

## Cyber Safe and Savvy Students

### Internet Safety and Responsible Use - Instructional Scope and Sequence

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Grade	Make Good Choices	Addictive Access	Protect Personal Information & Reputation	Interact Safely With Others	Computer Security/ Terms of Use	Accidental Access	Behavioral Advertising	Social Networking Safety	Cyberbullying Electronic Aggression	Risky Sexual Activities & Relationships
Basic Issues. Be Cyber Savvy	<ul style="list-style-type: none"> <li>• Keep yourself safe. <ul style="list-style-type: none"> <li>- Risks and protective strategies.</li> </ul> </li> <li>• Do the right things. <ul style="list-style-type: none"> <li>- Respect right of others.</li> </ul> </li> <li>• Take responsibility for the well-being of others. <ul style="list-style-type: none"> <li>- Help or report.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Excessive involvement with technologies that is interfering with other activities that make life happy and healthy.</li> <li>• Indicators of concern.</li> <li>• Strategies to keep life in balance.</li> </ul>	<ul style="list-style-type: none"> <li>• Anything you post or send can sent to others and become public and will impact reputation, friendships, and opportunities.</li> <li>• Protecting different kinds of information: <ul style="list-style-type: none"> <li>- Interest.</li> <li>- Contact.</li> <li>- Financial/ identity.</li> <li>- Intimate.</li> <li>- Damaging.</li> <li>- About others.</li> <li>- About you posted by others.</li> <li>- Threats.</li> </ul> </li> <li>• Different places. <ul style="list-style-type: none"> <li>- Personal communication, profile with or without protection, web site form, public web site/group/ chat, pop-up/ email request.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Will interact with friends, acquaintances, friends-of-friends, strangers. <ul style="list-style-type: none"> <li>- Anyone could be safe or not.</li> <li>- Stranger could be fake/unsafe - harder to tell.</li> </ul> </li> <li>• Basic safety and protective features.</li> <li>• Watch out for <ul style="list-style-type: none"> <li>- Posers -lie.</li> <li>- Impersonators - pretend to be you.</li> <li>- Fakes - fake profile to trick you.</li> <li>- Griefers - cause grief.</li> <li>- Creeps -try to manipulate,</li> <li>- Downers - encourage doing harmful things.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Computer security.</li> <li>• Passwords.</li> <li>• Downloading.</li> <li>• Signs of concern.</li> <li>• Scams.</li> <li>• Terms of Use and AUPs prohibit actions that could cause harm to others or the system. <ul style="list-style-type: none"> <li>- When in school use the Internet for educational purposes.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Could accidentally access yucky stuff.</li> <li>• Strategies. <ul style="list-style-type: none"> <li>- Search engine is set to safe search.</li> <li>- Don't click on suspicious links.</li> <li>- Don't type URLs - use a search engine.</li> <li>- Never click on links in suspicious messages.</li> <li>- If anything yucky appears - turn off the screen and tell an adult - so you will not get into trouble and the computer can be fixed.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Kids, tweens, and teens are "hot prospects" in the eyes of online advertisers.</li> <li>• Market profiling - tracked and possibly tricked to provide personal information that is used to guide advertising. <ul style="list-style-type: none"> <li>- Profiling techniques.</li> <li>- Privacy policies.</li> </ul> </li> <li>• Targeted with advertising. <ul style="list-style-type: none"> <li>- Banner ads.</li> <li>- Advergaming</li> <li>- Permission marketing.</li> <li>- Viral marketing.</li> </ul> </li> <li>• Effective consumption.</li> </ul>	<ul style="list-style-type: none"> <li>• Use the protective features.</li> <li>• Protect your reputation.</li> <li>• Protect your circle of friends.</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention. <ul style="list-style-type: none"> <li>- Be careful about what you post so it can't be used against you.</li> <li>- Communicate respectfully.</li> </ul> </li> <li>• Self-help. <ul style="list-style-type: none"> <li>- Leave the site.</li> <li>- Block the person.</li> <li>- Say "stop."</li> <li>- File a complaint.</li> <li>- Ask a friend for help.</li> </ul> </li> <li>• Adult-help responses. <ul style="list-style-type: none"> <li>- Invisible help.</li> <li>- Contact parents.</li> <li>- School help.</li> <li>- Attorney or police.</li> </ul> </li> <li>• Don't cyberbully. <ul style="list-style-type: none"> <li>- People do not deserve to be hurt.</li> <li>- Will hurt you.</li> <li>- Don't retaliate.</li> </ul> </li> <li>• Help friends or report.</li> <li>• Stop or report flame wars.</li> </ul>	<ul style="list-style-type: none"> <li>• Teens are using technologies to pursue relationships. <ul style="list-style-type: none"> <li>- Underlying concerns are "fantasies," manipulation, control, and providing nude images.</li> </ul> </li> <li>• Unsafe cyberdating - fantasy love.</li> <li>• Online solicitation and grooming.</li> <li>• Abusive partners.</li> <li>• Nude images.</li> <li>• Help friends.</li> </ul>

Grade	Make Good Choices	Addictive Access	Protect Personal Information & Reputation	Interact Safely With Others	Computer Security/ Terms of Use	Accidental Access	Behavioral Advertising	Social Networking Safety	Cyberbullying Electronic Aggression	Risky Sexual Activities & Relationships
K-1 Parents must be responsible for setting up safe places and communication.	<ul style="list-style-type: none"> <li>Use safe sites.</li> <li>Ask if you want to go to new site.</li> </ul>		<ul style="list-style-type: none"> <li>Be the best you can be online.</li> <li>Never type your name, address, or phone number.</li> </ul>			<ul style="list-style-type: none"> <li>If anything yucky appears - turn off the screen and tell an adult.</li> </ul>				
2-3 Parents must be responsible for setting up safe places and communication.	<ul style="list-style-type: none"> <li>Use safe sites.</li> <li>Ask if you want to go to new site.</li> </ul>	<ul style="list-style-type: none"> <li>Have fun online but make sure you do other fun things and get together with your friends.</li> </ul>	<ul style="list-style-type: none"> <li>Be the best you.</li> <li>Remember, anything you post or send can be sent to others.</li> <li>Never type name, address, phone number, send a picture, or complete a form without permission.</li> </ul>	<ul style="list-style-type: none"> <li>Only communicate with friends through personal communications - email, instant messaging.</li> <li>Okay to communicate with strangers on safe kid's sites.</li> </ul> <p>Dealing with hurtful communications is addressed in this section for this grade level.</p>	<ul style="list-style-type: none"> <li>Use a safe password with letters and numbers.</li> <li>Don't share passwords.</li> <li>If your computer acts weird - tell a parent.</li> <li>Terms of use prohibit hurtful speech - is addressed in electronic aggression.</li> </ul>	<ul style="list-style-type: none"> <li>If anything yucky appears - turn off the screen and tell an adult.</li> </ul>	<ul style="list-style-type: none"> <li>Spot the ads. <ul style="list-style-type: none"> <li>Banner ads.</li> <li>Advergaming</li> </ul> </li> <li>Remember, you do not have to buy what you see advertised.</li> </ul>		<ul style="list-style-type: none"> <li>Terms of use prohibit hurtful speech.</li> <li>If you receive a hurtful message on a public site - do not respond, leave, ask for help.</li> <li>If you receive a hurtful message from a friend - calmly say stop and ask for help.</li> <li>Don't send hurtful messages.</li> </ul>	

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<p>4-5 Starting to engage in more online activities on their own and with other students. Can begin to engage in problem-solving. Hopefully parents are keeping them off social networking sites for teens/adults.</p>	<ul style="list-style-type: none"> <li>• What you do online will affect how others think about you.</li> <li>• Think about what might happen to you or others.</li> <li>• Use questions to decide if this is a good choice - including AUP.</li> <li>• Help friends and others.</li> <li>• Watch out for online “traps” that lead to bad choices. <ul style="list-style-type: none"> <li>- Misperception of invisibility - not invisible and you know it is not okay.</li> <li>- Lack of feedback - think about consequences and don't trust everything people tell you online.</li> <li>- Act fast and send material in permanent electronic form - think before you act.</li> <li>- Everybody does it - think for yourself.</li> <li>- Think that because you can, it is okay - just because you can doesn't make it right.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Keep your life in balance.</li> <li>• Ask questions. <ul style="list-style-type: none"> <li>- Too much time.</li> <li>- Instead of doing other fun things.</li> <li>- Argue with parents.</li> </ul> </li> <li>• Take charge of your time. <ul style="list-style-type: none"> <li>- Set goals and track time.</li> <li>- Have fun with friends and family.</li> <li>- Do homework, chores, physical activities.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Anything you post or send can be sent to others and become public.</li> <li>• Protect yourself <ul style="list-style-type: none"> <li>- show the best you.</li> <li>- Protect personal contact and passwords.</li> <li>- Safely share personal interest.</li> <li>- Never post anything that would make people think you are vulnerable, unkind or make bad choices. Never share information you want kept secret.</li> <li>- Tell a parent if someone has posted bad material about you.</li> <li>- Be respectful when you share information about others.</li> <li>- Don't post threats. Show threats to an adult.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• You will connect with friends and strangers. Any can be safe or not. <ul style="list-style-type: none"> <li>- Use a safe username.</li> <li>- Use the protective features.</li> <li>- Know how to save, block, file a complaint wherever you communicate.</li> <li>- Connect only with friends through personal communication <ul style="list-style-type: none"> <li>- email, instant messaging.</li> </ul> </li> <li>- Connecting with strangers is okay on safe kid's sites.</li> <li>- But watch out for creeps - overly friendly, weird, hurtful.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• You have to do your part. <ul style="list-style-type: none"> <li>- Ask parents before you register on new sites. Some may not be safe.</li> <li>- Use a safe password with letters and numbers - don't share except with parent.</li> <li>- Make sure browser blocks pop-ups and search is filtered.</li> <li>- Ask before you download.</li> <li>- Never reply to requests for name, address, or password.</li> <li>- If your computer acts weird - tell an adult.</li> </ul> </li> <li>• Terms of use prohibit hurtful speech - is addressed in Electronic Aggression.</li> <li>• AUP is addressed in making good choices.</li> </ul>	<ul style="list-style-type: none"> <li>• Ways to avoid accidental access. <ul style="list-style-type: none"> <li>- Search engine is set to safe search.</li> <li>- Don't click on suspicious links.</li> <li>- Don't type URLs - use a search engine.</li> <li>- Never click on links in suspicious messages.</li> <li>- If anything yucky appears - turn off the screen and tell an adult.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Advertisers want you to nag your parents to buy.</li> <li>• Spot the ads. <ul style="list-style-type: none"> <li>- Banner ads.</li> <li>- Advergaming.</li> <li>- Invitations to sign up to receive ads.</li> <li>- Send ads to friends.</li> </ul> </li> <li>• Quizzes or games that ask what you like to buy or do are market profiling - used to decide what ads to show you. <ul style="list-style-type: none"> <li>- Ask your parent before you provide this information.</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• Terms of use prohibit hurtful speech.</li> <li>• Don't put yourself at risk by posting material others could use against you, accidentally insulting others, or hanging around wrong places.</li> <li>• If targeted, don't retaliate.</li> <li>• Self-help. <ul style="list-style-type: none"> <li>- If on public site - leave, ignore, file complaint.</li> <li>- If someone you know - calmly tell to stop, block, file complaint.</li> <li>- If this does not work - ask parent for help.</li> </ul> </li> <li>• Don't be a cyberbully. <ul style="list-style-type: none"> <li>- People don't deserve to be treated badly.</li> <li>- You will also hurt yourself.</li> <li>- Don't retaliate online.</li> <li>- If made a mistake - apologize.</li> </ul> </li> <li>• Be a friend. <ul style="list-style-type: none"> <li>- Help or tell an adult.</li> </ul> </li> </ul>	

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<p>6-8</p> <p>Recognize that by the time they are 13, they are able to participate in all general online environments, except for those that are for adults only - but many are already on these sites by 6th grade.</p> <p>It may be appropriate to use the materials for older grades. For example - use 6-8 materials in 5th grade after sex education or use 9-12 materials in 7th or 8th grade.</p> <p>Alternatively, use the materials appropriate for the grade level - but be prepared to discuss the issues set forth in the materials for the higher grade level.</p>	<ul style="list-style-type: none"> <li>• What you do online will affect how others think about you.</li> <li>• Ask good questions. <ul style="list-style-type: none"> <li>- What is happening?</li> <li>- What might happen and would this be good or bad?</li> <li>- What could you do?</li> </ul> </li> <li>• Stop and Think. <ul style="list-style-type: none"> <li>- Questions that can help guide self-reflection.</li> </ul> </li> <li>• Watch for online “traps” that lead to bad choices. <ul style="list-style-type: none"> <li>- Misperception of invisibility - not invisible and you know it is not okay.</li> <li>- Lack of feedback - think about consequences and don’t trust everything people tell you online.</li> <li>- Act fast and send material in permanent electronic form - think before you act.</li> <li>- Everybody does it - think for yourself.</li> <li>- Think that because you can, it is okay - just because you can doesn’t make it right.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Keep your life in balance.</li> <li>• Ask questions. <ul style="list-style-type: none"> <li>- Too much time.</li> <li>- Instead of doing other fun things.</li> <li>- Always thinking about online.</li> <li>- Argue with parents.</li> </ul> </li> <li>• Take charge of your time. <ul style="list-style-type: none"> <li>- Set goals and track time.</li> <li>- Have fun with friends.</li> <li>- Do homework, chores, family, physical.</li> <li>- Avoid online when doing homework.</li> <li>- Turn cell phone off at night.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Anything you post or send can be sent to others and become public - show the best you.</li> <li>• Use protective features. <ul style="list-style-type: none"> <li>- Don’t share personal contact, financial, and identity without parent permission.</li> <li>- Safely share personal interest.</li> <li>- Never post or send anything that would make people think you make bad choices.</li> <li>- Never share information you want kept secret.</li> <li>- Be respectful when you share information about others.</li> <li>- Tell your parent if someone has shared inappropriate information about you.</li> <li>- Never post material someone might think is a threat.</li> <li>- Show threatening material to an adult.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Connect with friends, acquaintances friend-of-a-friend, and strangers.</li> <li>• Basic safety <ul style="list-style-type: none"> <li>- Safe username.</li> <li>- Know how to save, block, file complaint.</li> </ul> </li> <li>• Connect with friends through personal communications. <ul style="list-style-type: none"> <li>- Use protective features.</li> <li>- Check with parents before adding others.</li> </ul> </li> <li>• Connect with strangers only on safe public sites.</li> <li>• Watch out for: <ul style="list-style-type: none"> <li>- Posers - present false information.</li> <li>- Impersonators - pretend to be you.</li> <li>- Fakes - fake profiles set up to humiliate.</li> <li>- Griefers - want to cause grief.</li> <li>- Creeps - try to manipulate.</li> <li>- Downers - encourage unsafe acts.</li> </ul> </li> <li>• If want to meet with someone, there could be risks. <ul style="list-style-type: none"> <li>- Create safety plan, meet in public place with parent.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• You have to do your part. <ul style="list-style-type: none"> <li>- Ask parents before you register on new sites.</li> <li>- Use a safe password.</li> <li>- Make sure browser blocks pop-ups and search is filtered.</li> <li>- Download only from sites your parents have approved.</li> <li>- Never reply to requests for name, address, password.</li> <li>- If computer acts weird - tell an adult.</li> <li>- Don’t open stranger email messages.</li> <li>- If computer starts acting weird, tell your parent.</li> <li>- Watch out for scams - offers of something cool for free or threats something bad will happen.</li> </ul> </li> <li>• Terms of use/ AUPs prohibit harmful or inappropriate activities. <ul style="list-style-type: none"> <li>- Restricted Internet use in schools/work.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Warning - this kind of material often comes with malware.</li> <li>• Ways to avoid accidental access. <ul style="list-style-type: none"> <li>- Make sure parents have installed security, block pop-ups.</li> <li>- Search engine is set to safe search.</li> <li>- Don’t click on suspicious links.</li> <li>- Don’t type URLs - use a search engine.</li> <li>- Never click on links in suspicious messages.</li> <li>- If anything gross appears - turn off the screen and tell an adult - so you will not get into trouble and the computer can be fixed.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Advertisers want you to nag your parents to buy.</li> <li>• Market profiling - tracked and possibly tricked to provide personal information that is used to guide advertising. <ul style="list-style-type: none"> <li>- Profiling techniques - quizzes or games that ask what you like to buy or do are market profiling - recognize the profiling and ask your parent.</li> <li>- Read the privacy policies.</li> </ul> </li> <li>• Targeted - advertising techniques. <ul style="list-style-type: none"> <li>- Banner ads.</li> <li>- Advergaming</li> <li>- Permission - invitations to sign up to receive.</li> <li>- Buzz - send ads to friends.</li> </ul> </li> <li>• Be a wise consumer. <ul style="list-style-type: none"> <li>- Research products and services.</li> <li>- Avoid sites with advertising that says you have to buy to be “cool.”</li> </ul> </li> </ul>	<p>Most students in grades 6-8 should not be on the teen/ adult social networking sites because they are under 13 - but most are. Rather than creating the appearance of “approval” with a separate section on social networking - key protections are addressed in two other sections - Protect Information and Reputation &amp; Interact Safely With Others.</p> <ul style="list-style-type: none"> <li>• Use protective features to limit access.</li> <li>• Protect your reputation when you post.</li> <li>• Connect with friends only -</li> <li>• Ask parent permission to add an acquaintance or friend-of-a-friend.</li> </ul>	<ul style="list-style-type: none"> <li>• Don’t put yourself at risk by posting material others could use against you, accidentally insulting, hanging around wrong places.</li> <li>• If targeted, don’t retaliate.</li> <li>• Self-help. <ul style="list-style-type: none"> <li>- Public site - leave, ignore, file complaint.</li> <li>- Someone you know - calmly tell to stop, block, file complaint.</li> <li>- If does not work - tell an adult.</li> </ul> </li> <li>• Ways adults can help. <ul style="list-style-type: none"> <li>- Help you respond.</li> <li>- Talk to parents.</li> <li>- Contact school.</li> <li>- Contact attorney or police.</li> </ul> </li> <li>• Don’t be a cyberbully. <ul style="list-style-type: none"> <li>- People don’t deserve to be treated badly.</li> <li>- You hurt yourself.</li> <li>- Don’t retaliate online.</li> <li>- If made a mistake - apologize.</li> </ul> </li> <li>• Be a friend. <ul style="list-style-type: none"> <li>- Help or report.</li> </ul> </li> <li>• Stop or report flame wars.</li> </ul>	<ul style="list-style-type: none"> <li>• You can get to know people through online communications ~ but avoid actions that could lead you to get hurt or damage your reputation.</li> <li>• If anyone tries to get you to talk about sex online, tell an adult.</li> <li>• Watch out for “fantasy relations.”</li> <li>• Don’t allow someone to use cellphones or the Internet to control you.</li> <li>• Don’t create and send ~ or try to obtain ~ nude sexy images.</li> </ul>

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<p>9-12 Likely appropriate for 7th or 8th grade.</p> <p>Difficult age because they think they "know it all." So indicate that they likely do understand most of this. But that information will be helpful when talking with younger friends or siblings or friends who are not making good choices. (They all likely know friends who are not making good choices.) You can also tell them that many adults are making mistakes.</p>	<ul style="list-style-type: none"> <li>• What you do online will affect how others think about you.</li> <li>• Read with your eyes open.</li> <li>• Ask good questions. <ul style="list-style-type: none"> <li>- What is happening?</li> <li>- What might happen and would this be good or bad?</li> <li>- What could you do?</li> </ul> </li> <li>• Stop and Think. <ul style="list-style-type: none"> <li>- Questions that can help guide self-reflection.</li> </ul> </li> <li>• Watch for online "traps." <ul style="list-style-type: none"> <li>- Misperception of invisibility - not invisible and you know it is not okay.</li> <li>- Lack of feedback - think about consequences and don't trust everything people tell you online.</li> <li>- Act fast and send material in permanent electronic form - think before you act.</li> <li>- Everybody does it - think for yourself.</li> <li>- Think that because you can, it is okay - just because you can doesn't make it right.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Keep your life in balance.</li> <li>• Ask questions. <ul style="list-style-type: none"> <li>- Too much time.</li> <li>- Instead of doing other fun things.</li> <li>- Always thinking about online.</li> <li>- Argue with parents.</li> </ul> </li> <li>• Take charge of your time. <ul style="list-style-type: none"> <li>- Set goals and track time.</li> <li>- Have fun with friends.</li> <li>- Homework, chores, family, physical.</li> <li>- Avoid online when doing homework.</li> <li>- Cell phone off at night.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Anything you post or send can be sent to others and become public.</li> <li>• Protect yourself <ul style="list-style-type: none"> <li>- show the best you.</li> <li>- Safely share personal interest.</li> <li>- Protect personal contact, financial, identity, and passwords.</li> <li>- Never post or send anything that would make people think you make bad choices.</li> <li>- Never share information you want kept secret.</li> <li>- Be respectful when you share information about others.</li> <li>- If someone has shared inappropriate information about you demand that it be removed and tell your parent.</li> <li>- Never post material someone might think is a threat.</li> <li>- Show threatening material to an adult.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Connect with friends, acquaintances friend-of-a-friend, and strangers.</li> <li>• Basic safety <ul style="list-style-type: none"> <li>- Safe username.</li> <li>- Know how to save, block, file complaint.</li> </ul> </li> <li>• Connect with friends, acquaintances, friends-of-a-friend - but not strangers - through personal communications.</li> <li>• Strangers only on safe sites.</li> <li>• Watch out for: <ul style="list-style-type: none"> <li>- Posers - present false information.</li> <li>- Impersonators - pretend to be someone.</li> <li>- Fakes - fake profiles set up to humiliate.</li> <li>- Griefers - want to cause grief.</li> <li>- Creeps - try to manipulate.</li> <li>- Downers - encourage unsafe actions.</li> </ul> </li> <li>• If want to meet with someone you met online. <ul style="list-style-type: none"> <li>- Safety plan, parent approval, public place with friends, escape plan.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• You have to do your part. <ul style="list-style-type: none"> <li>- Make sure computer has all security.</li> <li>- Use a safe password with letters and numbers.</li> <li>- Make sure browser blocks pop-ups and search is filtered.</li> <li>- Download only from legitimate sites.</li> <li>- Never reply to requests for name, address, password.</li> <li>- Don't open strange email messages or click on attachments.</li> <li>- If computer starts acting weird, tell your parent so can fix security.</li> <li>- Watch out for scams - offers of something cool for free or threats something bad will happen.</li> </ul> </li> <li>• Terms of use/ AUPs prohibit harmful or inappropriate activities.</li> <li>- Restricted Internet use in schools/work.</li> </ul>	<ul style="list-style-type: none"> <li>• Warning - this kind of material often comes with malware.</li> <li>• Ways to avoid accidental access. <ul style="list-style-type: none"> <li>- Make sure computer has security. Block pop-ups. Search engine set to safe search.</li> <li>- Don't click on suspicious links.</li> <li>- Don't type URLs - use a search engine.</li> <li>- Never click on links in suspicious messages.</li> <li>- If anything gross appears - turn off the screen and tell an adult - so will not get into trouble and computer can be fixed.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Advertisers want you to buy or nag your parents to buy.</li> <li>• Market profiling - tracked and possibly tricked to provide personal information that is used to guide advertising. <ul style="list-style-type: none"> <li>- Profiling techniques - quizzes or games that ask what you like to buy or do are market profiling - recognize the profiling and ask your parent.</li> <li>- Read the privacy policies.</li> <li>- Look for "opt outs."</li> </ul> </li> <li>• Targeted - advertising techniques. <ul style="list-style-type: none"> <li>- Banner ads.</li> <li>- Advergaming</li> <li>- Permission - invitations to sign up to receive.</li> <li>- Buzz - send ads to friends.</li> </ul> </li> <li>• Be a wise consumer. <ul style="list-style-type: none"> <li>- Research products and services.</li> <li>- Make wise decision.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Use protective features to limit access. <ul style="list-style-type: none"> <li>- Remember, protected does not mean "private."</li> </ul> </li> <li>• Protect your reputation when you post. <ul style="list-style-type: none"> <li>- Do not post material that could harm you or others.</li> </ul> </li> <li>• Keep your circle of friends secure. <ul style="list-style-type: none"> <li>- Connect with friends. Be careful when friending an acquaintance or friend-of-a-friend.</li> <li>- Keep posers, impersonators, fakes, griefers, creeps, and downers out of your circle of friends.</li> <li>- If you "friend" a real friend could think this person is safe and be hurt.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Don't put yourself at risk by posting material others could use against you, accidentally insulting, hanging around wrong places.</li> <li>• If targeted, don't retaliate.</li> <li>• Self-help. <ul style="list-style-type: none"> <li>- Public site - leave, ignore, file complaint.</li> <li>- Someone you know - calmly tell to stop, block, file complaint.</li> <li>- If does not work - tell an adult.</li> </ul> </li> <li>• Ways adults can help. <ul style="list-style-type: none"> <li>- Help you respond.</li> <li>- Talk to parents.</li> <li>- Contact school.</li> <li>- Contact attorney or police.</li> </ul> </li> <li>• Don't be a cyberbully. <ul style="list-style-type: none"> <li>- People don't deserve to be treated badly.</li> <li>- You hurt yourself.</li> <li>- Don't retaliate online.</li> <li>- If made a mistake - apologize.</li> </ul> </li> <li>• Be a friend. <ul style="list-style-type: none"> <li>- Help or report.</li> </ul> </li> <li>• Stop or report flame wars.</li> </ul>	<ul style="list-style-type: none"> <li>• With personal relationships, the Internet can help or hurt.</li> <li>• Online seduction and grooming. <ul style="list-style-type: none"> <li>- Could be teen or adult - stranger or not.</li> <li>- Grooming techniques (creep).</li> <li>- Don't attract - sexy images, username.</li> <li>- Realities of online sexual partners.</li> <li>- What to do.</li> </ul> </li> <li>• Unsafe cyberdating and fantasy love. <ul style="list-style-type: none"> <li>- Think you are in love when you don't really know the person - watch out for and end respectfully.</li> </ul> </li> <li>• Abusive partners use for control. <ul style="list-style-type: none"> <li>- Get help to get away.</li> </ul> </li> <li>• Teen-produced sexual images. <ul style="list-style-type: none"> <li>- Don't create, post, send.</li> <li>- Don't demand or trick.</li> <li>- Report if someone is exploiting you.</li> <li>- Don't forward.</li> </ul> </li> <li>• If you think your friend is at risk - talk with your friend or tell an adult.</li> </ul>

