

April 2025

E-SAFETY UPDATE



LIONHEART
EDUCATIONAL
TRUST

TERMLY UPDATE

Welcome to the Lionheart Educational Trust's termly E-safety update!
This is to support parents and students to stay safe online.

This update will feature resources by the National Online Safety organisation, and these can also be found on our school websites.

A FREE ONLINE GUIDE ON SHARING INTIMATE IMAGES

The sharing of intimate images online can be a dangerous avenue through which abusers seek to exploit children and young people, forcibly exposing them to explicit material, coercing them into sharing self-generated intimate images, and extorting them with the threat of sharing such images more widely. From reputational impact to potential blackmail or emotional distress, and even legal consequences, exposure to this harmful behaviour can have a severe impact.

It's important to remember that the creation and distribution of explicit material featuring under-18s – even by the child themselves – is illegal under UK law. Our guide looks at the serious concerns associated with this behaviour, and lets parents and educators know how best to address these issues and protect young people.

This guide highlights the risks of exposure to the sharing of intimate images online, and details how best to safeguard young people from this practice.

Source: <https://www.childline.org.uk>

A FREE ONLINE GUIDE ABOUT POP UPS

On the internet or on social media, it's likely that you've come across the occasional pop-up – promising a great deal on some product or service, declaring that you've won some kind of prize, or making any other number of tempting claims. This marketing tactic has been around for almost 30 years and shows no signs of disappearing any time soon.

Unfortunately, pop-up advertising carries with it, various online safety risks, as we can never be certain where those links will take us or how legitimate their creators are. These ads can be especially risky for children and young people, who may not yet be able to look at such marketing with a critical eye. However, our free online safety guide will educate you on pop-ups, their associated risks, and how to safeguard yourself and young people from this phenomenon.

A FREE ONLINE GUIDE ABOUT ONLINE TROLLING

The term "trolling" refers to sending hurtful or provocative comments – often done anonymously online – to provoke a reaction or cause emotional distress. Anonymity can embolden people into saying things they wouldn't dare say in person. Euro 2024 and other tournaments tend to put an emphasis on this, with the abuse of both players and fans often increasing during such events.

This free guide explores the phenomenon of online trolling, detailing its risks and letting you know how to safeguard children from this harmful behaviour.

What Parents & Educators Need to Know about SHARING INTIMATE IMAGES

An intimate image depicts sensitive – often sexual – content, and sharing these photos or videos is commonly known as ‘sexting’. As of January 2024, it is a criminal offence to distribute any intimate images shared by a third party without consent, with offenders facing prison time. Naturally, misuse of intimate images can lead to emotional distress and reputational damage.

WHAT ARE THE RISKS?

EMOTIONAL DISTRESS

Victims of the misuse of intimate images and so-called ‘sextortion’ (blackmail involving sexual material) often experience significant emotional distress. The threat of having these photos or videos shared publicly can lead to anxiety, depression and a sense of helplessness. This emotional turmoil can affect daily life, academic performance and personal relationships.

DAMAGE TO REPUTATION

Intimate images being made public can severely damage a person’s reputation. This can lead to bullying, social ostracisation and long-term impacts on personal and professional relationships. If a blackmailer gets their hands on any intimate images, the fear of reputational damage can also make a victim far more vulnerable to ongoing extortion.

PRIVACY VIOLATIONS

Once intimate images are shared online, it can be difficult to quickly control where they wind up and who else sees them. This loss of privacy can have lifelong repercussions, including identity theft and persistent online harassment.

FINANCIAL EXPLOITATION

Perpetrators of sextortion may demand money from victims under the threat of releasing their intimate images publicly. This can lead to severe financial problems for victims and their families, compounding their emotional and psychological distress.

LEGAL CONSEQUENCES

If a child or young person creates and/or sends intimate images to others – especially adults – this is considered a form of child abuse under UK law. Having to disclose this type of abuse, although necessary, can be harrowing, leading to further trauma. It’s crucial for parents, carers and educators to understand the legal processes and be able to provide proper guidance and support.

TRUST ISSUES

Sharing of intimate images without consent can lead to long-term trust issues. Victims may find it difficult to trust others, impacting future relationships and their ability to form healthy, supportive connections. This erosion of trust can have profound effects on mental health and social wellbeing.

Advice for Parents & Educators

FOSTER A CULTURE OF OPEN COMMUNICATION

It’s vital to encourage open communication with children and young people about the dangers of sharing intimate images. Create a safe space where they feel comfortable discussing their online activities and any concerns they may have without fear of judgement. Be sure to respond to any worrying information with an attitude of support and learning.

PROMOTE DIGITAL LITERACY

Digital literacy is incredibly important for children and young people to understand how to protect their privacy online. Teach them about secure online practices, such as using strong passwords, enabling privacy settings and recognising suspicious behaviour. This empowers them to be proactive in terms of their own safety.

EDUCATE CHILDREN ON THE RISKS

Children and young people often want to understand *why* certain rules are in place. Educate them about the risks of sharing intimate images online, explaining the reasons for monitoring and other security measures. Highlight the potential for misuse, including sextortion, and the long-term consequences that can arise from these actions.

PROVIDE SUPPORT RESOURCES

Ensure that children and young people know where to seek help if they become victims of sextortion or any other online abuse. Help them identify in advance which adults they can turn to and provide them with information about trusted resources like helplines (e.g. Childline) that they can access if they need help.

Meet Our Expert

Gabriella Russo is a safeguarding and neurodiversity consultant with over 30 years’ experience working with children, families and adults in education, local authority and mental health settings in the UK and abroad.



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Source: See full reference list on guide page at: [what-parents-need-to-know-about-sharing-intimate-images](https://nationalcollege.com/what-parents-need-to-know-about-sharing-intimate-images)

What Parents & Educators Need to Know about

POP-UP ADS

Pop-up advertisements have been a staple of the internet since they were first introduced in the late 1990s. This form of advertising causes a small window or banner to appear in the foreground while someone is browsing a website. Although these adverts are merely irritating for most people, pop-ups can present more severe risks to younger users.

WHAT ARE THE RISKS?

DECEPTIVE TACTICS

Children sometimes don't understand that adverts (including pop-ups) are designed to sell a product – and can't distinguish between a legitimate feature of a site and an advertisement. Video games, for example, can be full of pop-up ads that tempt users into spending money, yet they might take the form of a mini-game or extra level.

INAPPROPRIATE CONTENT

While some adverts are targeted based on a user's interests and activity online, that isn't always the case. This means that children may unfortunately be exposed to ads for age-inappropriate goods or services such as tobacco products, alcohol and gambling sites.



MALWARE RISK

Most pop-ups from reputable advertisers are safe. However, in some cases, pop-ups can trick you into downloading malware – whereby cybercriminals install software on your device, allowing them to access your sensitive data. It can be difficult to know if malware has been installed on your device, so your best option is to avoid engaging with these pop-ups altogether. Be wary of sites that suddenly bombard you with ads or try to prevent you from leaving.

PRIVACY RISK

Many app and game developers will collect their users' personal data, such as their name, address, email address, geolocation information, unique numerical identifiers, photos and payment information. If a child clicks on an illegitimate pop-up laced with malware, all this information could be put at risk.

RACKING UP BILLS

If a child has access to a payment card on their device – be it a smartphone, laptop, or tablet – they could very quickly rack up a massive bill by interacting with pop-up adverts and buying products shown to them. Try to keep a close eye on their spending.

BEHAVIOURAL IMPACT

Research has found that pop-up ads can even have an impact on children's behaviour. Some of these adverts use manipulative tactics that take advantage of children's developmental vulnerabilities, intentionally or otherwise. This approach may cause a child's mood to shift: becoming more stubborn, for example, if they begin wanting their parents to buy a specific product for them.

Advice for Parents & Educators

START A CONVERSATION

It's important to have regular conversations with children about online advertising so that they understand the risks of interacting with pop-ups. For example, if a child asks for a product which has been advertised to them online, ask them why they want it and how they found it: this will present an opportunity to talk youngsters through the tactics used in online marketing.

SPOT THE SIGNS

If you're concerned that a child may be following pop-up ads to make online purchases or viewing content that could be harmful, it's important to be able to spot the signs. Due to the often-manipulative nature of these adverts, children who interact with them regularly may show signs of distraction, stubbornness and an increasingly materialistic worldview.

MONITOR CONTENT

It can often be difficult to spot when a pop-up advert is malicious – even more so for impressionable younger users. It's important to monitor the content they're consuming to prevent them from clicking on something dangerous. If a pop-up ad seems too good to be true – promising a free iPad, for example – it probably is.

PRIVACY SETTINGS

Most modern devices have privacy settings that let you limit the amount of advertising a child is subjected to while using apps or browsing the internet. You may also want to speak to teachers about avoiding sites and apps with advertising, as well as adjusting digital privacy settings on any education technology they use.

LIMIT SPENDING

Try to stay aware of what children are spending and ensure that payment details aren't linked to or saved on the gaming platform that they use. Most video games and internet-enabled devices have settings that can help you manage what children can or cannot purchase online.

CUT DOWN ON SCREEN TIME

Given the prevalence of pop-up ads (which can appear on everything from smartphones and tablets to internet-connected toys and games), it might be beneficial to limit the time children spend on digital devices to curb their exposure to digital advertising.

Meet Our Expert

Carly Page is an experienced technology writer with more than 10 years in the industry. Previously the editor of tech tabloid *The Inquirer*, she is now a freelance technology journalist, editor and consultant who writes for *Forbes*, *TechRadar* and *Wired*, among others.



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Source: See full reference list on guide page at: <https://nationalcollege.com/guides/pop-ups>

What Parents & Educators Need to Know about ONLINE TROLLING

The term "Trolling" refers to sending hurtful or provocative comments – often done anonymously online – to provoke a reaction or cause emotional distress. Anonymity can embolden people into saying things they wouldn't dare say in person. Euro 2024 and other tournaments tend to put an emphasis on this, with the abuse of both players and fans often increasing during such events.

WHAT ARE THE RISKS?

ESCALATION

Many trolls begin with silly, banal comments before moving on to a broader pattern of offensive messages and posts. They can also turn their attention very quickly to a new target if they grow bored with an existing one, which makes engaging with one fruitless at best – and potentially dangerous at worst.

HIDING BEHIND A SCREEN

Because trolls tend to use anonymous profiles, they enjoy a lack of accountability. This also means they'll often have multiple profiles, potentially switching between them regularly or posting across several of them at the same time, making a target feel as though there's no escape. After all, once you block one account, what's to stop them reappearing elsewhere?

24/7 CONTACT

The internet has given us the ability to remain in contact at any time, from almost anywhere in the world. A troll having the ability to reach you whenever they want can leave you feeling like their abuse is unavoidable. While they don't see you in real life, they can message you at any time, reach out to your peers online and even try to discover your personal information to scare you.

HATE SPEECH

Sadly, many trolls resort to spewing racial slurs, homophobic attacks and awful stereotypes, as these often stand the best chance of causing emotional harm. This can add a hefty degree of weight to their attacks, moving from what might charitably be described as "teasing" into a genuine hate crime. After Euro 2020, three England footballers were racially abused, resulting in several prison sentences.

IMPACT ON VICTIMS

It's not uncommon for the victims of trolls to shut down their accounts, disappear from public life, and try to stay out of the crosshairs for a time – with some even leaving social media forever. This can have a severe impact on children and young people's connections to friends and the world at large, and may not even actually stop the troll. The victims' families, for example, may have online profiles that trolls can still access.

NORMALISATION OF TROLLING

It is, regrettably, inevitable that some people will go too far in their criticisms or comments, both online and in the real world. This can lead to many people seeing trolls and their abuse as part and parcel of social media – an inherent risk of interacting with others online. This doesn't mean, however, that it should be considered "normal" or even tolerated.

Advice for Parents & Educators

USE PARENTAL CONTROLS

While social media platforms (where most trolling tends to happen) aren't always helpful when responding to abusive behaviour, parents can set up screen time limits, so children only get to use certain apps at certain times. There's always the potential for trolling to occur anyway – such as friends showing screenshots to one another – but this would minimise the likelihood of children seeing it.

DON'T ENGAGE WITH ABUSE

A well-known adage on social media is "don't feed the trolls". Fundamentally, if a child identifies a potential troll online, it's best not to engage with that individual directly. Instead, consider setting up a log to gather evidence for reporting them later on, including screenshots and quotes where possible.

ENCOURAGE EMPATHY

While every professional athlete aspires to maintain high standards, it's important to separate the player from the person. A player's performance doesn't make them worthy of abuse, and that can often be forgotten by younger children who simply see the colour of the shirt without considering the person wearing it. For all the rivalries between teams, it's essential children understand that players are still human beings, with families and lives outside of sport.

BLOCK AND REPORT

While anonymous accounts make it difficult to block trolls permanently – or even for very long – it's still good practice to help children learn to control who can engage with them online. It's not worth "feeding the trolls", and it's more helpful to block them, report them, and try to move on. Blocking and reporting is an anonymous process, too, so there'll be no indication of who specifically blew the whistle.

Meet Our Expert

Lloyd Coombes is the Editor in Chief of GGRecon, and has been working in the gaming and tech industry for five years. A long-time fan of Arsenal, he's a parent who understands the importance of online safety. He's also a tech and fitness writer whose work has been published on sites including IGN, TechRadar and many more.



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