SelfieCop

101

What it is & how it works

selfie cop

Download now at
www.selfiecop.com

'SelfieCop is a useful tool to help parents safeguard their children's online activities.'

Andrew Jackson, AntiBullying
Co-ordinator, ISPCC.

SelfieCop is FREE
till late 2016

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About SelfieCop

The purpose of SelfieCop is to help address the challenge of *Sexting* among young people.

Sexting occurs both via traditional MMS and (much more commonly) via social media/messaging apps, such as Kik, WhatsApp & more.

The key challenge of *Sexting* is that messages (originally intended for private viewing) may be shared, forwarded or otherwise made public without the consent of the person depicted.

The damage caused by such breaches of trust are evident across all age groups, but are particularly devastating for young people.

Young people & *Sexting*

By nature, children and young people are prone to impulsive behaviour and less likely to consider the repercussions of high-risk activity.

When combined with peer-pressure and easy access to technology & the web, this can increase the likelihood of *Sexting* and the chances that private messages will be shared.

SelfieCop as a tool against *Sexting*

In response, SelfieCop has developed a product to teach young people to use their smartphone cameras more safely. SelfieCop works in two ways;

1. Every time a camera is activated, it presents a set of reminders to kids that any photo or video they take may ultimately be seen by anyone.
2. SelfieCop also enables parents to review their child's photos & videos (if they so wish) to safeguard behaviour until they are more mature.

SelfieCop is aimed at kids aged about **7-13 years**, when they get their first smartphone.

The idea is to teach safe behaviours early, so when they are older (& a tool like SefieCop is less appropriate) they are more likely to Stop-&-Think before sharing an unsafe image.

SelfieCop in operation

In broad terms there are 2 ways to use SelfieCop...

Child-App only...

- Install the Child-App on your child's phone or tablet.
- Your child will see a safety reminder everytime their camera is turned 'on'.
- This teaches your child to STOP-&THINK before sharing a photo.

Child-App + Parent-App...

- Install the Parent-App onto the parent's smartphone.
- Link the Parent-App to the Child-App & share the encryption code.
- The parent can then see a copy of photos taken by their child.

The apps are linked using a private encryption code. (Note: SelfieCop staff do not have access to these codes and so cannot see images.)

Once activated, every time the child takes a photo or video, the Child App makes an encrypted, reduced-filesize ("thumbnail") copy of it and uploads it to the SelfieCop infrastructure.

To view these stored images, the parent must open the Parent App on their own device and click "Download images". Any images are then downloaded, decrypted and displayed to the parent for a maximum of 5 seconds before being permanently deleted.

Support for SelfieCop

SelfieCop has attracted a lot of attention, eg BBC Radio 5 and WIRED Magazine. It is supported by the many credible organisations, such as ISPCC and by officers in police forces such as Police Scotland.

SelfieCop operates from Dublin, Ireland.

Common questions

Is SelfieCop SpyWare?

No.

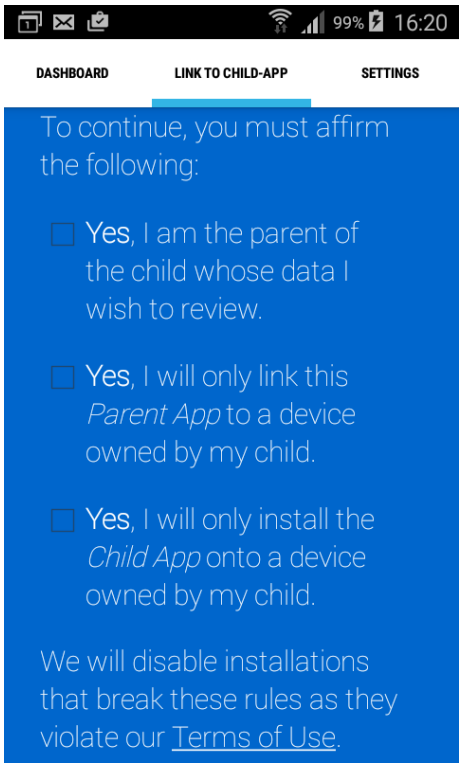
SelfieCop is always visible to the owner (the child) of the device upon which it is installed. For example:

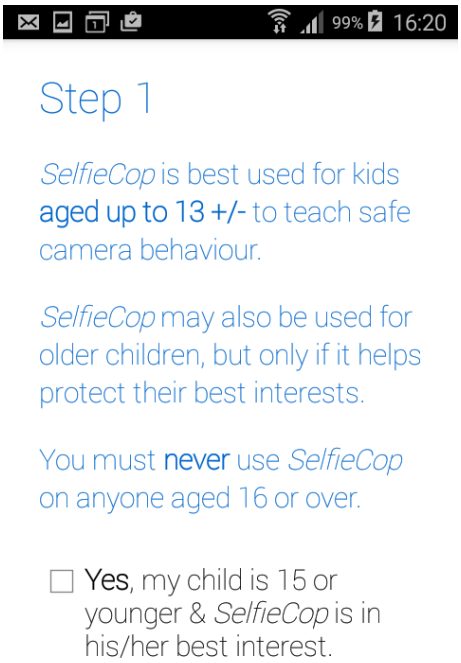
- The SelfieCop safety messages appear every time the camera is activated.
- The SelfieCop icon is also visible on the phone app list.

In addition, SelfieCop requires parents to **ask children for consent** to install the app during set-up. This is in reflection of children's "right to privacy".

If consent is refused, parents may elect to override refusal – but they are required to record that they do so with the intention of protecting the child's "best interest".

See sample screen grabs below from set-up flow in Parent-App (blue) and Child-App (white).





Step 2

A child's voice is important.

SelfieCop must **only** be installed with the awareness of your child.

To proceed, we must record your child's opinion about *SelfieCop*.

To continue, hand this device to your child. (Young children may need your help with this.)

Continue

Step 3

Your child has indicated that he/she does **not** want you to install *SelfieCop*.

Nevertheless, you may decide you wish to install the app, despite their lack of consent.

To do so, you need to confirm you believe it is in your child's best interests to use *SelfieCop*.

☐ **Yes**, I believe *SelfieCop* is in my child's best interest.

The aim is **not** to spy on you. The aim is to help you stay safe.

For example, if someone asks you to take a photo you don't like, you can tell them *'I can't. My parents will see it because of SelfieCop.'*

SelfieCop can only see photos or videos that you take with the camera on this phone.

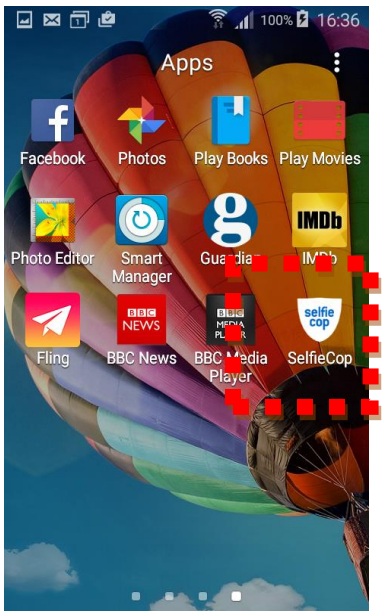
If you receive a photo from a friend, *SelfieCop* **cannot** see it.

☐ **Yes**, I agree to install.

☐ **No**, I prefer not to install.

SelfieCop “reminder” icon as it appears when camera is activated.

SelfieCop icon as it appears on phone icon list



Could I use SelfieCop to spy on my girlfriend, etc?

Yes, but with very poor results.

SelfieCop is not SpyWare, so the wife/husband/boyfriend/girlfriend will know immediately that it is installed.

(If the intention is to spy, there are far better SpyWare apps available. However, SpyWare apps have been deemed illegal in some jurisdictions.)

In addition, our *Terms of Use* only allow SelfieCop to be used by a parent/legal guardian with his/her child.

We also recommend that the app only be used on children aged **up to 13**.

Our service *may* be used on children up to aged 15 (if the parent believes it is in the child’s best interest), but we will not allow it to be used on anyone 16 or older.

Note: SelfieCop is unlikely to be effective on children aged 14 or older, as they are too technically knowledgeable.

Can SelfieCop be uninstalled by children?

Yes.

When installing the app, we recommend parents use the free service *AppLock* to prevent the child uninstalling SelfieCop. *AppLock* allows the parent to "lock" SelfieCop so the child has restricted access to it. [link]

(We are already working on a method to get this "AppLock" feature bundled in with SelfieCop, which will make it even harder to disable.)

Of course, this is a constant "arms-race", and clever kids could eventually find a way around *AppLock*. However, because our product is aimed at young kids (aged 8-13), the technical know-how of many is unlikely to allow that.

Why is SelfieCop different than other apps?

According to NSPCC existing Control Apps are too crude to address the issue of Sexting. The reason is they focus on blocking web content ***consumption***, not on detecting camera activity & image ***production***. [link]

In addition, parents want more sophisticated controls that can balance kids' digital freedom vs. safety.

SelfieCop's meets this need by alerting children to the effects of taking impulsive images and also sending parents a copy of photos & videos. This allows:

- Freer (but monitored) smartphone usage for kids.
- Peace-of-mind for parents.

STOP. THINK.
If you share this photo,
you can never take it back.
YOU ARE YOURSELF.
Be serious about your
right to privacy.
LISTEN TO YOURSELF.
You don't have to share
photos if you don't want to.
STOP. THINK.
If you share this photo,
you can never take it back.
TOMORROW MORNING.
Will you be so glad you
shared this photo then?
"I wish I had listened to that
voice in my head saying NO"
"My parents, my teachers.
Everyone saw it... I cry a lot."