

Ten years since the Byron Review

Are children safer in the digital world?

February 2018

Overview

This document reviews the 38 recommendations made in the Byron Review “Safer Children in a Digital World” and discusses how these were implemented. It also considers the influence of political change and online developments in the past decade, in order to contextualise the changes we’re trying to bring about to keep children and young people safe online in 2018.

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Foreword



Ten years ago I was asked by Government to produce a report on child safety online, and consider what action should be taken to make the digital world a safe place for children.

Much has changed over the last decade, but one thing has not: Government is failing to do enough to protect children online. I made 38 strong recommendations for action that urgently needed addressing to keep children safe. In four areas the landscape has changed so much that the recommendations are no longer applicable. But 53 percent of the remaining recommendations have either been ignored by Government or have only been partially followed through.

What are the implications of this? We know that by age four 53 percent of children use the internet, and by the age of 10 almost half have their own smartphone. Yet online safety has not been made mandatory on the school curriculum and social networks are left to make up their own rules, without regulation from Government. Meanwhile the responsibility for keeping children safe online falls heavily on parents – who might struggle to keep up to date with the latest trends, or worse – on children themselves, who might feel peer pressure to prioritise online popularity over online safety.

Last year the Government pledged to make the UK the safest place to be online, and some progress has been made – albeit in a fragmented way. The Department for Digital, Culture, Media and Sport's forthcoming Internet Safety Strategy will create a code of practice for social networks. But after ten years of social networks marking their own homework, that code is expected to be voluntary and will not include anti-grooming measures as part of its remit and under the new Data Protection laws the Information Commissioner's Office is due to draw up rules that will give children extra protections online. This is an important step, but these rules will not be directly enforceable.

The UK Council for Child Internet Safety was created as a result of my recommendations; but it will soon remove 'child' from its title and focus on general internet safety. Age verification will soon be introduced for pornography, but there are still no age checks for online gaming. That means children are protected from buying 18-rated games in shops, but can still download them easily online.

We all have a part to play in keeping children safe. But that responsibility must absolutely start with Government and industry. I urge Government to take heed of this report. The online world moves too fast for Government to drag its feet for another decade.

Tanya Byron

Introduction

The 2008 Byron Review “Safer Children in a Digital World” was written by Professor Tanya Byron and commissioned by then-prime minister Gordon Brown to report on internet and video game use by children in the UK with recommendations on how best to ensure their safety. Three literature reviews were commissioned involving academics from the Institute of Education (now UCL), Birkbeck and Cambridge University. More than one hundred stakeholders were consulted in the process. In 2010, a follow-up report “Do we have safer children in a digital world?” assessed the extent to which the recommendations in the 2008 report had been achieved.

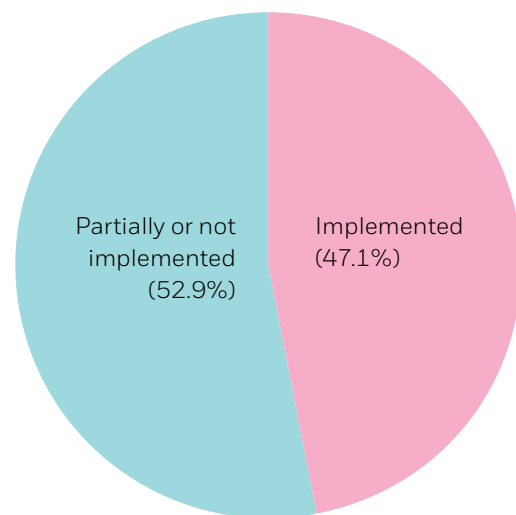
The Byron Review featured 38 recommendations with a timeline for implementation and progress reviews. Ten years later, we revisit these recommendations. Whilst the widespread availability of portable internet-connected devices such as smartphones and tablets has caused some priorities to shift, some issues remain pertinent, and unaddressed. Some recommendations cannot be robustly measured due to changes in government over the past decade: many quangos and government bodies mentioned in

the review have changed or ceased to exist. Of the 38 recommendations we reviewed:

- sixteen were implemented,
- eleven were not implemented;
- seven were partially implemented;
- for four recommendations, the landscape has changed too much to accurately judge.

For more detail about the assessment of each recommendation, please refer to the table in Appendix A.

Chart 1: of the thirty four recommendations that remain relevant, eighteen were not fully implemented or not implemented at all.



Key Recommendations in the Byron Review

The recommendations in the Byron Review fall into four distinct areas:



Strategic objectives for child safety on the internet



Better Information and Education about E-safety



The internet: Specific Areas for Better Regulation



Video Games: stepping up efforts to ensure age-appropriate gaming

These recommendations were based on existing and primary research, existing government policy and child development experts.



Strategic objectives for child safety on the internet

Of the six recommendations in the Byron Review relating to the strategic objectives for child safety on the internet, **three were not sufficiently implemented** (two were partially implemented, one was not implemented.)

Creation of UKCCIS. ✓

The primary strategy objective was the creation of a UK Council on Child Internet Safety (UKCCIS), which was created in 2008. Tanya Byron suggested this be chaired by the Home Office and Department for Children, Schools and Families (now the Department for Education [DfE]), with consideration of the role the Department for Culture, Media and Sport (now the Department for Digital, Culture, Media and Sport [DCMS]) could play. UKCCIS is co-chaired by ministers from the Home Office, DfE and DCMS.

Voluntary codes of practice for industry. ~~~~~

The Byron Review suggested that UKCCIS develop a safer internet strategy that involved better regulation in the form of a code of practice for industry, and improved information and education for parents and young people. It was expected that government, law enforcement, schools and children's services would be involved in the development of the strategy.

In 2016, eight years after the Byron Review, UKCCIS issued a best practice guide¹, with input from industry, children's organisations and online safety experts. Whilst this was a positive development, the guidance was developed for new and developing social networks, rather than acting as a measure for existing social networking services.

Collaboration between government departments. ✓

The Byron Review proposed the Department for Education (DfE, formerly the Department for Children, Schools and Families), the Home Office and DCMS all play a role in UKCCIS. Whilst representatives from DCMS and DfE chair meetings, and the former Under Secretary of State represented the Home Office, it is unclear whether the current Under Secretary is involved. In later sections we will discuss the need for a joined-up approach to child safety online.

1 UKCCIS (2016) Child Safety Online: A Practical Guide for Providers of Social Media and Interactive Services (pdf) [Accessed 10 January 2018].

Diverse representation. ✓

The Byron Review called for a 'properly resourced cross-government secretariat', and the council has representation from the four nations and members from industry and charity.

Including the voices of children. ✗

UKCCIS has five specialist working groups, one of which is for education. It aims to 'undertake projects to support education settings to address gaps or weakness in their online safety practice' and 'identify challenges faced by education settings', in addition to updating the UKCCIS Executive Board about relevant education work. However, the voices of young people are not present: the Byron Review called for an advisory group, overseen by technology and child development experts that would consult with young people and parents in order to inform a sustained research programme. Whilst UKCCIS's Evidence working group provides summaries of existing research, there is no research programme and young people are not directly consulted.

Technology experts and representatives from children's organisations make up the majority of UKCCIS membership; one child psychologist and one academic sit on a council of thirty two members, suggesting that greater expertise across the board continues to be needed.

The forthcoming Internet Safety Strategy proposed that UKCCIS be rebranded to remove Children from its title and broaden its focus to include other groups: there is a real risk that this will result in a diminution of focus on children.

Inappropriate content. ⚡

A UKCCIS investigation into the law around harmful and inappropriate material was recommended, with an exploration of how this might be enforced. To this day, there is a lack of clarity about what constitutes inappropriate content and a lack of codification on obscenity and extremity.

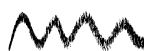
The UKCCIS Evidence working group provides summaries of existing research relevant to child online safety. In March 2017, a summary was given of research into the relationship between cyberbullying and the viewing of suicide-related online content.

There is still a huge need for clarification of what constitutes inappropriate content, which should be shaped by robust research into the cognitive development of young people. Issues such as revenge porn and sexting have arisen since the publication of the Byron Review, which have required adaptations in law, such as the introduction of a new police recording code to record a young person's involvement in sexting without criminalising them, referred to as outcome 21.

Key



Recommendation was fulfilled



Recommendation was partially fulfilled



Recommendation was not fulfilled



Recommendation's success cannot be assessed due to changes in the landscape



The internet: Specific Areas for Better Regulation

Of the six recommendations in the Byron Review relating to specific areas for better regulation, **two were not sufficiently implemented** (one was partially implemented, one was not implemented).

A voluntary code of practice for industry.



This section's primary recommendation was the development of a code of practice for industry, with specific commitments on takedown times and the moderation of user-generated content. In October 2017, DCMS produced a consultation on an Internet Safety Strategy (ISS), calling for input from stakeholders. The ISS includes the development of a 'voluntary code of practice', nine years after Tanya Byron made her recommendation.

The failure to develop a code of practice is perhaps the largest failure of delivery. While we welcome the decision to develop a code now, it's clear that a voluntary code is no longer enough. That's why we have called for a statutory Code which should be underpinned by robust regulation.

At the time of writing, the government's response to this consultation is still pending: industry is largely self-regulated and there is no consistency between different social networks' and organisations' codes of practice. The widespread use of social media means user-generated content has become an enormous issue for online safety, making the need for a code of practice greater than ever.

Parental Controls.



The Byron Review called for industry to ensure personal computers contained Kitemarked parental control software, and that ISPs prominently advertise this software when users set up a new connection. The number of internet-connected devices per household has dramatically increased in the past decade: rather than a single internet-connected device in a house, such as a computer, or a number of computers, young people and parents are likely to have smartphones, tablets, games consoles, even toys and domestic appliances with internet connectivity. Consequently, parental controls now focus on internet connectivity and the filtering of specific content.

Developers of parental control software can apply to gain BSI Kitemark status, and most internet-connected technologies offer parental controls, although they may not be easy to use. BSI Kitemark has continued to keep pace with developments in technology, now offering Internet of Things secure status in addition to accrediting child safety online software, although it is down to individual manufacturers to decide whether they want to seek accreditation – there is no statutory requirement for this feature,

Filtering at an ISP level and search engine 'safe search'.



In 2013, four large Internet Service Providers (Talk Talk, Virgin, Sky and BT) agreed to install family friendly internet filters when an internet connection is set up. Although these can be easily switched off, by moving to an 'opt out' model, the prompt is there for parents. However, 2014 Ofcom research found that not all ISPs had fulfilled their pledge.

Tanya Byron suggested an improvement of safety measures in search engines, with the inclusion of an option to 'lock on' safe search, clear indicators to show the level of search (e.g. safe or moderate) and improved signposting to child safety information. Most search engines offer information on parental controls in a couple of clicks from the homepage engines and have the facility to password protect search settings to make them more difficult to change.

Trained online moderators.



Better protections for vulnerable young people were suggested in the Byron Review, including upskilling online moderators, signposting to support services and raising awareness of online risks. Improvements have been made since 2008, but much more work is needed in this area: whilst most sites and networks have moderation policies, it is not clear how these function and we have concerns about their effectiveness.

Futureproofing advertising regulation.



The Byron Review anticipated the potential risks of advertising in online spaces, and recommended a 'futureproofing' of advertising regulation in order to mitigate this, which was successfully achieved through the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code). The Byron Review also called for industry and media to be transparent about their responsibilities to under-18s using the internet under the CAP code.

Raising awareness of industry's responsibilities around advertising.



UKCCIS issued guidance informing social media providers that they should be familiar with the CAP code in Child Safety Online: A Practical Guide for Providers of Social Media and Interactive Services, published in 2016. This document particularly highlights the importance of familiarity of the law in regard to advertising to under-13s. Additionally, the CAP code was updated in 2011 to hold social media providers accountable for their own social media content.



Better Information and Education about E-safety

Some of the recommendations in this section closely interrelate and have been grouped accordingly. Refer to the table in Appendix A for a detailed breakdown and assessment of each recommendation.

Of the seventeen recommendations in the Byron Review relating to better information and education about e-safety, **ten were not sufficiently implemented**. Four were partially implemented, six were not implemented, and three could not be assessed.

A public behavioural change campaign. ✓

The Review called for a public behavioural change campaign led by government and supported by UKCCIS. On Safer Internet Day 2010, “Click Clever, Click Safe” was launched, an online safety campaign featuring an online code of conduct for young people and their carers.

This work was not sustained by UKCCIS, and public-facing online safety education has since been picked up by other organisations, including the NSPCC. Safer Internet Day continues, coordinated by the UK Safer Internet Centre (a partnership between South West Grid for Learning, Childnet International and the Internet Watch Foundation).

The NSPCC, in partnership with O2, delivers online workshops to parents and run rolling parent-facing campaigns, such as ‘Share Aware’, which encourages parents to talk frequently with their children about their lives online. The success of these campaigns in influencing behaviour and attitudes are measured by YouGov to ensure we are reaching parents and achieving our objectives.

An online safety ‘one stop shop’. ✓

As a result of the changes in government, a number of the recommendations made in this section have been difficult to assess. The ‘one stop shop’ for online safety hosted on DirectGov cannot be assessed because this service has changed.

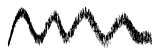
In the current landscape, many organisations offer guidance on online safety and seek to influence government. The NSPCC has a broad remit of online safety, whilst the Internet Watch Foundation work to remove child sexual abuse images from the internet and ParentZone offer advice aimed at parents. Internet Matters is another parent-facing organisation, backed by industry. CEOP (Child Exploitation and Online Protection) announced on their website that they would host online safety content, and this exists as Think U Know.

Embedding online safety across the curriculum.



The Review called for an evaluation of the way in which online safety is taught in schools, particularly primary schools. The Byron Review called for e safety to be included in the review of primary schools led by Jim Rose, but this did not happen.

Training teachers in online safety.



The Byron Review recommended that Government identify online safety as a priority for Continuous Professional Development. While newly qualified teachers are required to take a digital safety ICT test, confidence is low. In 2017, the British Educational Suppliers Association (BESA) surveyed 1,325 ICT leaders in UK schools and found that 51% of primary school teachers, and 49% of secondary school teachers are seen to require training in e-safety issues.

Media literacy and online safety courses for families.

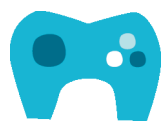


Becta (British Educational Communications and Technology Agency), a third sector body that dissolved in 2011, was asked to implement a number of changes and assist schools in developing acceptable use policies for the internet. However, we have not found any evidence of implementation. This was also the case with calls to the National Academy of Parenting Practitioners (NAPP) and 'The Children's Plan'. The Joint Chief Inspector's Review of Safeguarding was called upon to provide a comprehensive assessment of online safety in 2010, but no evidence of this report could be found.

Consideration of online safety measures in Ofsted inspections.



Ofsted were asked to consider a number of changes (recommendations 22-24) as part of the Byron Review, and it did undertake a thematic study on e-safety and media literacy in schools in 2009 as per the review. Additionally, Ofsted inspectors are trained to include aspects of digital safety in their assessments, which the Byron Review suggested as a consideration.



Video Games: stepping up efforts to ensure age-appropriate gaming

Some of the recommendations in this section closely interrelate and have been grouped accordingly. Refer to the table in Appendix A for a detailed breakdown and assessment of each recommendation.

Of the nine recommendations in the Byron Review relating to age appropriate gaming, **three were not sufficiently implemented** and one could not be accurately assessed.

Industry to improve parental controls and parents' understanding of gaming.



The main recommendation in the gaming area was that efforts should be taken by industry to increase parents' understanding of age-ratings and parental controls on games consoles. The 2010 report "Do we have safer children in a digital world?" touched on this again by suggesting UKCCIS and the games industry work together to establish whether minimum standards for parental controls on games consoles would be beneficial for young people, and UKCCIS were called upon to run an awareness campaign about the controls on games consoles. However, this did not happen.

Additionally, games console manufacturers were asked to raise standards on parental controls, with clear and easy prompts. The 2010 review also explored the idea of having parental controls switched on as standard on all new games consoles. This has not been implemented.

Statutory age classification of games.



Huge progress was made around the age rating of games after the publication of the 2008 Byron Review. It called for statutory requirements around age ratings, and better protections and information at the point of sale. It also suggested UKCCIS oversee the British Board of Film Classification (BBFC) and Pan European Game Information (PEGI), the game age-rating boards in 2008, and ensure they develop a consistent approach. The BBFC is no longer involved in the age classification of games unless they contain strong pornographic or cinematic content, and since 2010 PEGI have been responsible for providing classification for all other games. In the UK, PEGI ratings are issued by the Video Standards Council (VSC).

It is now a statutory requirement that all boxed games or games downloaded to a console have an age rating. These age limits are 3+, 7+, 12+, 16+ and 18+ and details of themes are listed on the box. Legislation now exists to ensure that these age ratings are followed at the point of sale; it is illegal to sell age-inappropriate items to children, including video games. The 2010 Review called for a UKCCIS campaign to raise awareness of the change.

Advertising and video games industry to work collaboratively.



Seeking learning opportunities through the games industry.



Recommendations were made for the advertising and video games industries to work together to improve guidance on including adverts targeting children and young people in the content of video games, to bring this in line with age classifications. The 2010 Byron Review recommended that UKCCIS and members of the games industry work together to decide if minimum standards were required for parental controls on games consoles. An awareness campaign about video gaming parental controls, run by UKCCIS, was also suggested but was not delivered.

The final recommendation of the Byron Review was to support dialogue between the games industry and education sector to identify opportunities for game-based learning. We could not find evidence for this.



The NSPCC's assessment: what needs to happen next to ensure safer children in a digital world?

The digital world has developed massively over the last 10 years, but the vast majority of recommendations are still relevant and urgently need to be addressed. We believe that children should have the same rights and security online that they have in the offline world. For example, in the 'offline' world, toy manufacturers must comply with safety regulations to ensure their product does not pose a danger to young users, and playgrounds have railings and soft surfaces to prevent injury. But online, children can easily access potentially harmful content, such as pornography and violence and there are insufficient support mechanisms when things go wrong.. In our 2017 Net Aware research, 81 percent of respondents felt that social media companies were not doing enough to protect them (NSPCC, 2017).

Policy ambitions

In 2008, Instagram, Snapchat and WhatsApp did not exist. A decade on, 74 percent of 12-15 year olds and 23 percent of 8-11 year olds have social media profiles (Ofcom, 2017).

Of the Byron Review's 38 recommendations, we assess that only 13 were wholly fulfilled. Consequently, twenty five issues remain unaddressed: there is still a great deal of work to be done to ensure the online safety of children and young people. The NSPCC is working to make children safe online by pushing three key measures.

- More communication providers demonstrate best practice in relation to child safety online.
- More children know how to keep themselves safe online.
- More adults know how to keep children safe online.

Although most social networks have their own codes of practice or community standards, there is a lack of transparency about the effectiveness of their safety and reporting features, and there is no consistency on behavioural expectations or reporting processes across platforms. The voluntary code of practice recommended in the Byron Review for social networks and communication providers has not been developed by UKCCIS. We are calling for the following.

- The establishment of a set of minimum standards and a statutory code of practice for online providers, centred around the safety of children and young people, moving away from voluntary regulation.
- Greater transparency on data and information-sharing amongst industry in the form of an annual report produced by DCMS in conjunction with social media companies, allowing for accountability and providing insight into their processes to keep children safe online.

- Sites should have clear and transparent management processes relating to reporting, moderation, notice and take-down procedures, effective age verification processes and the offer of support for users when needed.

To be effective, these measures would need to be consistently applied to all sites, apps and games where children interact online.

Joined-up government working

The government's approach to child sexual abuse material (CSAM) and grooming was not in the remit of the Byron Review. However, the growth of the digital landscape in the past decade shows that most online issues are inextricably linked. For example, the embedded communication features within games allow young people to be easily contacted while playing. In the six months since it has been made an offence for an adult to send a sexual message to a child, 1,316 offences have been recorded by the police, showing the significance of this issue. Social networks do not have adequate measures in place to ensure young people are kept safe. We would like to see the Home Office, who are responsible for grooming, and DCMS, who are responsible for wider internet safety, to adopt a holistic approach to tackling the problem of online harms.

Reaching vulnerable children

The 2008 Byron Review specified how online safety could be integrated into education, with a focus on inclusion in the curriculum, improving online safety training for teachers and thorough assessment of how to initiate this and measure its progress.

We are hopeful that the Children and Social Work Act 2017 (CSWA) will remedy some of the gaps in the curriculum through the mandatory introduction of Relationship and Sex Education in secondary schools and Relationships Education in primary schools in England.. We expect the curriculum will feature a core module on online safety with guidance about online conduct and online relationships.

Byron emphasised the importance of ensuring vulnerable children are aware of online risks in both the 2008 and 2010 reports: the latter suggested the inclusion of a vulnerable groups champion in each of the UKCCIS working groups. This is yet to be implemented and children and young people continue to lack a voice in online safety discussions. We particularly want to focus on supporting vulnerable groups in our policy: previously NSPCC and Childline focus has been on reaching the largest number of children, which may not always have included vulnerable groups. These young people's voices must be included in discussions about how to help them and we would like to see the inclusion of a young person's working group within UKCCIS in addition to a vulnerable groups champion within each existing working group.

Change in the digital landscape and its impact on gaming

The Byron Review had a substantial focus on the impact of gaming on young people. As smartphone ownership has increased, so has mobile gaming: 9 million people in the UK play games on smartphones.² Since 2008, games consoles have developed to have embedded internet connectivity as standard and this has meant the distinction between online and offline gaming can no longer be made. Gaming poses the same risks as other online spaces, and the same online safety measures are required.

There is a variety of age rating systems for mobile apps, meaning a single game can be rated in multiple ways, causing confusion for parents and young people. A game rated 3+ in an app store may allow a young person to communicate with strangers although this feature may not be included in the game description, meaning parents may not be aware. There is a need for a consistent age rating system for online games, comparable to that of boxed or downloadable games, and games with embedded communication features should clearly state this.

2 GameTrack. (2016) GameTrack Digest: Quarter 4 2016 (pdf). ISFE: Ipsos Connect.

Appendix A

Key to tables:

Recommendation was fulfilled
Recommendation was partially fulfilled
Recommendation was not fulfilled
Recommendation's success cannot be assessed due to changes in the landscape

Strategic objectives for child safety on the internet	Do we think this has been achieved in 2018?
1. A UK Council on Child Internet Safety , established by and reporting to the prime minister;	UKCCIS was created in 2008 and is chaired by three ministers.
2. That this council should lead the development of a strategy with two core elements: better regulation - in the form, wherever possible, of voluntary codes of practice that industry can sign up to - and better information and education, where the role of government, law enforcement, schools and children's services will be key.	UKCCIS has five working groups, one of which focuses on education (the others are Social Media, Evidence, Technical and Digital Resilience). Its purpose is to: - Identify challenges faced by education settings across policy implementation, standards, training and delivery of resources - Undertake projects to support education settings to address gaps or weakness in their online safety practice - Provide UKCCIS with quarterly updates on upcoming education work in the field In November 2017, DCMS issued a call for responses to an Internet Safety Strategy Green Paper with a view to developing a code of practice for industry.
3. The Home Office and DCSF should chair the Council , with the roles of other Government departments, especially DCMS, properly reflected in working arrangements.	DCSF became the Department for Education in 2010. UKCCIS is chaired by ministers from DCMS, DfE and the Home Office.
4. That the Council should have a properly resourced cross-government secretariat to secure a joined-up government approach to children and young peoples' safety online.	UKCCIS has members from industry including internet services and social networks, children's charities and representation from Wales, Scotland and Northern Ireland. There are no shadow cabinet ministers or opposition MPs within UKCCIS.
5. That the Council should appoint an advisory group, with expertise in technology and child development, should listen to the voices of children, young people and parents and should have a sustained and rolling research programme to inform delivery.	UKCCIS still lacks the voices of young people; despite calls within the Byron Review and from the NSPCC, there is no working group made up of young people.
6. The Council investigates where the law around harmful and inappropriate material could be usefully clarified (including suicide websites) and explores appropriate enforcement responses.	Whilst there is law enforcement representation on the council, no definitive action has been taken as a result of discussions that may have taken place within UKCCIS.

The Internet: Specific Areas for Better Regulation	Do we think this has been achieved in 2018?
7. That through the council, the relevant industries should develop an independently monitored voluntary code of practice on the moderation of user generated content, including making specific commitments on take-down times.	This call from the Byron Review has not been addressed, despite robust research that continues to be added to. The NSPCC is calling for the introduction of minimum standards for social networking services.
8. That through the council, industry should ensure that computers sold for use in the home in the UK should have Kitemarked parental control software which takes parents through clear prompts and explanations to help set it up and that ISPs offer advertise this prominently when users set up their connection.	Whilst there is no statutory need for Kitemarking, the BSI has kept pace with developments in technology and offer their accreditation to internet of things connected devices. The four major ISPs in the UK now have family friendly internet filters as standard.
9. That through the Council, search providers should agree to make it obvious to users what level of search is on (e.g. safe or moderate) and give users the option to 'lock it' on and that every search engine have a clear link to child safety information and safe search settings on the front page of their website - this is particularly important as most parents are comfortable using search functions.	Google has a way of 'locking on' safe search using password protection. Safesearch settings can be found in two clicks from the homepage. UKCCIS did not actively campaign to improve this.
10. That through the Council, the relevant industries should work with Government and the third sector to support vulnerable children and young people, especially in signposting users to support services when they discuss harmful behaviours, improving the skills of moderators and raising awareness of online risks with those who work with vulnerable children	This call has not been adequately addressed, and is exactly why the NSPCC is pushing for the implementation of minimum standards for social networks and websites used by young people.
11. That the advertising industries take steps to 'futureproof' the current system for regulating advertising to take account of new forms of online advertising which are currently out of remit and that Government reviews progress in this area in a year's time when it has the conclusions of the assessment of the impact of the commercial world on children's wellbeing.	Child Safety Online: A Practical Guide for Providers of Social Media and Interactive Services, published in March 2016, signposts SNSs to the CAP code and suggests providers become familiar with UK advertising law in relation to under-13.
12. That the advertising industry works with media owners to raise awareness amongst advertisers of their obligations under the CAP Code to advertise responsibly to those under 18 on the internet and that the Council keeps this under review.	Since 2011, social media providers have also been held accountable for their own social media accounts under the CAP code.

Better Information and Education about E-safety	Do we think this has been achieved in 2018?
13. A properly funded public information and awareness campaign on child internet safety to change behaviour - which is led by Government but involves the full range of Council members.	UKCCIS launched “Click Clever, Click Safe” to coincide with Safer Internet Day in 2010.
14. Sustainable education and children’s services initiatives to improve the skills of children and their parents around e-safety.	In the 2010 Byron Review, there was the recommendation that a representative from Children’s services or education sat on UKCCIS, which would encourage such initiatives. Currently, these areas are underrepresented on the Council.
15. The Council works to develop an authoritative ‘one stop shop’ for child internet safety within the DirectGov information network, based on extensive research about what different groups of users want.	CEOP (Child Exploitation and Online Protection centre, part of the National Crime Agency) provides this information via the ‘Think U Know’ website.
16. That the Government ensures that e-safety best practice is well reflected in guidance and exemplar case studies across the curriculum as part of the support being provided to help schools to implement the new curriculum. I also recommend that the independent review of the primary curriculum being led by Sir Jim Rose should take full account of e-safety issues.	Sir Jim Rose’s report ‘The Independent Review of the Primary Curriculum: Final Report Review’ fleetingly refers to e-safety on two occasions in relation to ICT.
17. That the TDA take steps to ensure that new teachers entering the profession are equipped with e-safety knowledge and skills . I recommend specific ways of achieving this, including revising the statutory ICT test, providing guidance for initial teacher training providers on how to assess trainee e-safety skills against the Professional Standards for Teachers and that TDA’s survey of new teachers should include elements on e-safety.	“Newly qualified teachers are required to take a digital safety ICT test, as of 2008.
18. That the Government takes this opportunity to encourage school leaders and teachers to focus on e-safety by identifying it as a national priority for continuous professional development (CPD) of teachers and the wider school workforce.	The 2010 Byron Review showed more work needed to be done.

Better Information and Education about E-safety	Do we think this has been achieved in 2018?
19. That in all schools, action is taken at a whole-school level to ensure that e-safety is mainstreamed throughout the school's teaching, learning and other practices. In particular I recommend that: Government should encourage schools to use Becta's self-review framework assessment to drive continual improvement in schools' use of ICT including with regard to e-safety. 100% of schools should have Acceptable Use Policies that are regularly reviewed, monitored and agreed with parents and students. Guidance on this should be incorporated in Becta's revised self-review framework. That all schools and local children's services use an accredited filtering service.	In 2009 Becta issued guidance for schools on developing 'acceptable use policies', although there were no clear strategies. Becta was dissolved in 2011.
20. That Becta work with TDA and their partners to encourage and support schools to offer family learning courses in ICT, media literacy and e-safety so that parents and children can together gain a better understanding of these issues. TDA should take opportunities to collect and disseminate case studies on e-safety for extended activities and should work with Becta to make sure that after school ICT clubs and activities provide good coverage of the e-safety elements of the curriculum. That UK online centre should work with the Extended Schools to expand the provision of services and training for parents to achieve basic media literacy.	This remains unaddressed.
21. That UK online centres should work with the Extended Schools to expand the provision of services and training for parents to achieve basic media literacy.	This remains unaddressed.
22. That Ofsted take steps to hold schools to account and provide Government with a detailed picture of schools performance on e-safety. In particular I recommend that: Ofsted provide the government with a snap shot report on school responses to question 4b of the SEF (regarding e-safety) by summer 2008. Ofsted should comment on the state of internet safety training in schools as part of its forthcoming long report on ICT due for publication in 2008. Ofsted uses its annual ICT school surveys to evaluate the extent to which schools teach learners to adopt safe and responsible practices in using new technology.	Ofsted Inspectors are now trained to include aspects of digital safety in their assessments. In 2009 a report was produced exploring the safe use of technologies.

Better Information and Education about E-safety	Do we think this has been achieved in 2018?
23. That Ofsted undertake a thematic study on the teaching of e-safety and media literacy across what schools offer.	Ofsted wrote an 8 page report in response to this call.
24. If by 2011 evidence indicates widespread concerns in relation to school delivery of e-safety I recommend that Ofsted consider an assessment on performance in regard to e-safety in all school inspection reports.	This recommendation has been successfully implemented.
25. Work to implement the Staying Safe Action Plan promotes Becta's LSCB toolkit.	A number of Local Safeguarding Children Boards (LSCBs) took some steps to implement the Staying Safe Action plan as a result of Byron recommendations, although not all of these efforts have been sustained: whilst many LSCBs have online safety guidance on their websites and have considered online safety in their strategy, this is not the case everywhere.
26. The Government's forthcoming Children Workforce Action Plan includes measures to ensure that people who work with children and young people have appropriate understanding of e-safety and how children and young people can be supported, and protected online.	This was not mentioned in the 2010 review, and even the 2020 Children and Young People's Workforce Strategy does not contain e-safety information
27. The Joint Chief Inspector's Review of Safeguarding should provide a comprehensive assessment of children's internet safety across all children's services in its 2010 report to Government.	A 2010 report is not available, suggesting this recommendation was not undertaken
28. The National Academy of Parenting Practitioners (NAPP) creates a parent training module on e-safety, and includes elements on e-safety in existing courses on managing child behaviour.	NAPP ceased to exist in 2010 due to a lack of funding. In the two years between its closure and the Byron Review, this module was not introduced.
29. The Children's Plan also commits the Government to providing two parenting experts in every local authority. I recommend that provision is made to train all parenting experts on e-safety.	The plan commits to increasing the number of parenting experts but does not mention training them in online safety. The report does not specify where the parenting experts will be based or how many will be appointed. It is difficult to find out how successful this pledge was or whether it was implemented.

Video Game: stepping up efforts to ensure age-appropriate gaming There are other perspectives on the different possible approaches, and implementation of change will require full public consultation.	Do we think this has been achieved in 2018?
30. Sustained, high profile and targeted efforts by industry to increase parents' understanding and use of age-ratings and controls on consoles.	This remains unaddressed despite this being reiterated in the 2010 Byron Review.
31. That the statutory requirement to age classify games be extended to include those receiving 12+ ratings.	PEGI is now responsible for the age rating of boxed games.
32. In the context of this Review, where my remit has been to consider the interests of children and young people I recommend a hybrid classification system in which: BBFC logos are on the front of all games (i.e. 18, 15, 12, PG and U). PEGI will continue to rate all 3+ and 7+ games and their equivalent logos (across all age ranges) will be on the back of all boxes.	The Video Standards Council is responsible for the age rating as game, as part of PEGI. The BBFC is no longer involved in the age classification of games unless they feature what could be considered film footage, and the age limits of 3, 7, 12, 16 and 18 are used.
33. That the retail industry works together to develop and implement a more consistent approach to the sale of video games and better in-store information for parents, children and young people.	After the Byron Review, legislation was introduced to make it illegal to sell age-inappropriate items to children.
34. That there should be focused efforts to monitor enforcement of the statutory age ratings at the point of sale.	Legislation now exists.
35. That the advertising and video games industries work together to improve guidance on the appropriate targeting and content of video games adverts in line with age classifications. I also make suggestions for specific measures they should consider.	In the 2010 report, Byron called for a video games working group in order to further explore these issues, as they had not been addressed since 2008. The situation has not changed.
36. That console manufacturers work together to raise standards in parental controls on consoles, delivering clear and easy to use prompts and better information for parents on where console controls meet agreed standards.	Gaming is an area of online safety that continues to require attention.
37. That the BBFC and PEGI work together to develop a joint approach to rating online games and driving up safety standards for children and young people in the games, under the auspices of UKCCIS.	PEGI taking sole responsibility for age ratings meant a more consistent approach was achieved, this became law in 2010.
38. Government supports a dialogue between the games industry and the education sector to identify opportunities for the benefits of game-based learning to be evaluated in educational environments.	Incorporating gaming into learning is no longer considered a priority for government of children's organisations.

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