



THE BOURNE ACADEMY

Safeguarding Newsletter

July 2024

Snapchat and MyAI



We all know that privacy online is a huge issue but have you ever considered the risks that the fast-evolving world of AI brings with it?

- Mis/disinformation - not all data online is true, much of it is false, misleading, personal opinions etc. meaning that AI will take this false/misleading information into account when giving an answer.
- Personalisation - AI chatbots learn about you from questions you are asking and information you are posting, to be able to personalise results.

An interesting article by Darren Laur (a Canadian Internet safety consultant) explores Snapchat's MyAI. My AI does not only learn from your direct interaction with it but from everything you post (and have posted in the past) in order to personalise responses. MyAI will be able to recall this information; making it seem like it has an uncanny awareness of your personal life, which is catching people out and giving them a feeling of being creepy.

On the one hand this personalisation is a good thing, if these AI tools know information about you, your career, your likes and dislikes etc. then as a tool it can be very useful. On the other hand, from the perspective of privacy, it's a significant concern. Where is all this data being stored, who else has access to it, is the data being sold?

Darren's article is worth a read, it's a good one to strike up a conversation your teenager about privacy, e.g. what are the positives and negatives of this? Do they know that all their data is being collected?

For Parents -



WhatsApp Safety Guide

Given that WhatsApp is one of the most popular messaging apps in the world it's no surprise to hear that children from Year 3 upwards use it with very little understanding of what safety features are available. Internet Matters has a great guide for parents about privacy settings, where to get support and more.

You can find the guide

Roblox - Understanding Generative AI

Students young and old have a very limited understanding of what AI actually is. Using the tools is one thing, understanding what they are and how they work is another thing entirely.

Roblox have put together an 8-page guide called 'Understanding Generative AI' which is a really nice, simple guide for tweens and teens and may be worth sharing with them.

Campaign - Be Challenge Aware

We all want to support our children to be the best they can be. This can take many different forms, including making good choices for their health and wellbeing. This June, Internet matters launched the campaign #BeChallengeAware, which aims to raise awareness of the risks of dangerous online challenges and provides parents and carers with tips, support and advice on keeping children safe from harm. Viral online challenges on social media platforms attract many children and teens - most are harmless, but some can be dangerous. Internet Matters has teamed up with mums Hollie Dance and Lisa Kenevan, whose sons sadly lost their lives after they were believed to have taken part in dangerous online challenges, to help others understand the risks. Visit Internet matters' brand new online hub with guides and resources to support children to keep safe from dangerous online challenges.



The Bourne Academy Safeguarding Team

If you have any concerns about a child's welfare or safety, please speak to a member of the schools safeguarding team:

Mr St John —Designated safeguarding Lead
Mrs Franklin—Deputy Designated Safeguarding Lead
Mrs Beer —Deputy Designated Safeguarding Lead
Or contact First Response - 01202 123334 or
childrensfirstresponse@bcp.gov.uk

Useful contacts over the summer holidays:

Connection Tel 0800 652 0190 (local 24/7 mental health helpline)

Kooth - Home - Kooth

Shout - 24/7 text service, free on all major mobile networks, for anyone in crisis anytime, anywhere. Text 85258.

Childline - Tel 0800 1111

Campaign -

Think Before you Share

There are increased warnings that the soliciting and sharing of nude imagery has become normalised among young people and as such the Internet Watch Foundation has launched a new campaign called Think Before you Share which aims to help young people understand the harm of sharing such images of themselves and others.

Chat Health

Children aged between 11 – 19 can text the school nursing team on 07480635511 for any health related issues.

Parents of children aged between 5-19 can text the school nursing team on ParentLine 5-19 on 07312263131