Safer Internet Day 2025 | Tuesday 11 February
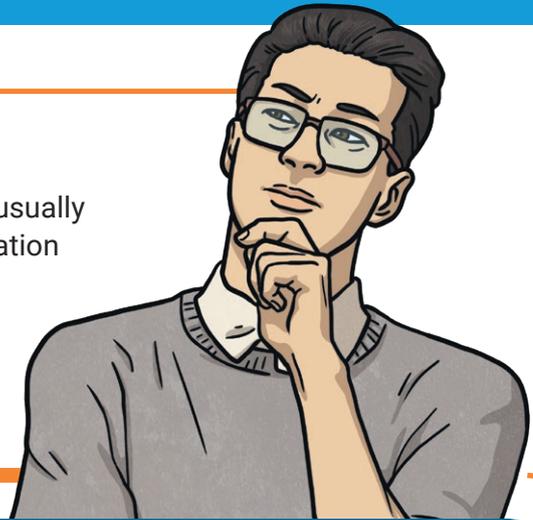Coordinated by the UK Safer Internet Centre
saferinternetday.org.uk

A Parent's Guide to Keeping Children Safe from Online Scams

What Is a Scam?

A scam is a type of fraud. It is a trick or scheme to usually try to get money, valuable items or personal information from someone.

Online scams can be found in email or messaging services, websites, social media platforms or gaming platforms.

What Scams Might Children Encounter Online?

Offers

Some online scams involve offering someone something such as a prize or free gift by clicking on a link or visiting a website. These links may contain malware or a form to gain personal information.

Phishing

Phishing involves a scammer luring someone to share personal information, install malware (disguised as helpful software) or send money by sending messages or creating web pages to impersonate a company or person. Phishing can occur through email, messaging services, phone calls, links in games, social media platforms or fake websites.
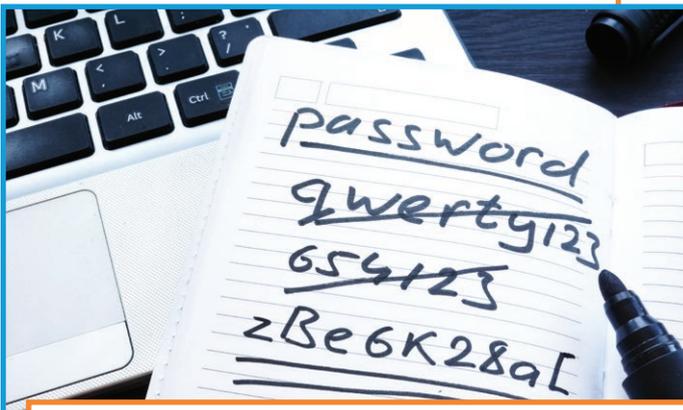
Messages

Scammers may contact you through a message or pop-up on a website that you didn't expect. These messages or pop-ups may ask you to send money, provide a link which contains malware or ask for personal information.

twinkl

A Parent's Guide to Keeping Children Safe from Online Scams

How Do I Protect My Child From Online Scams?

- Teach them to be sceptical and suspicious about what they see and read online. If something seems too good to be true, it probably is.

- Teach them to use strong passwords for any accounts they may have and to only share these passwords with a trusted adult.

- Remind them not to share personal information online such as in their profiles or when talking to someone online.

- Establish a safe environment and encourage them to speak to a trusted adult before clicking on any links or entering any information online.

- Regularly update privacy settings on all devices, apps, games and websites.

- Install and keep updated antivirus software on all devices.

What Is a Strong Password?

A strong password is a password that is hard for a person or computer program to guess. Strong passwords are long, contain special characters, numbers, uppercase and lowercase letters and no memorable words. These passwords should be updated regularly and should not be used across multiple accounts.

How Can I Find Out More Information About Online Scams?

There is plenty of help and advice available if you need more information about online scams or staying safe online.

The UK Safer Internet Centre's '**Guide and Resources Parents and Carers**' page offers tips, advice, guides and resources to help keep your child safe online.

twinkl