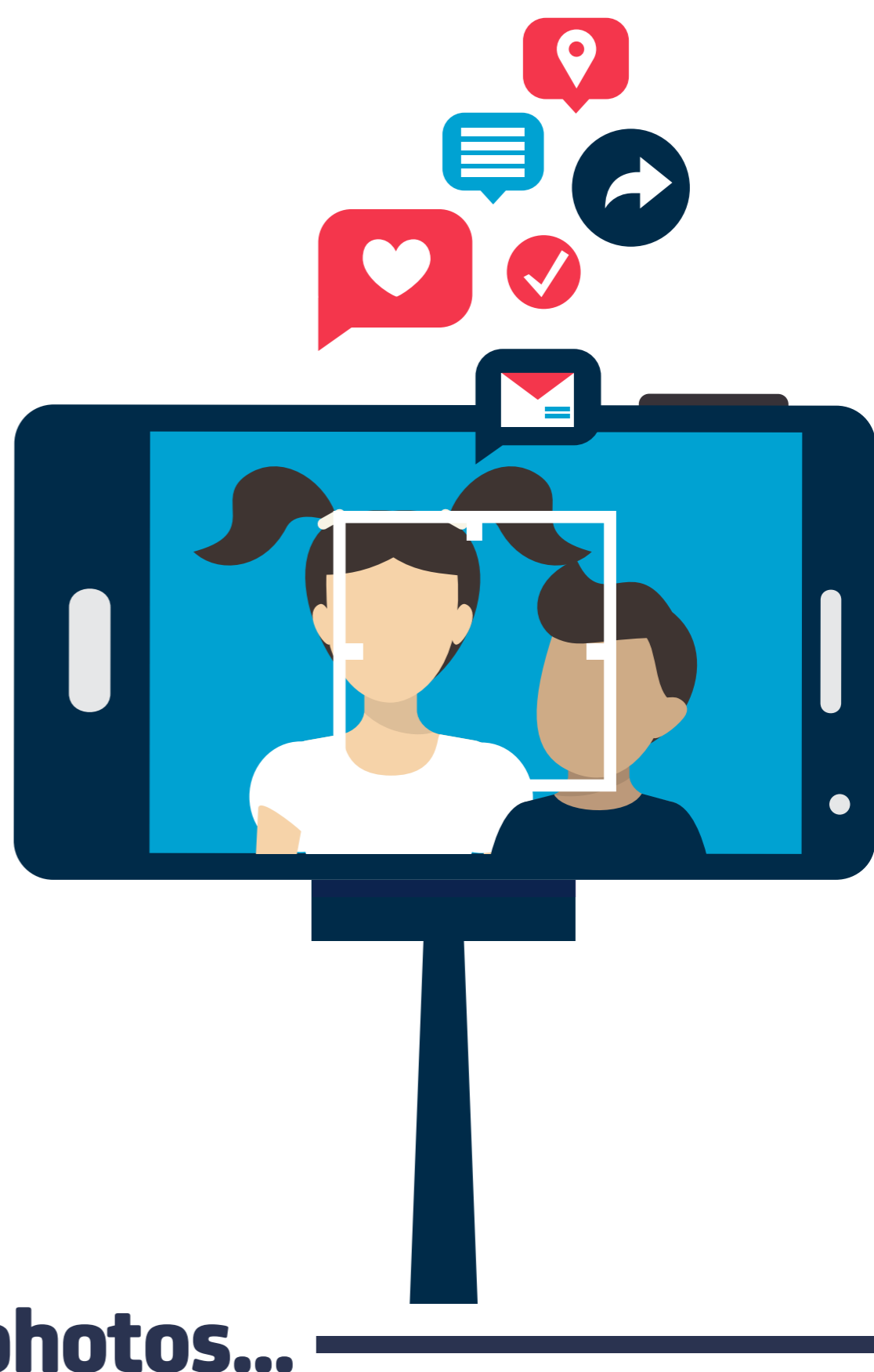




NOMINET

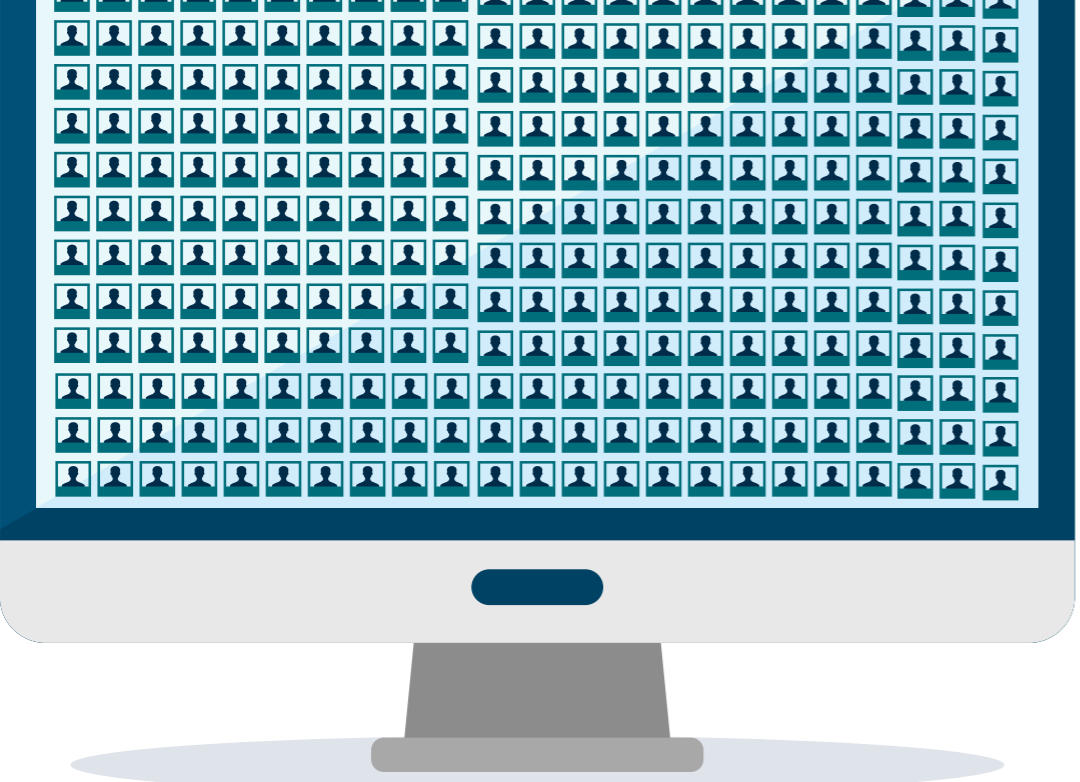
SHARE WITH CARE

A Nominet study of 2,000 parents with children up to 13 years old, reveals their online photo sharing habits and their need for privacy know-how.



How many photos...

Parents are sharing nearly **300 photos** of their children online on average every year

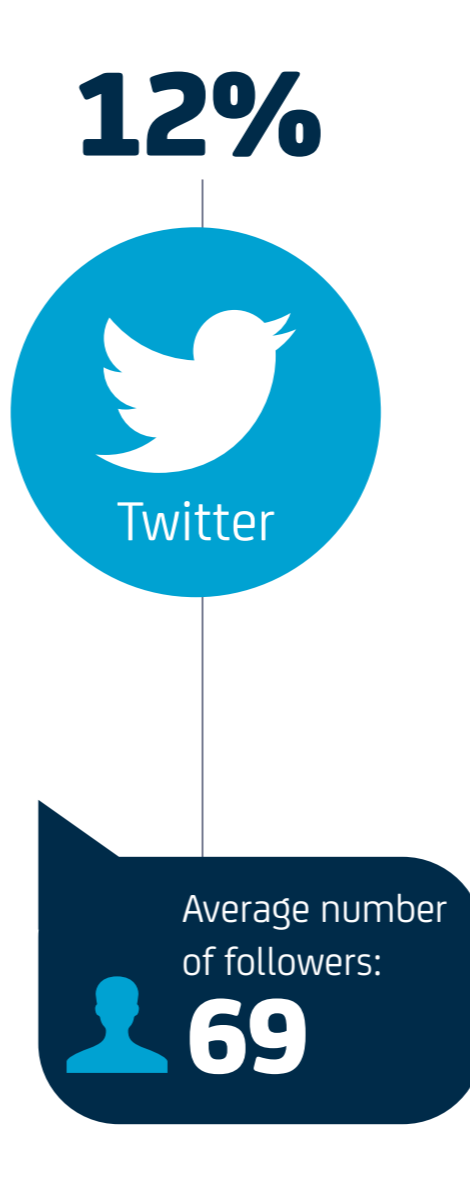
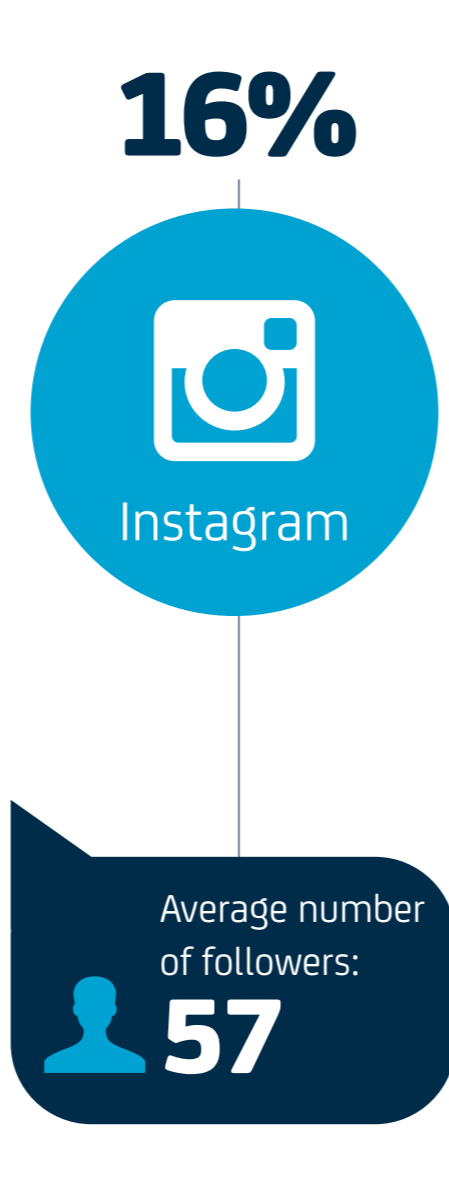
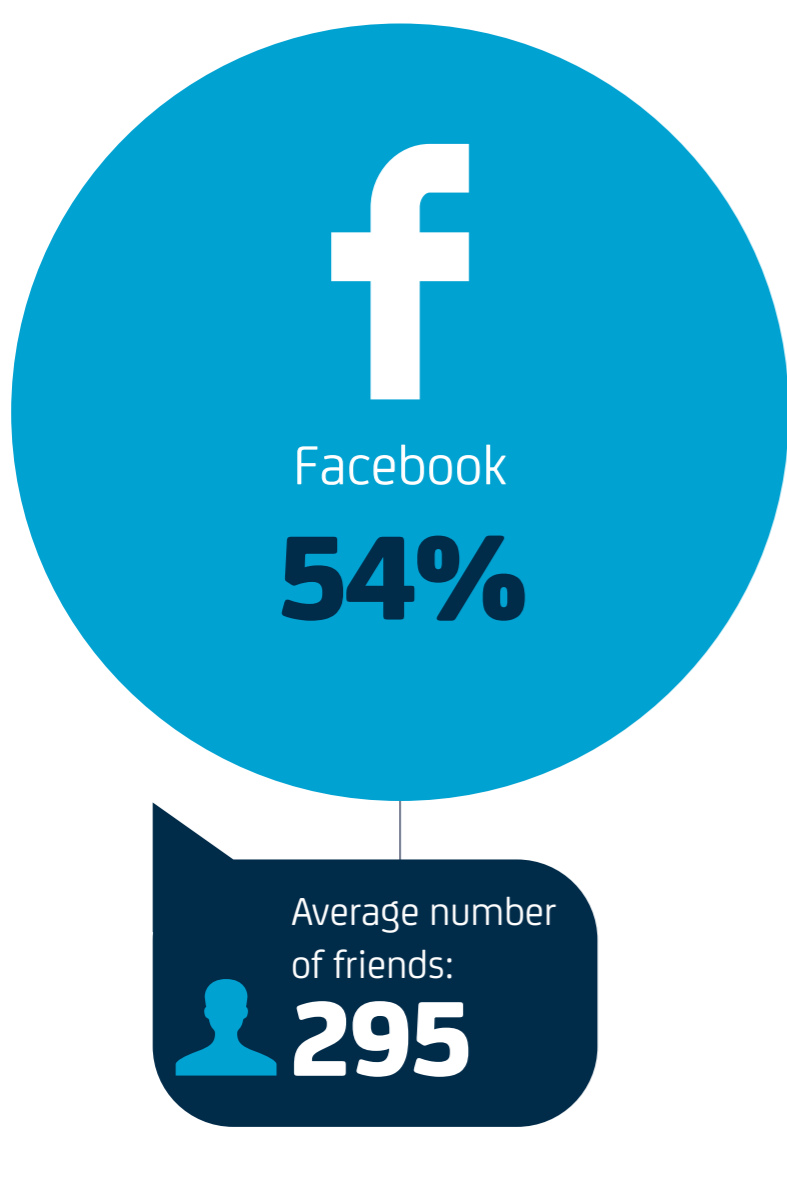


On average, parents post nearly **1,500 photos** online by a child's 5th birthday



Where are these photos and who can see them?

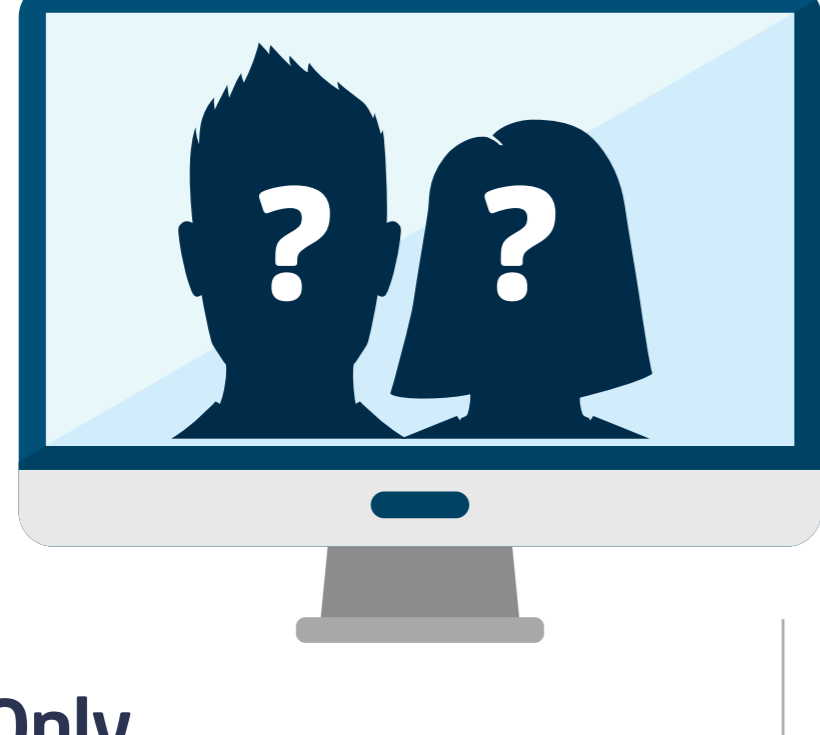
Popular applications used for uploading/sharing images include:



These photos have the potential to reach many more...especially if shared by friends or if others are tagged in the photo

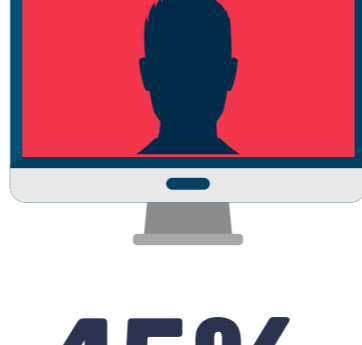


Social Strangers



Over a third admit that 50% of their Facebook friends are online friends that they wouldn't call a true friend or say hello to in the street

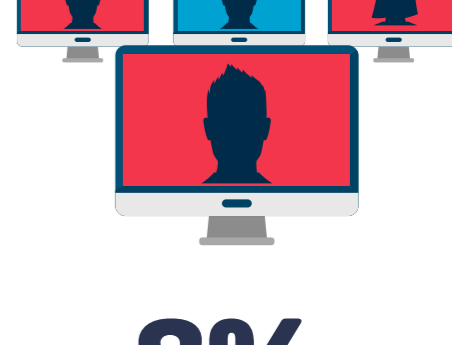
Only **10%** of parents would say that nearly all their Facebook friends are true friends



45% of parents allow all their Facebook friends to view their posts



20% a further 20% allow friends of friends



8% have posts open to everyone

Privacy Settings

When asked 10 questions about Facebook's privacy settings,

24% answered **all of these questions** incorrectly



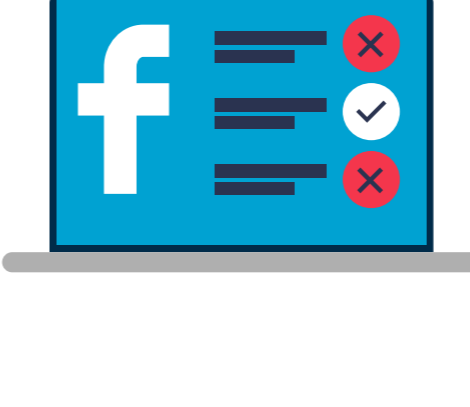
85% of parents have reviewed their privacy settings over a year ago



50% said they understood only the basics of managing privacy settings and 39% are unsure how to do so



Only 10% of parents are very confident in managing their privacy settings

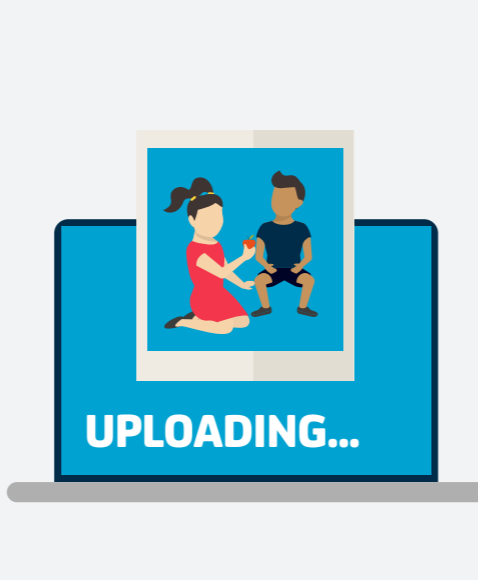


19% of parents admit they don't know their typical Facebook privacy settings

Permissions and Repercussions



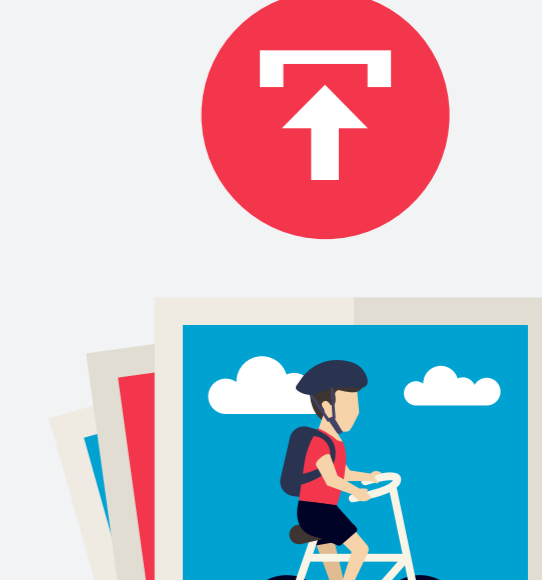
33% always expect others to ask permission before posting a photo of their child



Yet **36%** don't adopt the same approach themselves

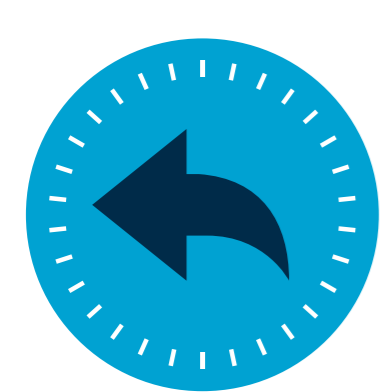


Only **16%** always ask permission of the person before sharing an image of them online



On average, parents have uploaded a photo of someone else's child 30 times in the last year

Top Tips



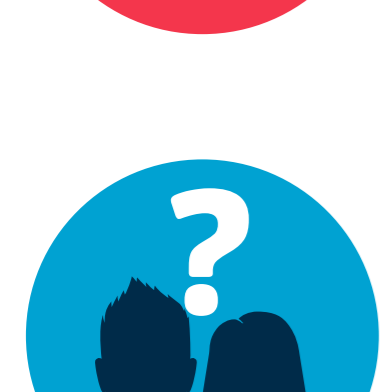
Share with care:

Whether it's a photo of your child or a photo of a friend, always take time to consider the feelings of others and possible repercussions, and if in doubt ask their permission, before you post.



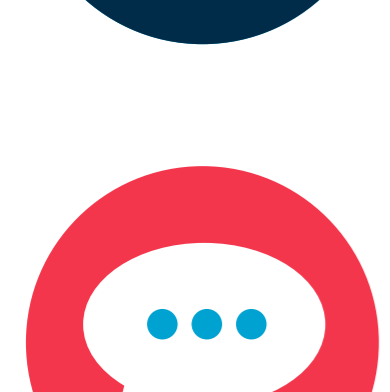
Regularly check your privacy settings:

Social media sites frequently change their rules, so it's important you stay up to date to stay in control.



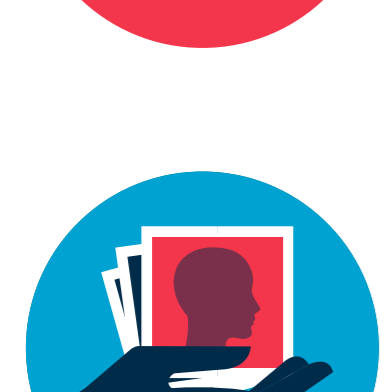
Consider who you really want to be friends with:

Many of us admit that we don't actually know some of the people we're friends with on social media sites, yet are happy to share lots of personal information and family photos with them. So check your contact list every now and again, and consider removing people you don't know.



Talk to your children about sensible sharing:

Children growing up in the social media age can be naïve about sharing private information or photos on social media sites. Keep an open dialogue about the potential risks of social media, and try to set a good example on your own profiles.



Stay in control:

While it's tempting to use social networks as a replacement for your own photo albums or hard drive storage, it's still a good idea to store hard copies to protect your memories in the event of any technical glitches. And remember that some social networks will obtain rights to your images once you've uploaded them.

For more advice and information about internet safety, see www.nominet.uk/internetsafety

Research Methodology

The Parent Zone was commissioned by Nominet to survey 2,000 parents between 1st August and 17th August 2016.

About Nominet

Nominet is an internet company delivering public benefit, with a team of 150 people based in Oxford and London, and over 2,500 members. Nominet runs one of the world's largest country code registries, managing and running over 10.7m domain names that end in .uk. Nominet also runs the Welsh Top Level Domains (.cymru and .wales), and provides registry services to a number of other branded and generic Top Level Domains, including .bbc. Over 3 million businesses, and millions more consumers, rely on its domain registry services.

Nominet's work keeping the .uk namespace secure led to the development of a ground-breaking network analytics tool called turing, which became commercially available in 2015. Its R&D team is exploring the further potential of the Domain Names System (DNS) and the challenges and opportunities around emerging internet technologies. This led to the development of IoT tools – using existing standards to integrate the 'internet of things' into the existing internet infrastructure.

With the proceeds of its successful registry business, Nominet set up and supports Nominet Trust, a charitable foundation that funds 'tech for good' projects.