK*



“We know that parents play an incredibly important role in supporting children online - it goes hand in hand with the guidance we offer children through development of our services at the BBC. Our joint efforts play a vital role encouraging parents and children to talk about their online experiences, helping them to make informed and confident decisions about what they do online. We are proud of what we are able to achieve together with Internet Matters.”

Patricia Hidalgo Reina, *Director of BBC Children's & Education*

Our vision:

We inspire leading organisations to create together a future where children and young people are prepared to benefit safely from the impact of connected technology

We exist to:

- Give parents, carers and professionals the evidence-based guidance they need to help children embrace the internet with confidence and to protect them from online harms
- Raise awareness through campaigns and industry partnerships so that children and young people can be happy and healthy online
- Ensure the views of parents & children are consistently and systematically heard by industry, policy makers & government

A Year in Review

April 2019 to March 2020

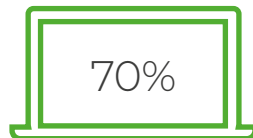
Impact and Action

Understanding the impact of Internet Matters is vitally important to ensure we continue to support the needs of parents and professionals. To do this we work with an independent research agency who manage our Impact Assessment Programme.

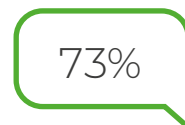
Each quarter we talk to **2,000 parents of children aged 4-16** to ask them about how they think and feel about the resources available at internetmatters.org and what they do differently as a result.



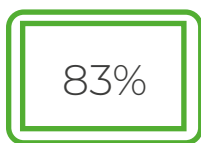
80%
of parents say Internet Matters is one of the first places they would look for online safety advice



70%
of parents are more likely to spend time learning about online safety



73%
of parents are more likely to talk to their children about staying safe online



83%
of parents feel better equipped to keep their children safe online



66%
of parents are more likely to make use of privacy settings on social media



63%
of parents are more likely to make use of parental controls



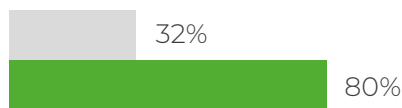
Almost 9 in 10 parents would recommend Internet Matters

“Over the last 6 years Internet Matters has consistently provided insightful advice to parents. Always it is anchored in research. Their advice – whether on setting up devices, the latest app or game is specifically created with tech hesitant parents in mind, and is easy to follow. Internet Matters works with most of the largest tech brands around and through their advice, campaigns and advocacy they help ensure children are safer online ”

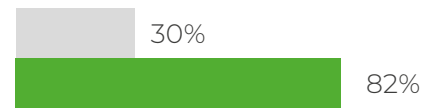
John Carr, Secretary of the Coalition of Children's Charities



Parents felt confident in finding information needed to protect children online



Parents knowledge of who to turn to for support in dealing with specific issues



■ Before visiting our website ■ After visiting our website

Awareness and Usage

The challenge of helping children to remain happy and healthy online touches almost every family in the country, so expanding our reach to drive awareness is critical. Along with our partners we continue to collectively find innovative ways of reaching and engaging with parents.



47%

of families
in the UK have heard
of Internet Matters



3.5 million

people visited
and engaged with the
resources on our website



5.2 million

pages of advice
viewed by site
visitors



90,000+

people and
organisations follow
us on social media



2.5 million+

people watched
one of our videos



1 in 10

of every children's online
safety story features
Internet Matters



1,800+

mentions in the
media including TV,
radio, press and online

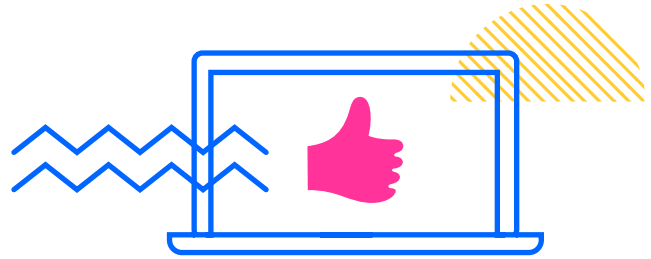
Digital Wellbeing

Encouraging parents to think about the impact of connected technology on their children's wellbeing



"As soon as they come home from school they're online. My son is constantly on his PS4 online gaming, I take them off for their dinner and then they're pretty much back on it again."

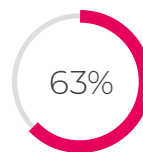
"Screen time and increased use of technology is becoming much more of our way of life, it is most definitely the future."



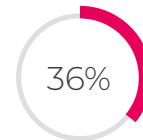
Insight

As digital technologies are now commonplace in children's everyday lives, our campaign aimed to encourage parents to consider both the impact of excessive screen time on their children's wellbeing and their relationships with others.

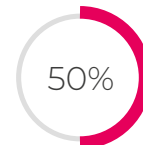
70% of parents told us they are worried their kids are spending too much time online. They are continuously trying to grapple with the impact our 24/7 connected society is having on their children's wellbeing. Parents, however, do recognise the presence of technology can have positive implications for their families lives. 70% of parents have told us that using technology is essential for their child's learning and development, with 67% believing devices allow their child to express themselves creatively.



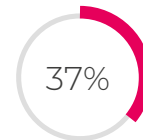
are concerned about the impact social media has on their kids' mental wellbeing



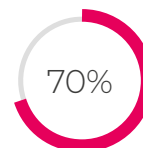
say online activity impacts their homework & 40% say it impacts family time



say their children stay up late using their devices and it impacts their sleep



have to "fight for their attention" because of the levels of screen time



of parents worry their kids spend too much time online

Source: [Look Both Ways Report 2018](#)



"Balance is key and parents should get more involved with children's online activities to make it easier to influence what they do in their digital world. Parents can often find themselves in a dilemma when it comes to their kids and their devices. They know there is a whole amazing world online that can be beneficial to their kids, but they also see how apps, games and platforms pull them in and keep their attention. That's why this campaign was so important. To encourage parents to talk to their children and agree boundaries around not just how long they go online for, but what they go online for; what is healthy screen time and what is unhealthy screen time."

Dr Linda Papadopoulos, Internet Matters Ambassador



2.2 million

Our campaign video was viewed over 2.2 million times



8.7 million

Our social media activity reached over 8.7 million parents

Our Campaign

Internet Matters wanted to create a campaign that encouraged parents to engage with their children's digital world. We wanted to raise awareness and help families support their children so they can enjoy their digital worlds safely and get the right digital balance through agreeing boundaries and ensuring time on the internet is well spent.

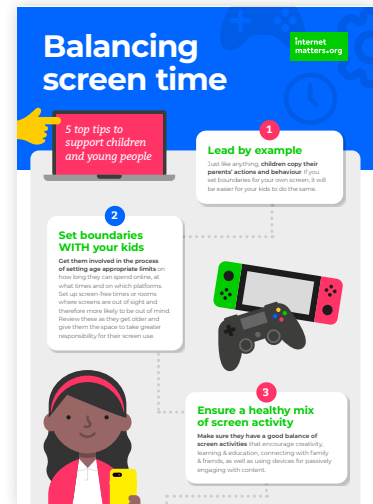
The core thought behind the campaign was that if parents left it up to their children, they may never turn off their screen. The persuasive design of the digital playground is very compelling for children and young people, which makes it vitally important that children are guided by their parents to have a balanced digital diet. Our campaign demonstrated opposite ends of screen time usage, from the isolated, sometimes mindless viewing of content to celebrating how technology can be utilised to bring family together for a shared experience.

Resources

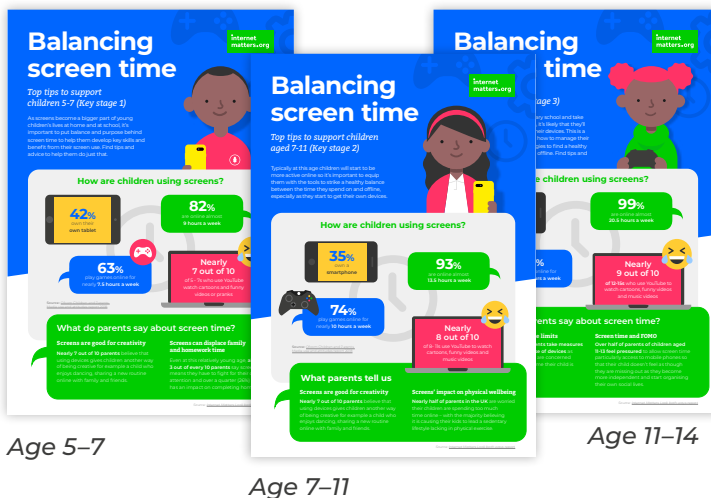
Comprehensive screen time hub



Top 5 tips on how to balance screen time



Age appropriate advice



Video content from experts and parents



470,000+

people visited our website
for more information



6,000+

people viewed our
expert video content

Amplification and Impact

Our partners are committed to creating an industry-wide coalition dedicated to making the UK's parents and children the most knowledgeable and engaged in online safety in the world. With touchpoints at the threshold of the online world, they are contextually relevant and often families' first port of call for setting up safety measures. Collectively they provide a unique opportunity to land a unified message amongst families through supporting our campaigns.



Our ad ran on Sky TV



TalkTalk
For Everyone

TalkTalk promoted the
campaign on their website



Google

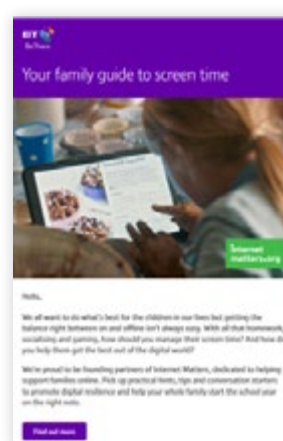
Facebook and Google provided
support across their network.



Virgin Media shared our
campaign on social media



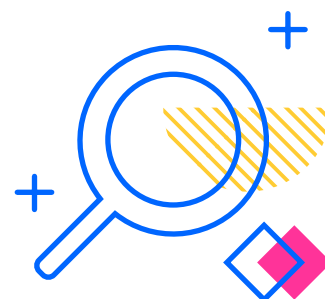
BT shared messaging
with employees



Vulnerable Children

Focussed activity to support those most at risk online





Our publication of Youthworks report: [Vulnerable Children in a Digital World](#), and the response to it, proved a pivotal moment for Internet Matters. The report demonstrated that vulnerable children and young people are encountering greater risks online than their non-vulnerable peers, and that if we understand the offline vulnerabilities faced we can predict the type of risk they will encounter online.

As an organisation dedicated to helping children stay safe online we recognised that we had to create a response to this issue – and that making a difference was something that would require significant collaboration between a raft of organisations.



“I was delighted to support Internet Matters’ initiative to create a working group to address the issues of online risk and harm for vulnerable people. We have an ambition to make the UK the safest place in the world to go online and that ambition includes vulnerable people. Internet Matters’ combination of evidence and collaboration will set them up well to succeed in this challenging work.”

Victoria Atkins MP, Minister for Safeguarding



UKCIS Working Group on Vulnerable Users

As members of the Executive Board of UKCIS, creating a working group of like minded organisations working together to make a difference for vulnerable young people was the logical choice. During the course of 2019 we ran a series of workshops and an audit process to better understand the perspectives of charities and frontline services with experiences of helping vulnerable children.

We've been really pleased by the response we've had – with organisation after organisation confirming our analysis and offering to participate in the working group.

Participants in the working group include:

- Association of Adult and Child Online Safety Specialists
- Anti-Bullying Alliance
- Association of School and College Leaders
- British Association for Counselling and Psychotherapy
- Barnardo's
- Carnegie UK
- Childnet
- Department for Digital Culture Media & Sport
- Department for Education
- London Grid for Learning
- Mencap
- National Cyber Security Centre
- NCA-CEOP
- NSPCC
- Ofcom
- Office of the Children's Commissioner
- Parent Zone
- Principal Social Workers Network
- Samaritans
- South West Grid for Learning
- Youthworks

Our Own Work

As well as working with other organisations we have also made significant efforts to make our content more accessible to a wider community of adults. These activities included reconfiguring our entire website to ensure it is accessible for parents who process information in different ways.

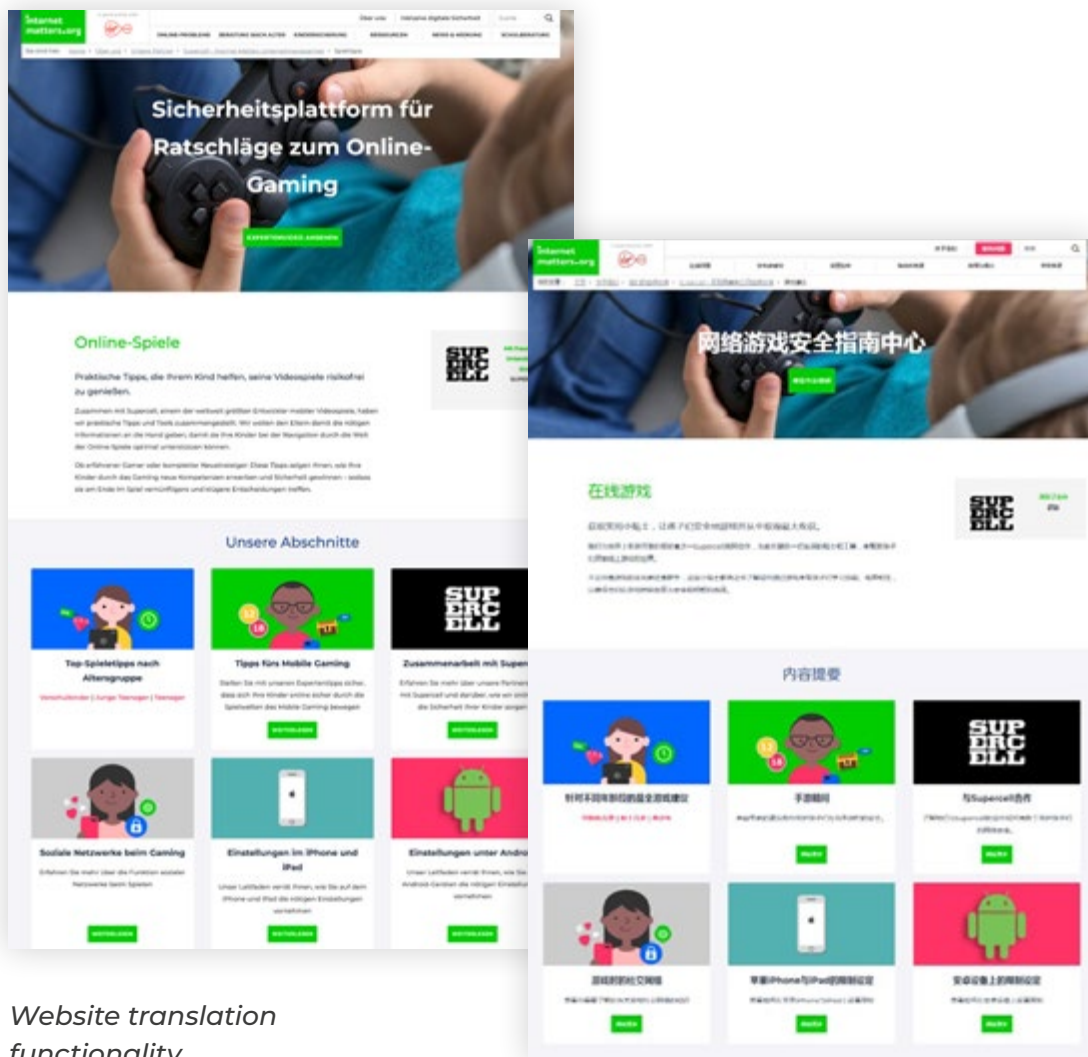
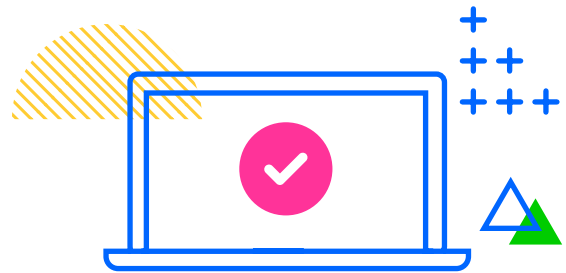
As part of that work we welcomed the support of Qualcomm, which enabled us to sign our top 5 most popular videos so that parents with hearing impairments could understand the videos better.

We were also delighted to add a translation functionality to the entire site, which allows parents in the UK with English not their first language to reach our content in their own language and so be better informed.

This work culminated in Internet Matters being accredited with an AA rating for accessibility – something we are very proud of and working hard to retain.

Signed popular videos





Website translation
functionality

Future Projects

We recognise that the rainbow of adults caring for vulnerable children are really keen for bespoke resources – something that helps them keep their children safe. At the time of writing we have delivered two new projects to fulfil this need. Connecting Safely Online, supported by Facebook, provides resources for children with SEND and their parents, and Inclusive Digital Safety, delivered with SWGfL and supported by the Home Office, provides resources for professionals and parents supporting children with SEND, care experience, and from the LGBTQ+ community.

Working Collaboratively

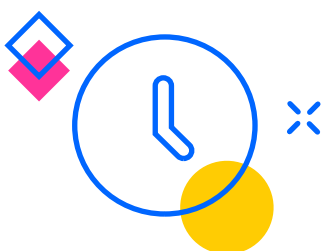
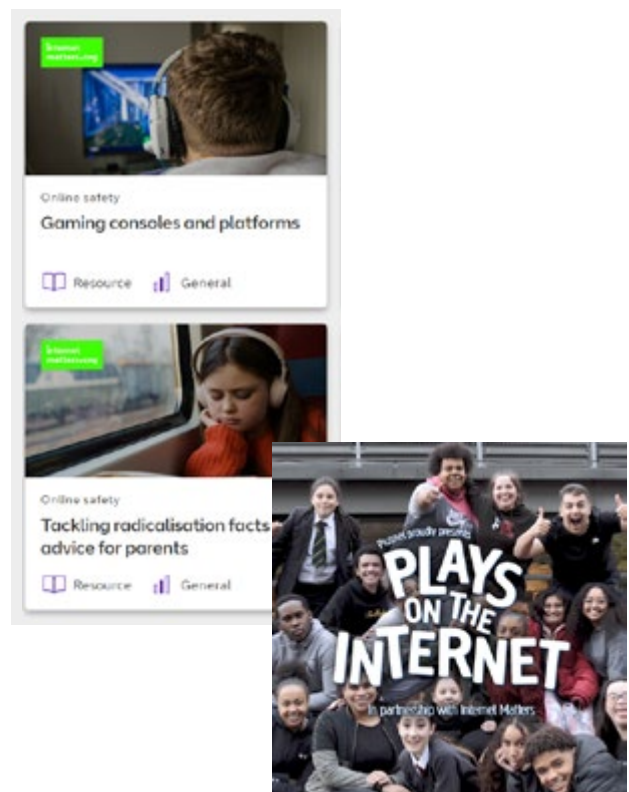
with our Members

We are proud to be supported by some of the biggest names in the UK, together we work with them to not only support their online safety initiatives but to drive awareness of internetmatters.org.



In 2019, BT launched a new initiative: [Skills for Tomorrow](#). An online and community programme designed to provide accessible digital training to all, with the ambition of reaching 10 million people in the UK by 2025. BT have integrated the most relevant resources from internetmatters.org, as online safety forms an important part of the programme. We collaborated with BT's PR team to collectively secure media exposure for the resources in the lead up to Safer Internet Day 2020.

Prior to the Skills for Tomorrow launch, we worked with Plusnet to create [Plays on the Internet](#). Alongside Konnie Huq and youth theatre group Chickenshed, the three plays brought to life scripts tackling online issues. Following the performances, workshop packs were produced for schools to download – allowing them to recreate the plays in the classroom and have the much-needed conversation about online safety.





Sky continue to support us throughout the year with significant pro bono exposure across their TV and digital channels, helping us to raise awareness and stay front of mind beyond our campaign periods.

In 2019, Sky added innovative new tools to help keep families safe online: [Sky Broadband Buddy](#) (which works like a remote control for the internet to help manage screen time and set limits) and [SPACETALK kids watch](#) (a simple alternative to smartphones for 5-12's that allows them to make and receive calls from known contacts). We worked together to support the launch with onsite guides and an event that engaged influential parenting bloggers to explore and discuss the new features.

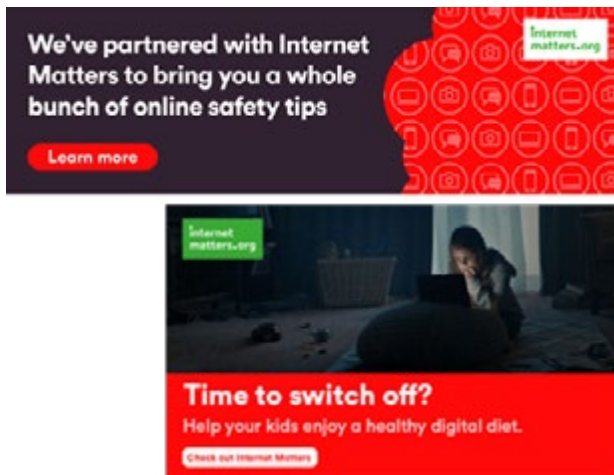
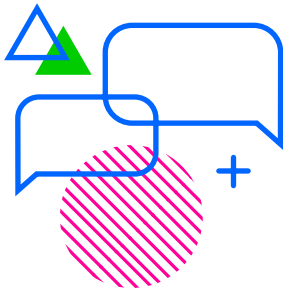


TalkTalk

For Everyone

TalkTalk have been an active supporter of Internet Matters and to mark Safer Internet Day in 2020 they ran a series of events to engage and support employees as part of their internal 'Together Series'. This included facilitating one of our Google hosted workshops and a panel event at their head office in Salford to talk about parenting in the digital world. Alongside celebrity parent Myleene Klass, Tess Foster from the BBC and TalkTalk's Nicholas Gunga, we were invited to join the panel and share first-hand advice on how to prepare for situations that may arise. Having both us and the BBC on the panel was another great example of our collaborative efforts in action.





Virgin Media help us to reach parents at scale by amplifying our campaigns and getting behind key calendar events. In addition to social channel support and exposure through their digital and TV platforms, Virgin Media also reinforce our partnership with employees through their intranet, and with customers through high impact placements on their home page and direct communication through email and newsletters.



In 2019, Google developed a free online safety training course to help parents learn how to keep their children safe online, hosted at their 'Digital Garage' in Sunderland and Edinburgh. This year we expanded the programme to take the workshop to other Internet Matters partners – with successful events held at both Sky and TalkTalk head offices.

In addition, Google continues to support us through Google Adgrants – monthly in-kind search advertising which allows us to raise awareness of Internet Matters and help parents more easily find our resources when they need it.





BBC

The BBC continue to work closely with Internet Matters, sharing insights and expertise plus offering jointly produced content to families that is designed to guide and support parents and carers - and also to encourage kids to make smart choices and live their best life online.

We were excited to collaborate on the launch of the BBC Own It app producing informative videos for parents.

As it became apparent in 2020 that lockdown and COVID-19 restrictions meant that families required so much more support, we joined together again. Internet Matters expert Andy Robertson presented content for the BBC on staying connected during lockdown and how gaming can help to de-stress both kids and adults alike during difficult times. The content was promoted on the BBC homepage and social platforms.



Working Collaboratively

with our Corporate Partners and Supporters

Corporate Partners

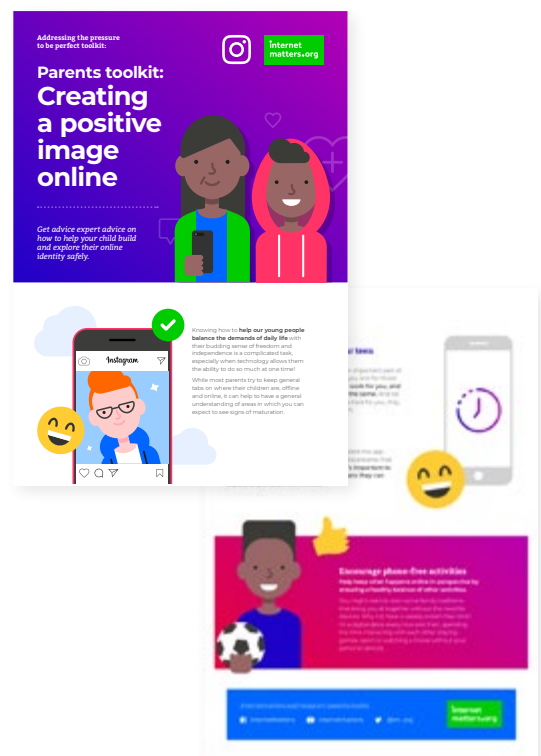


Making a meaningful difference for children online globally is key for ESET. We were pleased to identify our most popular pages for them to adapt for use in different territories including Brazil, Germany, Japan, North America, and Slovakia - ensuring our message of talking to your children, setting up safely and understanding what your children are doing online reached a wider audience.



Facebook has continued to provide welcomed advertising support across their platforms, enabling us to reach parents continuously throughout the year.

In addition, we collaborated on a project with Instagram and The Jed Foundation to showcase their Pressure to be Perfect toolkit. Designed to help young people (13+) have a positive and balanced experience when engaging with the platform, the toolkit helps adults navigate conversations with young people about their Instagram usage, to consider the impact on their emotional wellbeing and how to feel free to explore their identity and express themselves freely.



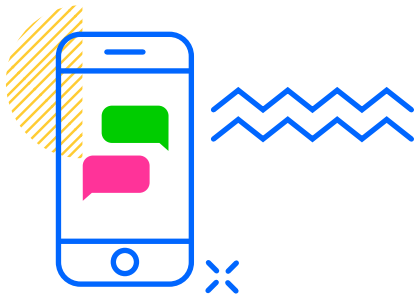


Connectivity is key for Huawei. This year, with their support we commissioned an independent report into the future of technology in the home with Professor Lynne Hall at the University of Sunderland. This type of future looking academic research is a new approach for us - the report helped to provide a scene setter on the technologies likely to have an impact on families in the future including: smart devices, voice assistants, interactive toys and virtual reality. We'll be using the findings to look at opportunities presented by this tech and to suggest recommendations for future improvements in light of the Age Appropriate Design Code. The research began before the global pandemic but was subsequently adapted to capture the change in use and perception of tech as a result of the COVID-19 lockdown.

SAMSUNG

After launching our joint microsite and Samsung device guides last year, we worked together to create a bespoke online safety workshop hosted at their new impressive space in central London, Samsung KX. Samsung were keen to give customers free hands-on advice, showcase live demos of online safety tools, offer the chance to ask questions and discuss topics with other parents. The workshop was designed to engage both parents and children, highlighting specific tools available to Samsung customers. Through their partnership with SafeToNet, Samsung Galaxy customers are offered a free trial of the safeguarding assistant app for children's devices. Following a successful workshop held in February, the plan is to make this a long-term initiative, running monthly when circumstances allow.





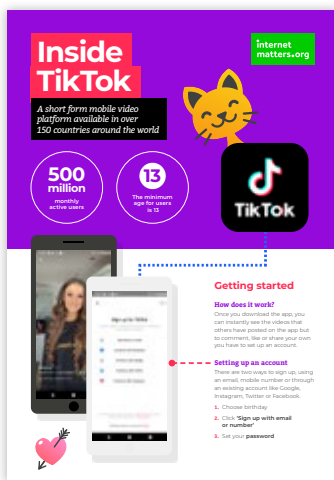
**SUP
ERC
ELL**

We were thrilled to welcome Supercell as a corporate partner this year. Supercell is a global mobile gaming company, known for popular games such as Clash of Clans and Brawl Stars. As a result of our collaboration we developed a new range of mobile gaming resources in a range of different languages including English, French, Mandarin, Spanish and German to increase accessibility to parents both in the UK and globally. To support the new advice, we launched a PR and social campaign #Pledge2Game to help promote positive and healthy gaming.



As a mobile operator, Three UK recognises they have a huge role to play in supporting families to keep their children safe online. With 5G launching in the UK and gaming expected to continue playing a significant role in children's lives, Three sponsored and promoted our independent research report – [Parenting Generation Game](#); a look at parents' views of their child's relationship with gaming across all devices and platforms. The report findings informed our age-appropriate resources that now sit on our gaming hub, and more recently the insight has been used to inform our response to the government's Loot Box consultation. In addition, Three also created free courses for parents through their Discovery programme in store and online, for anyone who wanted to learn more.





We were pleased to welcome TikTok as a corporate partner this year and have since undertaken a major research project together, to understand the views of families on online safety and their expectations from social media companies. The insights have been acted upon by TikTok's global team, informing development of their safety features and how they are best communicated. In addition, we created a new guide on our website to give parents/ users practical advice to help familiarise them with the safety settings. As TikTok's popularity has grown rapidly, it is unsurprising that this has become one of our most popular pages.

Supporters

Our supporters help Internet Matters with their valuable time and resources, playing an important role in helping us to reach and support as many parents as possible.



As one of Twitter's core charity partners, their ongoing commitment through pro bono advertising helps us to keep raising awareness of our advice and new resources with core audiences, parents and professionals.



Qualcomm's support enabled us to sign our most popular videos for the first time. It's helped us to make our 5 top videos accessible for parents with hearing difficulties.



KCOM is one of the longest-established providers of communications services in the UK, connecting both businesses and residential customers and investing in better digital solutions for everyone, and are a proud supporter of Internet Matters.

Working Collaboratively

with our Experts

The work of Internet Matters is richer, better and more insightful because of the range of experts we work with. We want to thank the members of our Expert Advisory Panel, whose contribution to our work has been invaluable. We really do appreciate the time and expertise provided to Internet Matters.



Jonathan Baggaley
CEO, PSHE Association



Steve Bailey
*Acting Assistant Director Impact:
Child Sexual Abuse and Wider
Exploitation, Barnardo's*



John Carr
*Secretary, Coalition of
Children's Charities*



Martha Evans
Director, Anti-Bullying Alliance



Will Gardner
*CEO,
Childnet*



Pamela Park
*Deputy Chief Executive,
Family Lives*



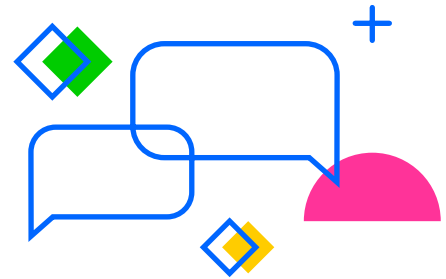
Lauren Seager-Smith
CEO, Kidscape



Marie Smith
Head of Education, CEOP



Tony Stower
*Head of Child Safety Online
and Innovation, NSPCC*



In addition to the Expert Advisory Panel, we also benefit from a range of expert contributors to the website. These are experts in their field who willingly give their insights to ensure children enjoy the benefits of connected technology. With thanks in particular to:

Rebecca Avery,
Education Safeguarding Adviser, Kent County Council

Laura Higgins,
Director of Community Safety & Digital Civility, Roblox

Karl Hopwood,
Independent Online Safety Expert

Sue Jones,
Global Deputy CEO, Ditch the Label

Parven Kaur,
Founder, Kids N Clicks

Catherine Knibbs,
Child Trauma Psychotherapist, Cybertrauma

Alan Mackenzie,
Online Safety Specialist

Dr Elizabeth Milovidov,
Law Professor and Digital Parenting Expert

Sajda Mughal OBE,
CEO, JAN Trust

Dr Linda Papadopoulos,
*Chartered Counsellor and Health Psychologist,
Internet Matters Ambassador*

Prof. Andy Phippen,
University of Plymouth

Dr Tamasine Preece,
Head of Personal and Social Education

Andy Robertson,
Freelance Games Expert

Prof. William Watkin,
Professor of Contemporary Literature and Philosophy

Advisory Roles

Of course, we recognise that our panel is one of many and in turn we have expanded the number of panels and advisory boards we participate in.

Executive Board of the UK Council for Internet Safety

As part of our commitment to UKCIS and as members of the Executive Board, we created and chair the Vulnerable Users group. In addition, we are also members of the UKCIS working group on Digital Resilience. We were pleased to support that group as it developed the Digital Resilience Framework.

Ofcom Making Sense of Media

In recognition of the ever growing importance of digital literacy and informed by our research suggesting that too many children are not getting effective online safety education, we were delighted to be asked to participate in the new Making Sense of Media Panel brought together by Ofcom. The panel was launched in July 2019 with the mandate to debate and inform the development of Ofcom's media literacy research and policy work.

Advisory Board for the UK Safer Internet Centre

We continue to be part of the UK Safer Internet Centre's Advisory Board joining a number of other industry and third sector organisations, academics and experts and supporting their work.

Looking Forward



Although the UK has the aspiration to be the safest place to be online, it's clear that families are still grappling with how to make sure their children stay happy and healthy online. Parents are continuing to tell us here at Internet Matters that they need more help to navigate their children's digital world.

We know that online risks are increasingly well understood but there is a real need to evolve the dialogue to focus more on preventative solutions together. As you will see from our work surrounding vulnerable children this year, we must not forget those most at risk from harm. As well as preventative measures for all children, we must be disproportionately focussed on those more likely to be affected.

There continues to be a real need for leadership and collaboration across the sector to drive meaningful and positive change. The support of our industry partners is paramount in making this happen and we remain truly thankful for their ongoing commitment to create a future where children and young people are prepared to benefit safely from the impact of connected technology.

The global pandemic and national lockdown which started in March 2020 demonstrated most powerfully why this is so important. As an organisation and coalition, we pivoted to support families as their day-to-day lives changed, with families at home relying more than ever on technology for work, education, entertainment and contact with loved ones.

Carolyn Bunting
CEO, Internet Matters



At the time of writing we've made even greater strides towards our vision. Here's a brief summary of what you can expect to see in our next Impact Report.

Stay Safe Stay Home

In response to the first COVID-19 lockdown we launched a new hub #StaySafeStayHome, consolidating our most relevant content to make life easier for parents adjusting to life at home, adding new content from psychologist Dr Linda Papadopoulos.

Connecting Safely Online with support from Facebook

In partnership with Facebook, we launched a report, [Life online for children with SEND](#) that helped inform and develop a new online portal: Connecting Safely Online. The portal offers tailored advice to families with children with SEND.

Our annual campaign

Following the global pandemic, we re-focused our efforts on a brand campaign to keep Internet Matters front of mind – drawing on the experiences of real parents. With the help of Internet Matters Ambassador Dr Linda Papadopoulos, Karl Hopwood and Headteacher Mr Burton we also offered families expert advice to adapt to the back-to-school period.

Premier League Kicks

We are pleased to have welcomed the Premier League as supporters. Working together across their Premier League Kicks programme we have developed 'Respect Activity Packs' to cover issues such as tackling online hate to managing digital wellbeing and identity. These packs will be used by staff from 91 Premier League and EFL club communities to support the digital wellbeing of young people.

Inclusive Digital Safety Hub

In collaboration with SWGfL and with funding from the Home Office, we launched our 'Inclusive Digital Safety' Hub – a first of its kind. An extensive set of resources for parents and professionals to help them make meaningful interventions in the lives of children most likely to experience online risks.

Piracy Campaign with support from The Industry Trust

Digital piracy can expose children to some real dangers including age-inappropriate content, disturbing pop-ups and cyber threats. We developed a new hub, launched a video campaign across social media and worked with parent blogger Harriet Shearsmith to highlight how to protect children from the risks associated with digital piracy.

On behalf of Internet Matters I'd like to thank all those we work with for their continued support and commitment to tackling this challenging societal issue. The global pandemic has brought our reliance on connected technology into sharp focus. It has never been more important that together we ensure children and young people can benefit from all that it has to offer without coming to harm. We look forward to continuing to work with all our partners next year.

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