



Online Child Exploitation

Keeping children safe online:
Guide for retailers

Supporting safeguarding in retail

Safeguarding is the process of protecting people from harm and abuse.

Harm and abuse can happen online, and therefore we all have a duty to safeguard young people on the internet. We invite you in your roles to be part of the network that is needed to keep kids safe, and safeguard them online.

Our ask is for you to read this toolkit and help spread safety messages to parents, carers, grandparents, aunties, uncles and whoever else is buying electronic goods for young people.

What is online safety?

“Most of us are ‘connected’ via our laptops, mobile phones, tablets or personal computer. The potential for the internet to be a valuable and a fun resource for entertainment, making friends, keeping in touch and learning is huge. But if you use the internet, you could be at risk of illegal activity or abuse” Met Police

Online safety is simply about keeping ourselves and our loved ones safe online.

How are children and young people affected by online safety?

For children and young people, the internet is the gateway to learning, games and communication. However, children may also have access to things that we wouldn't want them to see and things that may harm them. It's our responsibility as adults to provide safe spaces and listening ears to help protect children from harm.

You can do this by starting conversations that share knowledge, tools and tips that can keep children and young people safe online.



Help keep children safe online by:

Always asking if a product with internet capability is being purchased for someone under the age of 18

Check if the purchaser knows how to use parental controls for the device

Signpost customers to in-store support and Online Safety Resources such as:
childrenssociety.org.uk/what-we-do/our-work/tackling-criminal-exploitation-and-county-lines/online-exploitation-resource

thinkuknow.org.uk

education programme from the UK National Crime Agencies CEOP

netsmartkids.org.uk

videos, games and activities for children and young people

internetmatters.org

helping parent's keep children safe online

nspcc.org.uk

advice on parental controls, games and apps

saferinternet.org

tips, advice and resources

Know who to call if you suspect a child is being exploited online:

Police on 101

NSPCC Advice Line on: 0808 800 5000.

Your local Children's Services



**The Children's Society and our supporters
have been there for vulnerable children
and young people for more than 130 years.**

We believe that every young person should
have the support they need in order to enjoy
a safe, happy childhood.

That's why we run services and campaigns to
make children's lives better and change
the systems that are placing them in danger.

**Together with our supporters, we're improving
the lives of children today and long into the future.**