

## MEDIA PACK

# Show you care about keeping children safe online

### KEY FACTS – ParentZone.org.uk

- Very low bounce rate (**3.63%**) indicating positive engagement with content.
- Even gender split: **45%** female; **55%** male.
- Young, switched on user demographic: **76.5%** of visitors to [ParentZone.org.uk](https://ParentZone.org.uk) are **under 45**.
- Professional user-base. Our members include teachers, social workers, police officers, digital managers.

### Why Parent Zone?

‘Parent Zone reviews are trusted because we are experts in safety. As part of the government working group that created the current social media safety guidelines for children, we know the rules because we helped write them! We also know families. We go into schools to talk to them directly about how they use the internet and what they expect from the tech they buy. A Parent Zone stamp of approval comes from experts – and that’s important to parents when it comes to thinking about keeping their children safe online.’

**Vicki Shotbolt, CEO Parent Zone, executive board member of the UK Council for Child Internet Safety and Digital Safety Entrepreneur of the Year 2016**



## Who are we?

- **Parent Zone** has over 10 years' experience of looking after the interests of families. Our commitment to improving outcomes for children and helping families make the most of the digital age means we are the only organisation to represent parents on the executive board of the [UK Council for Child Internet Safety](#) (UKCCIS).
- Our **Digital Schools programme** and training sees us going into schools to talk directly to families about their use of tech and concerns over children's safety online.
- We communicate directly with parents and teachers by producing [Vodafone Digital Parenting magazine](#) and publishing [Parent Info](#), an advice and information service used by thousands of schools up and down the country, in partnership with **CEOP**, part of the National Crime Agency.
- We have worked with tech giants such as **Microsoft** and **Google** to help educate and inform parents on ways to keep their children safe online while learning to become confident digital citizens.
- We want to help companies find the parents who are looking for great products - as long as those products meet our exacting standards!



For your service or product to become a Parent Zone Family Champion, submit it to us for review by one of our expert testers. You will receive expert feedback and if it receives a four star or higher review, it will qualify to carry the Parent Zone Family Champion logo on its packaging and publicity material.

**A Parent Zone Family Champion review costs £1500 + VAT.**

Please contact [yasmin@parentzone.org.uk](mailto:yasmin@parentzone.org.uk) to find out more.

