

Largest ever survey into children's use of online games and social networks launched by 'The i in online' campaign

Over 28,000 school children from 121 schools, in countries including the UK, Canada, Ireland and the US, will tomorrow take part in an online workshop and survey to ~~mark~~coincide with Data Protection Day.

The workshop and survey have been organised by City law firm Speechly Bircham, whose charity 'The i in online' ~~campaign~~, launched in January 2009~~10~~, aims to educate children, teenagers, their parents and teachers on the practical issues associated with the management of personal data online.

The online workshop will teach 28,000 children, aged 8 to 18~~[INSERT]~~ how to protect their personal information online, particularly in games and on social networking sites, via an interactive microsite [INSERT LINK].

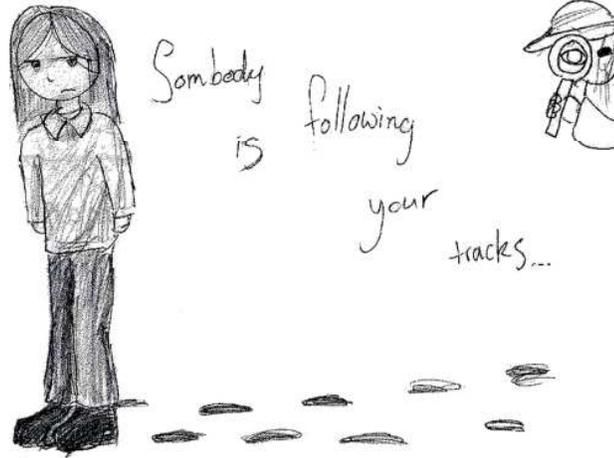
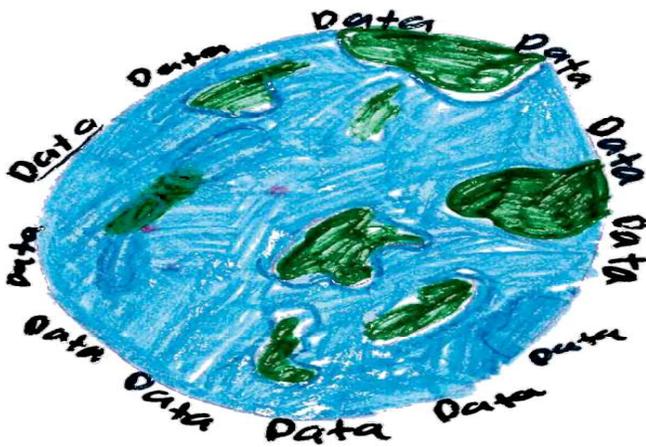
The survey will ask the children about their attitudes to privacy settings and online safety~~browsing habits~~, and also ask them to choose visual icons they believe best represent how much personal information they divulge online and the value of data protection. These icons, which have been created by children working with 'The i in online', will be refined and used to create a 'highway code' for ~~the~~ internet privacy, which it is hoped will be adopted by websites to help inform users.

Last year, a similar survey of 4,000 children by 'The i in online', revealed that 60% of UK children had not read the privacy policies of websites, with many finding visual icons easier to understand than wordy terms.

Founder of 'The i in online', Speechly Bircham Partner Robert Bond, comments: "We believe that education, not prohibition, is the best way to keep children safe online. Through our workshops we can teach children their rights and responsibilities – after all many do not even know they have data protection rights.

"The information gleaned from the survey will provide one of the clearest pictures so far of how school children view online privacy and interact with social networking sites. This will help us to develop more techniques for educating children, their parents and teachers on how data needs to be managed."

Some of the icons that the children will be asked to choose from appear below:



Notes to editors

| The i in online www.theiinonline.org: Established in 2009/~~2010~~ by Speechly Bircham, to educate children, teenagers, their teachers and parents, on the practical and legal issues associated with the management and mismanagement of personal data online and in particular on social networking sites.

| The initiative provides **primary**, secondary schools and youth clubs across the UK with free bespoke interactive training sections to highlight the legal and regulatory aspects of online data management and advise how best to manage online privacy.

| The i in online **campaign** has brought together a consortium of in-house counsel including: The Walt Disney Company, UK; Turner Broadcasting; BBC; Sky; Channel 4 and Nickelodeon, as well as law students from BPP law school and other market-leading law firms.

The firm: Speechly Bircham is a full-service law firm with over 250 lawyers, headquartered in London. We work with businesses and private clients across the UK and internationally and focus on the financial services, private wealth, technology, real estate and construction sectors.

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