

Dear Parent/ Carer

Your child's school is helping Ofcom and Childwise with research to create safer online environments for children. But we also need your help.

The need for this research

Research by Ofcom shows that about a third of UK children aged 8 - 17 say they've seen something online that upset them. Hearing directly from school children is a vital part of how Ofcom can create safer online environments for children of all ages.

Your child's school has agreed to take part in this research. We're now asking you to give consent for your child in Year 5 to participate.



"It's healthy, I think, for Ofcom themselves to seek the opinions of the stakeholders, which is the kids themselves. It's really good to hear the opinions of the children who it's there to protect."

Parent of 13 year old child taking part in Ofcom research

Details about the project

- Ofcom is the UK communications regulator tasked with making online environments safer for everyone, and also with holding companies accountable for doing so.
- Childwise is a leading research company with over 20 year's experience of conducting research with school children for a range of organisations including the BBC, Sport England, and the National Trust.
- Consented pupils will complete a 20-minute online survey in class and under supervision. The survey asks children about their general well-being in life and online, and about any inappropriate content they may have seen online, and what they and the service they saw it on did about it.

Other important information

- Your child's survey responses will be analysed and grouped together with responses from other school children across the UK. The names of all participating schools will be kept private and held only by Childwise (see their privacy policy [here](#)).
- No school or personal information about your child will be shared with Ofcom.

- We will not collect the names or contact details of children who take part. The survey will ask about their age, gender, and ethnic group so that we can learn about the online experiences of different groups of children.
- Children can stop the survey at any time without a reason, which will mean their responses are not recorded. It won't be possible to remove a child's responses after their survey has been submitted as responses are anonymised.
- To read about how data is handled by the agency who host the survey, see their privacy notice at [here](#).
- If any child is concerned or upset after taking part, we encourage them to talk to someone such as a parent, a friend, or a teacher. The services linked below may also help.

Support for children: [Childline](#) | [YoungMinds](#) | [Ditch the Label](#)

Support for parents /carers: [UK Safer Internet Centre](#) | [NSPCC](#)

- Should any child's survey responses indicate any risk of harm to them or another person we will immediately follow safeguarding procedures including contacting the school, the relevant parent, and/or the relevant authorities.

How you can help

1. **Discuss this with your child** using the Information Sheet linked [here](#). It's designed to help children understand the research, and what taking part involves.
2. [Click here to complete our online consent form and confirm your child's participation \(takes less than a minute\)](#)

The form asks for personal data such as your name, your child's name and your relationship to the child. This information will only be shared with the school and will be processed in accordance with the school's GDPR procedures under the Data Protection Act 2018.



"I think it's good that Ofcom are using young people's voices, it's quite difficult to be heard, we don't have much of a voice when it comes to online things."

Child aged 14 taking part in Ofcom research

Will you help us improve online safety for school children?

If you have any questions at all please feel free to contact Simon Leggett, Research Director at Childwise, on simon.leggett@childwise.co.uk. You can also verify this is a genuine survey by visiting the Ofcom website [here](#), or contacting marketresearch@ofcom.org.uk.