



Dear Parent/Carer,

Do you ever feel that your children know more about online technologies than you do?

You're not alone. The Internet and online technologies are an important part of children's lives at home and school, providing great opportunities for learning, communicating, playing and creating. As we know, these technologies create huge opportunities for us all; however, they can sometimes be a bit overwhelming, and present challenges to keeping your family safe online.

Safer Internet Day (SID) is an annual event to promote the safe and responsible use of technology among children and young people. The focus of SID 2012 is '**connecting generations**'. It aims to encourage families to explore online technologies together. SID 2012 will be taking place on **Tuesday 7th February** with activities across the UK and beyond which we would like you to be a part of.

The **Child Exploitation and Online Protection Centre (CEOP)** is the UK's national centre dedicated to protecting children from harm both online and offline. **CEOP's Thinkuknow** education initiative aims to **empower children and young people to enjoy online technologies safely**. Each year CEOP celebrates SID to highlight the importance of educating children and young people about their online safety.

It is just as important to be involved in your children's life online, than it is offline. Just as you would ask about their friends at school or the clubs they go to, you should use this approach with the people they meet online – ask the same questions and show the same interest.

To help get you started, CEOP are releasing the '**Parents' and Carers' Guide to the Internet**' - a short, entertaining TV-style programme looking at what it's like to bring up children in the online world. The programme will help you to:

- stay up-to-date with the technology your children are using;
- understand steps you can take to keep your children safe online; and
- know what action to take and where to seek further support if things go wrong.

Visit www.thinkuknow.co.uk/parents on **Tuesday 7th February**. From this day, you will be able to view the '**Parents' and Carers' Guide to the Internet**' and have access to **information and guidance on how to keep your family safe online**.