

Keeping Children Safe Online

A simple guide for parents and carers

Talk through these rules with your child and practise them together. Use simple examples for younger children and discuss chats, games, social media and AI with older children. Remind them that they can always ask for help.

Teach your child these safety rules

1 Keep personal information private

- Do keep your address, phone number, school name, live location and daily routine private. Use a nickname in games rather than your full name.
- Do use a strong, different password for each account. Keep passwords and sign in codes secret from friends and online contacts. Ask a parent to help protect your accounts.

2 Check who you are talking to

- Do remember that people online may pretend to be someone else, even a child. A profile photo, video call or friendly message does not prove who they are.
- Do not accept unknown friend requests or move into private chats with someone you only know online. Tell a trusted adult about secret chats, gifts or uncomfortable questions.
- Do not arrange to meet an online contact by yourself. Tell a parent before any meeting is considered.

3 Think before sharing photos or videos

- Do ask permission before sharing someone else's photo. Remember that messages and pictures can be copied, even when they are meant to disappear.
- Do not send nude pictures, pictures of private body parts or sexual videos. Do not ask anyone else for them. Say no to pressure and tell a trusted adult.
- If a picture has already been sent, ask for help straight away. You are not to blame if someone tricks, threatens or abuses you.

4 Stop and tell when something feels wrong

- Do close or leave content that frightens, upsets or confuses you. Tell a parent, teacher or another trusted adult. Keep telling until someone helps.
- Do not reply to threats or send money, gift cards or more pictures to stop blackmail. Stop contact and ask an adult to help you block and report the account.

The message every child should hear

You can tell me about anything online, even if you made a mistake or broke a rule. I will listen and help you.

5 Be kind and check before clicking

- Do treat people respectfully. Report bullying and get help for anyone being targeted.
- Do not join in hurtful group chats, spread rumours or forward embarrassing or sexual images. Do not use AI to make harmful or fake pictures of anyone.
- Do ask a parent before downloading apps, opening unexpected links, buying game items or accepting offers of free prizes. Do not copy dangerous online challenges.

6 Use AI and online advice carefully

- Do remember that AI is computer software, not a person. It can give wrong or unsafe answers. Ask a trusted adult about important advice or worrying content.
- Do not give chatbots private information or personal photos. Pictures, voices and videos can be changed or created by AI, so check before believing or sharing them.
- Do talk to a real trusted adult when you are upset or need help. Do not rely on a chatbot to keep you safe.

What parents should do

- Know the apps, games and websites your child uses. Explore them together and check age limits before allowing access. Do not help children bypass age checks.
- Set accounts to private. Limit messages to known contacts, turn off unnecessary location sharing and use parental controls on devices, games and apps. Review settings regularly; controls cannot remove every risk.
- Supervise younger children in shared spaces. Agree sensible limits and device free bedtime routines so online use does not replace sleep, exercise or family time.
- Ask before posting your child's photos. Limit who can see them and avoid showing their school, location or routine. Ordinary photos can also be copied or changed using AI.
- Keep talking calmly. Listen without blame if something goes wrong, so your child feels safe asking for help.

UAE social media age guidance

The UAE's June 2026 resolution sets a minimum age of 15 for personal accounts on X, Facebook, Instagram, Snapchat and TikTok, with extra safeguards for ages 15 to under 16. Platforms have a transition period of up to 12 months. Follow current UAE requirements and each service's age rules.

If something goes wrong

Contact the Designated Safeguarding Lead (DSL) in your school if you have a concern. For suspected child abuse in the UAE, contact 116111. If a child is in immediate danger, call Police 999.

Use the app's report and block tools. Keep usernames, dates and relevant messages where safe; do not delete possible evidence. Do not ask your child to show sexual images or download, copy or forward them. Seek police advice.

Safeguarding is everyone's responsibility.

Guidance checked October 2026

UAE Ministry of Family social media guidance <https://www.family.gov.ae/en/news/cabinet-children-social-media-access/>

UAE Government children's digital safety <https://u.ae/en/information-and-services/social-affairs/children/Childrens-digital-safety>

UK NSPCC online safety <https://www.nspcc.org.uk/keeping-children-safe/online-safety/>

UK CEOP guidance on blackmail and AI images <https://www.ceopeducation.co.uk/parents/>