

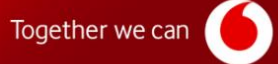


# everyone.connected

Hello!

Welcome to our Online Safety edition of our newsletter. On Safer Internet Day 2024, we launched our new campaign in partnership with NSPCC. Keep reading to find out more and how you can get involved.

February 2024



## Online Safety Edition



### AI 'Aggro-rithms': young boys are served harmful content within 60 seconds of being online

On Safer Internet Day 2024, Vodafone released a new film 'The Rise of the Aggro-rithm' to highlight the harmful AI algorithms targeting Britain's teen and tween boys.

Vodafone's new campaign reveals that six-in-ten (69%) boys aged 11-14 have been exposed to online content that promotes misogyny and other harmful views.

Over half (52%) are aware of and have engaged with content from influencers with ties to the manosphere, a term used to describe the network of online communities responsible for creating and promoting negative, often misogynistic content. 59% of boys are led to this content through innocent and unrelated searches due to AI algorithms.

Vodafone is calling on people to support Global Action Plan's petition and help keep the internet safe. The petition focuses on 'safety by design' and asks regulators to ensure tech platforms prioritise user safety in the design of their products and services. You can access Global Action Plan's [petition](#) through this link.

We have worked with NSPCC to develop our digital parenting hub including our new first phone toolkit below. You can access these resources [here](#).

**Nicki Lyons, Chief Corporate Affairs and Sustainability Officer at Vodafone UK,**

*"Every parent knows being online is part of everyday life for kids today – but it's imperative we don't miss the boat on AI when it comes to baking in safety at the start of the journey. This Safer Internet Day we have chosen to raise awareness of this issue and support Global Action Plan in their call for a safer internet. We've also created a new toolkit in partnership with NSPCC to help parents navigate the online world. We've been active in the digital parenting space for 14 years and we're committed to doing more in the future."*

### Check out our Toolkit in collaboration with NSPCC

**TRUST**  
IN PARTNERSHIP WITH  
NSPCC



Vodafone and NSPCC have created a new toolkit, in conjunction with children and parents, to support families in having online safety conversations around a variety of subjects including AI.

Help build TRUST with our safe phone toolkit. If you know a child is about to get their first phone or a new device, then it's a great idea to plan ahead for how they will use it safely. The NSPCC have created this toolkit to make it easier for families to feel confident about starting this journey together.

Check it out here: [NSPCC Phone Safety Toolkit](#)



### WHAT ELSE IS HAPPENING?

Useful links:

[everyone.connected news](#)  
[everyone.connected homepage](#)

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