



[www.selfiecop.com](http://www.selfiecop.com)

*SelfieCop protects kids by allowing parents to see every photo/video taken on their child's smartphone.*



# *Why is an app like SelfieCop needed?*

80% teens use a smartphone

And this number is growing monthly as feature phones die. [Ref: dosomething .org]

Built-in cameras are **pervasive**

Plus, photos & videos are among the most used features. [Ref: monitor.org.uk]

But, 90% of use is uncontrolled

Among teens this is creating a *“A perfect storm of technology & hormones”* [Ref: Andrews. ISLT / Cotter & McGilloway, 2011]



# *Sexting has filled this void*

**60%** of teens asked to sext

Over half of 13 to 19 year olds have been asked for sexual images. [NSPCC, 2013]

**25%** of kids are now sexting

Such activity often starts as young as ten years old. [Griffin 2014]

**86%** of sexters are sexually active

This contrasts with just **57%** of non-sexters.  
[Houck et al. 2014 ; Englander, 2012]

# *Sexting is having devastating consequences*

## A damning form of **bullying**

Cyberbullying is linked to severe emotional distress. [Cotter, McGilloway, 2011].

## A potentially **criminal** action

Sexting has led to charges of distribution of child pornography. [An Garda Síochána, 2014]

## It destroys reputations - & **futures**

Sexting increases the risk of suicidal ideation amongst teens. [Kim/Leventhal 2008]

# SelfieCop can help in 3 concrete ways

1. It **Deters** unsafe behaviour

SelfieCop forces kids to STOP & THINK *"Do I really want Mum & Dad to see me like this?"*

3. It **Defuses** potential crises

SelfieCop gives parents time to act & prevent reputational damage before it begins.

2. It **Detects** unsafe images

SelfieCop gives parents a visual early warning system for unsafe behaviour.



# *Who is SelfieCop for?*

Parents with kids aged 6-16 yrs

At this age parents have a good chance of shaping long-term behaviour.

Children are stakeholders too

To deter unsafe behaviour, kids **must** know parents can see all their photos & videos.

But, **no-one** else!

SelfieCop is **NOT** spyware! We disable accounts that are not a parent/ legal guardian & child.

# How SelfieCop works

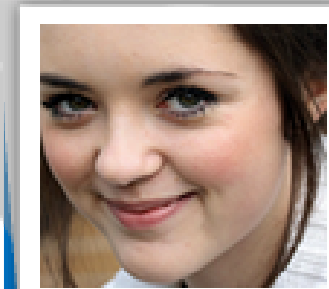
## 1. First, install the app

Install SelfieCop on a child's phone or tablet & lock it with a password.



## 2. It detects camera activity

From then on, every time the child takes a photo or video...



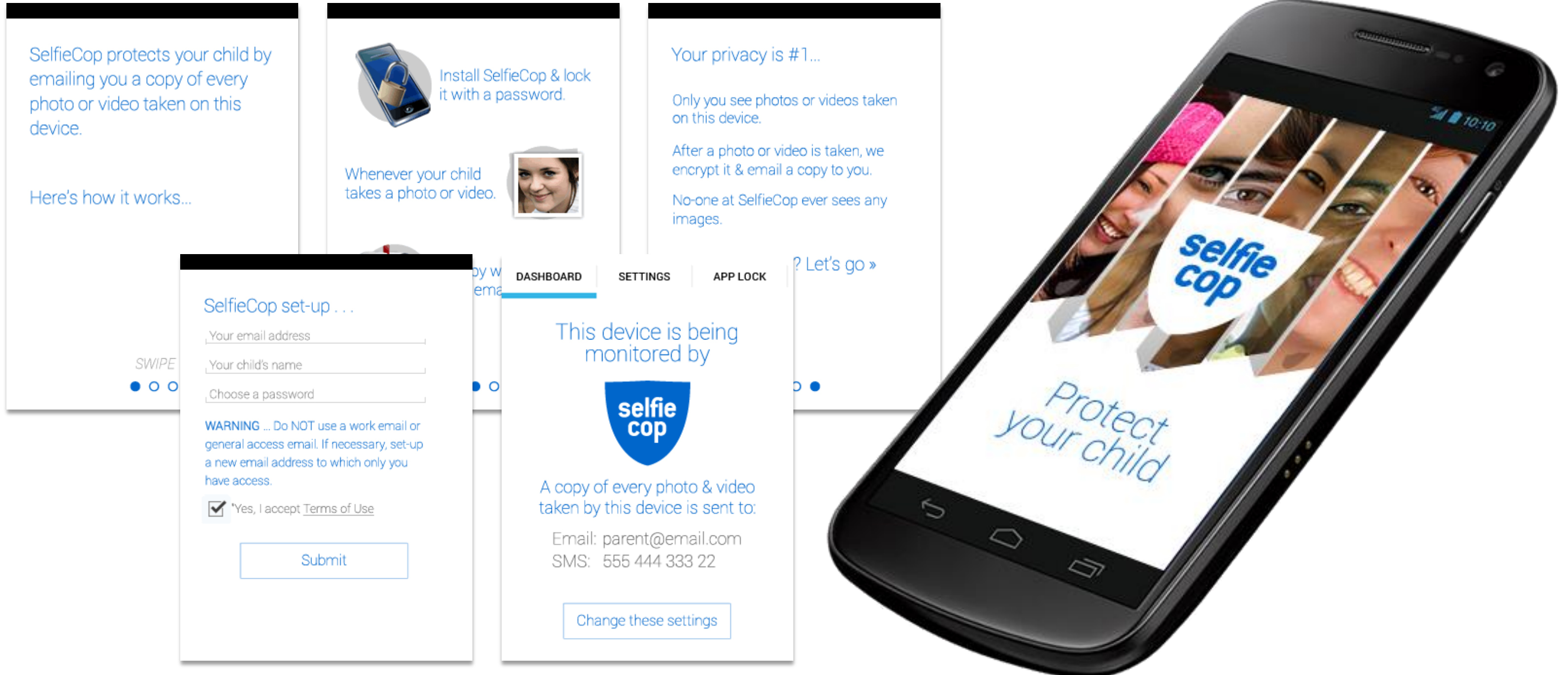
## 3. And emails alerts

...SelfieCop immediately emails parents with a secure copy of it.





# A quick look at the App...



# *A word about privacy & security*

A background image of a smartphone. The screen shows a grid of several small photos of children's faces. Overlaid on the screen is a logo that says 'selfie cop' in a stylized font. Below the grid, the text 'Protect your child' is visible. The phone is tilted slightly to the right.

Only **parents** ever see images

No-one at SelfieCop ever sees any images for any reason. All images are routinely deleted.

All **data** is strictly managed

Every link is encrypted, every service is secured & access is severely restricted.

Our **policies** are very stringent

Our Privacy policies are written in *Plain English* & amongst the most exacting of any app.

# *A word about costs, bandwidth & customer care*

One life-time payment of £2.99

The app lasts as long as your child's phone.  
There are absolutely **no more payments**.

Bandwidth needs are **very low**

Our photo/video copies average about  
50KB. 100 photos/videos per day = +/-5MB

**No quibbles.** No obfuscation.

If you are ever dissatisfied in any way, just tell us.  
You'll get an immediate refund (& an apology).

# *The team behind SelfieCop*



Ronan Diffily

Ronan works in the field of IT & child protection. He has a degree in Police Studies, with a Master's in Electronics.



John Condron

John also works in IT & child protection. He has significant experience in financial software.



Shane Diffily

Shane is a specialist in Web Governance with 14+ years' experience in online management & operations.





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