

Head Teacher: Mrs D Reynolds - BSc Hons QTS NPQH

Aim High

Never Give Up

Follow Your Dream

Lead By Example

E-Safety

Dear Parents/Guardians,

As a school, we have recently been advised around the high levels of concern regarding an app a number of children use called Musical.ly.

Musical.ly is a free social media music app where users can watch user generated lip sync video, and create video themselves lip-syncing or dancing to music available on the app. Live.ly is a supporting app which allows these videos to be performed and shared in real time (live). Musical.ly and Live.ly have over 80 millions users.

The terms and conditions of Musical.ly state that users should **not be under 13 years of age** and both apps have been given a rating of 12+ because they could contain:

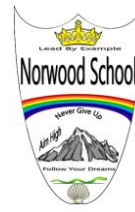
- mature suggestive themes
- alcohol, tobacco or drug use references
- profanity or crude humour
- sexual content and nudity
- cartoon or fantasy violence

As such, we strongly believe that this app is unsuitable for your children and that your child's account and apps should be **immediately deleted**. It is generally felt that Musical.ly and Live.ly **compromise our safeguarding** policy and the welfare of your child. This is because of the following **dangers**:

- **18+ content** including **nudity** and **swearing**, as well as adult concepts in the music lyrics
- Access to **pornography** and other **graphic** content
- The **location** of your child can be obtained easily
- **Bullying** in comments
- Profiles can be **public**, meaning that your child's details are accessible to anyone
- Live.ly live streaming **cannot be made private** even if you have the privacy settings set up.
- Many **fake** user accounts, used to **hijack** views, set up to **bully** or **groom** children.
- It is **not easy to report** accounts for being fakes or underage inside the app.
- There are many **underage accounts** with large amounts of followers.
- Fake Musical.ly apps on the app store that **charge** for download or offer followers

If you decide that your child is responsible and mature enough to use Musical.ly and Live.ly appropriately and understands the risks and dangers, then we strongly advise that you **put in place the following** measures:

- Ensure that your child's privacy settings are turned on
- Ensure that only people your child knows have access to their profile and videos
- Ensure that strangers following your child are blocked
- Show your children how to block inappropriate content
- Show your children how to report abuse
- Prevent in app purchases
- Monitor your child's use of the app
- Ensure that your child is not using the account of another child



Head Teacher: Mrs D Reynolds - BSc Hons QTS NPQH

Aim High


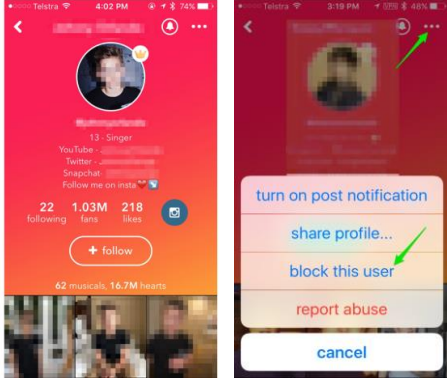
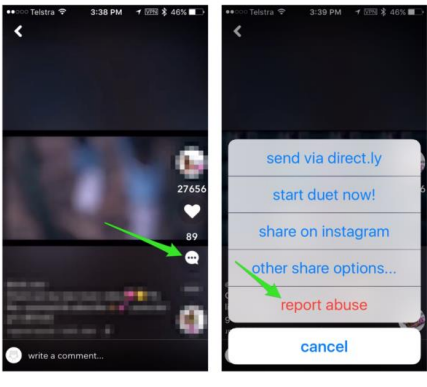
Never Give Up

Follow Your Dream

Lead By Example

Instructions on how to do this is below.

How To....

<p>...Assign Privacy Settings Privacy settings do not block adult content.</p> 	<p>...Prevent In App Purchases If your child's iTunes or Google Play account is linked to your credit card, make sure you turn off In App Purchases in the parental controls on your child's device for Apple devices through "Restrictions" or via your Google Play account.</p>
<p>...Block Users or Reporting Abuse To block a user, or report abuse go to their profile, press on the "..." in the upper right corner, and select appropriately.</p> 	<p>...Report Inappropriate Content To Report A Video For Abuse Or Adult content Click the 3 dots lower right column of the video and click report Abuse.</p> 

Please be aware that Norwood School takes all elements of children's safety and wellbeing very seriously and we work closely with many agencies such as The Child Exploitation and Online Protection Centre should concerns come to light.

If you have any concerns or questions, please talk to your child's class teacher or myself. Further information can be accessed at www.thinkuknow.co.uk.

Yours sincerely

Mrs D Reynolds
Head Teacher

