

E-safety Newsletter

Spring 2025

Edition 6

Do you know the latest statistics for children being exploited online?

What are the latest online developments to be aware of?

Do your children speak to you if they are worried about something online?



Is WhatsApp suitable for my child?

WhatsApp is a way that virtually all adults and many children who own mobile phones interact with each other. This can be a fantastic way to communicate, but doesn't come without potential dangers as well. The NSPCC have put together a parent guide about the app and you can access this via the link below.

[Is WhatsApp safe for my child? | NSPCC](#)

E-Safety and Early Years

We know that the early years is a time of phenomenal growth. Children are like sponges, soaking up stimuli around them and developing knowledge and new skills at an incredible rate. It is also a period that has a significant impact on the rest of an individual's life, with the foundations being laid for lifelong habits. Therefore, we must think carefully about the input children receive in the early years, and more so than ever before, consider the role that online activity plays.

It is impossible not to notice that children are accessing devices and going online for more time, and from a younger age. Recent [research from Ofcom](#) (2023) highlighted that 87% of 3–4-year-olds go online, with 92% of children in this cohort watching videos on streaming sites such as YouTube. With children accessing online devices earlier, it should be unsurprising that they are now also being exposed to risks from a younger age. Risks such as struggles with emotional regulation, overstimulation, being overweight due to increases in sedentary activity, experiencing bullying, accessing inappropriate content and taking sexual images. With regards to the latter, a 2023 [report from the Internet Watch Foundation](#), found that the biggest increase in concerns of children being coerced into taking sexual imagery of themselves, is within the 7–10-year-old group, where there has been a 360% increase of such concerns compared to the previous year's data. Most of this imagery (78%) is created without an abuser physically present, meaning children are usually using a device alone in their bedroom – a place where parents would consider children to be safest. Frightening statistics. But this isn't about creating fear and panic. We are NOT urging you to lock away all your devices. Accessing the internet can be beneficial for children in many ways and is a consistent part of all of our adult lives. Instead, we think knowledge is power and we should be proactive in understanding the risks, and putting in place measures that protect children, and promote safe, healthy and fun online activity. Adults should manage and curate children's first online experiences, rather than leaving this to chance.

This information has come from the London Grid for Learning. The initial article and useful links can be found by following this link:

[Screens in the Earliest Years](#)

Manipulative Marketing in Games

There are a huge variety of free games available via the internet for children and adults to play. Many of these games make their money through in-game purchases. Online companies use clever tactics to make money through products and services they market as being free. These tactics are not always obvious and some can be very persuasive, especially those aimed at children. 'Better Internet for Kids' have put together a guide for parents to help you in how to support your child to spot and avoid issues around manipulative marketing, as well as where you, and they, can seek help and support. Follow the link below to take a look at this guide.

[Manipulative marketing in games](#)

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