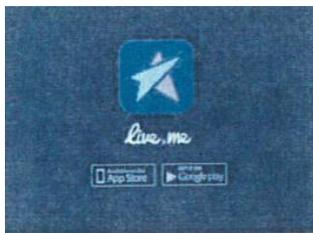




Dear Parent/Carer

6th February 2017**RE: Warning re: Social Media Apps**

We would like to draw your attention to three social media apps that have recently come to our attention. We strongly advise that you talk to your child about these and our advice would be to delete the apps and block the websites.



The first is '**Live.Me**'. Following a recent incident with a young secondary student, this app has become of interest to Staffordshire Police and the CSE Unit (Child Sexual Exploitation). This application allows a live stream of the user that others can follow and then view. This has been exploited to 'followers', encouraging users to perform inappropriate sexual acts whilst hundreds of people view it.



The second app is a little older but appears to be gathering momentum: **Yellow**. This is linked to Snapchat and is being described, by our young people, as 'Teenage Tinder'. The app is free to download and only asks for a date of birth, which students can make up, a name and picture. The app then matches them with persons of the same age in a 60 mile radius of where their phone is plotting. They can swipe their phone to accept or decline. The NSPCC has expressed concerns about this app as it allows strangers to send photos to children or vice versa.



On its website, **MyLOL** bills itself as the '#1 teen dating site in the US, Australia, UK and Canada' and claims to have more than 300,000 members around the world. It invites users to meet 'thousands of teenagers like you' and then goes on to describe how users can 'chat with members or privately with someone'. Teenagers are encouraged to update a profile and share pictures.

As always, we appreciate your support in being vigilant and raising awareness with your child. If you have any questions, please do not hesitate to contact me.

Kind regards

Mrs C Butler
Principal