



Staying Safe Online

Cyber-safety tips from New Zealand's leading online companies

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The internet is a part of everyday life for New Zealanders. Four out of five of us spend more than an hour online everyday, browsing the web and checking emails, using social media, shopping, being entertained and more.

Its impact has been profoundly positive, helping us overcome our physical distance, connecting us with communities worldwide and allowing us to share and export our ideas and innovation to global audiences.

For younger New Zealanders in particular, the internet has become an important source of entertainment and leisure, a means to communicate and form meaningful relationships with others, and a platform for creativity and self expression.

While the internet offers a wide range of positive and enriching experiences, there are also nuisances and risks, from spam to theft of personal information. Young people are far more at risk than others of bullying and harmful behaviour online. According to Netsafe, one in five New Zealand high school students have reported being cyberbullied.

This booklet contains clear and practical tips from some of the internet's most popular digital platforms. Each are proven to be effective in reducing risk and encouraging safety, to ensure all New Zealanders can use the internet in a positive way.

Few could argue that online technologies have had a substantial impact on the lives of all New Zealanders. Communication, collaboration, content creation are all possible now in ways that would have been almost unimaginable a generation ago. But as we learn the skills we need to share, post, tag, and like online, there are rights and responsibilities that must be understood as well. It is this combination of knowledge and skills that makes us successful digital citizens.

But how do we learn them? Who do we go to? Who is responsible for making sure young people are properly equipped?

Traditionally it was assumed that wisdom comes with age, and experience allows us to pass on what we know to the next generation, but the more we hear about the changing pace of technology, the aptitude of young people to pick up the skills they need, and the reluctance of the older generation to engage with technology, those traditional ideas can seem more and more a thing of the past.

Amongst the stories of digital natives and two-year-old children happily picking up and using our touch screen devices, it would be easy to feel that adults have little to add to the learning of young people.

It would be easy to accept that the growing generational digital divide is simply a part of this brave new online world we live in. But that's where we'd be wrong.

Alongside the technical skills, we need to ensure that social learning is happening too. We need to understand that we will all experience challenges online, and that there are actions that we can take that can either resolve or amplify them. We need to recognise that our own behaviour online can have a huge influence on those around us.

We have to ensure young people have an understanding of rights to privacy and freedom of speech, that they can relate to others online in a positive and meaningful way, that their actions online are honest and ethical despite the feeling of anonymity that being online sometimes creates.

While this can seem daunting to those of us not as well versed in the technology as the young people we are responsible for, there are guiding principles to help us when we make decisions. When our own knowledge doesn't provide the answers we need, there is help out there if we know where to look for it.

When we talk with young people about their lives online, it is worth considering the following ideas.

→ How well do you understand what they do online?

Talk with young people frequently about the kinds of places and spaces they use. What's involved, who's in their network, what information do they share there? Showing an interest in the things that they do not only helps build your understanding of what their online world looks like, it sets up an easier environment for the more difficult conversations about their online experiences in the future.

→ Build resiliency.

Recognise that we all face challenges online, by talking about the issues you have encountered. Talk about where you got help, and how you resolved the problem. Encourage young people to do the same. Our goal should be that we all have the skills to respond to challenges in a way that gives us the best possible outcome. Learn from each other and identify where we need to build skills.

→ If you don't understand it - try it.

Simply saying you don't get it isn't helpful when trying to understand the challenges that young people face, so take the time to improve your knowledge by actually using the services, tools and apps that they use. You never know, you might even enjoy it.

→ What sort of example do you set?

How often do you use your laptop or smartphone at the dinner table? How many angry posts have you made? Take stock of the way that you use technology while young people are around, and identify the kind of role models that are in their environment. If you see something that troubles you - change it.

→ Count to ten before you react.

When young people seek help with challenges online from significant adults in their lives we need to understand that this was a big decision. If we overreact then we are less likely to be the first port of call next time something goes wrong. Focus on fixing the issues, not on punishing those involved or confiscating their devices.

This booklet contains advice and guidance from some of the biggest online services in New Zealand. They lay out exactly what you should do when confronted with challenges on their sites and services. Make sure you are familiar with the process for dealing with difficult situations before you need them.

For more information visit www.netsafe.org.nz



Top Ten Content and Privacy FAQ

This list is some of the most common Facebook frequently asked questions.

You will find additional information and tips for having a productive experience online at the easily searchable Facebook Help Centre, at [facebook.com/help](https://www.facebook.com/help).

1

Real Name Policy

Facebook is a community where people use their real identities. Everyone is required to provide their real names, so users always know who they are connecting with. This is included in the Facebook Statement of Rights and Responsibilities to which users agree in order to create a Facebook account.

Useful link: www.facebook.com/help/realname

3

Impostor

Having a fake account is against Facebook's terms. These resources explain how to report a suspected impersonation.

Useful link for Facebook users:
www.facebook.com/help/reportingimpostors

Useful link for Non-Facebook users:
www.facebook.com/help/noaccount

2

Abuse or Content Reporting

If you see content that violates Facebook's policies, it can be reported to Facebook and Facebook will review and action any violations. These resources explain Facebook's policy on how we treat abusive content and how to report it.

Useful links for Facebook users:
www.facebook.com/communitystandards
www.facebook.com/report

Useful link for Non-Facebook users:
www.facebook.com/help/noaccount

4

Harassment

If a person feels that they are being personally targeted or harassed on Facebook, they can block or report such behavior.

Useful link for Facebook users:
<https://www.facebook.com/help/harassment>

Useful link for Non-Facebook users:
www.facebook.com/help/noaccount

5

Support Dashboard

To track the progress of reports that people make about photos and accounts on Facebook, which are the most commonly reported types of content. The Dashboard shows you when we review your report, what action we took and why we took that action.

Useful link for Facebook users:
www.facebook.com/help/338745752851127

7

Access Request

Facebook provides a self-service tool to offer people the opportunity to access the personal data Facebook holds about them.

Useful link: www.facebook.com/help/accessyourdata

9

Data Appearing Off Facebook (e.g. Google search)

Facebook does not have control over content that has been indexed and cached in search engines. More information about this can be found in the Help Center.

Useful link: www.facebook.com/help/searchengines

6

Unauthorized Images (Image Privacy Rights)

Facebook provides people with ways to report photos and videos that they believe to be in violation of their privacy rights. This reporting channel is available for Facebook users.

Useful link: www.facebook.com/help/imageprivacyrights

8

Deleting a Facebook Account Deactivation vs Deletion

Facebook users have the option to either deactivate or delete their accounts. The differences between the two options are described in the Facebook Help Center.

Useful link: www.facebook.com/help/deactivate-deleteta

10

Deceased Users and Memorialisation

When a Facebook user passes away, their account can be memorialised in order to protect their privacy. When an account is memorialised, Facebook continues to honour the account's privacy settings and implement security features to protect the account

Useful link: www.facebook.com/help/memorialization



Tips for playing and staying safe on YouTube

From uploading your videos, to personalising your playlists, to finding something new and cool to share with your friends. There's always something happening on YouTube. While you're having fun, keep these tips in mind:

1

Safety Mode on YouTube

Safety Mode on YouTube is an opt-in setting that helps screen out potentially objectionable content that you may prefer not to see or don't want others in your family to stumble across while enjoying YouTube. To switch it on, click on 'Safety Mode' at the bottom of the page.

2

Don't give too much away

Even though your YouTube Profile lets you share your name, age, town and school, you need to think carefully about the information you disclose if you don't want everyone to be able to identify you.

3

Use your privacy settings

The default setting allows anyone with your e-mail address to locate your videos. To disable the setting click the 'Edit Channel' button in your account settings.

4

Post for friends only

If you want to make your uploaded videos only visible to your friends go to 'My Videos', click 'Edit', and switch to 'Private'.

5

Do the Grandma Test

If you are uploading a video that you wouldn't want your grandmother to see, think twice before you post it.

6

If you see it, flag it!

Flagging isn't dobbing. If you see a video that breaks the Community Guidelines, let us know. Other people won't be able to see that you've flagged the video. Just sign in, click on the 'Flag' button beneath the video and select the reason from the drop down menu.

7

That's me in that video

If you come across a video that violates your privacy, contact the person who posted it. If they don't remove it, report it to us.

8

What you do online matters

Being a bully makes you seem weak and invites others to bully you. Plus, you may get banned from YouTube, and that's no fun.

9

Permission slip-ups

Posting someone else's personal information without permission could get you kicked off the site, so make sure you always check first.

10

Respect yourself

Remove insulting comments from your videos and use the 'Help and Safety Tool' to block users who harass you.



Technology is a big part of life these days, and it's really important that we all have the skills we need to be responsible, safe and smart online.

Responsible

Respect the community and be a positive contributor

Safe

Be aware of the risks and how to manage them

Smart

Get tech and information literate

google.co.nz/safetycenter/

SafeSearch with Google

At Google we hope that you and your family find exactly what you're looking for in Google Search results and nothing more.

Google SafeSearch helps you manage your search results so they don't include sexually explicit websites and images. It's a smart and simple way to protect you and your family from unwanted search material.

Easy control

SafeSearch gives you the choice of three settings – 'Strict', 'Moderate' or 'None'. Clear imagery lets you know at a glance if SafeSearch is switched on.

Start your SafeSearch today

Setting up SafeSearch is easy.

- Visit the Search Settings page at www.google.com/preferences.
- In the sexually explicit video and images from Google Search result pages, as well as results that might link to explicit content.
- Make sure to click the Save button at the bottom of the page.

Clear imagery lets you know at a glance if SafeSearch is switched on.



Microsoft

Top Tips for Online Safety

Defend your computer

- Strengthen your computer's defences. Keep all software (including your web browser) current with automatic updating. Install reputable antivirus and antispyware software. Never turn off your firewall. Protect your wireless router with a password, and use flash drives cautiously.
- Don't be tricked into downloading malicious software. Think before you open attachments or click links in email or IM, or on a social network—even if you know the sender. Confirm with the sender that the message is authentic. Don't click links or buttons in pop-up windows.

Protect sensitive personal information

- Before you enter sensitive data, look for signs that a webpage is secure—a web address with https and a closed padlock beside it.

- Never give sensitive info (like an account number or password) or call a number in response to a request in email or IM or on a social network.
- Don't be tricked into responding to pleas for money from "family members," deals that sound too good to be true, or other scams.

Create strong passwords and keep them secret

Make them long phrases or sentences that mix capital and lowercase letters, numbers, and symbols. Use different passwords, especially for sites that keep financial information.

Take charge of your online reputation

Discover what is on the Internet about you and periodically reevaluate what you find. Cultivate an accurate, positive reputation.

Use social networks more safely

- Look for Settings or Options on social sites to manage who can see your profile or photos tagged with your name, how people can search for you and make comments, and how to block people.
- Don't post anything you wouldn't want to see on a billboard.
- Be selective about accepting friends. Regularly reassess who has access to your pages, and review what they post about you.

Take extra steps to keep kids safer online

Make online safety a family effort, a mix of guidance and monitoring. Negotiate clear guidelines for web and online game use that fit your kid's maturity and family's values. Pay attention to what kids do and who they meet online.

Find out more about Family Safety settings: windows.microsoft.com/en-US/windows-8/family-safety

What to do if there are problems

When reporting online abuse, save evidence whenever possible.

When using email, a social network, or other web service:

- If you encounter scams, offensive material, threatening behaviour, and the like, report it. For example, in Microsoft services or software, contact us at microsoft.com/reportabuse.
- If your email account is taken over by someone, change your password immediately (if possible) and report the incident to your email provider.

If you experience continued harassment or physical threats, report it to local police, and if a child or teen is involved, make a report at cybertipline.com.

If your identity is stolen or you have responded to a scam, immediately change the passwords and PINs on all your accounts, and report the incident to your credit card company, bank, or health insurer.

More helpful info

- Microsoft can help you take steps to better defend your computer: microsoft.com/security/pypc.aspx.
- Learn how to create strong passwords: aka.ms/passwords-create.
- If you're looking for ways to help monitor kids' online activity, compare these family safety tools from Microsoft: microsoft.com/safetysettings.

Connect with us online





Stay Safe and Secure on Yahoo

At Yahoo, we make the world's daily habits inspiring and entertaining. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, across devices and around the world.

We are committed to providing tools and educational materials for you to safely explore the online world. Head over to Yahoo Safely at nz.safely.yahoo.com for simple tips on how to use the safety tools for our products, advice from experts, educational videos and much more.

Security

Use a sign-in seal to secure your email account from unwanted intrusion.

A sign-in seal is an image, photograph or words that you select that displays when you login to your Yahoo account to let you know you're on a legitimate Yahoo site.

To create your seal:

1. Go to the Yahoo Sign-in Seal creation page at protect.login.yahoo.com
2. Click Start and follow the on-screen instructions to finish your seal.

Photo Safety on Yahoo

On Flickr, millions of members from all over the world are sharing their experiences and creating memories by uploading photos and videos. Using Flickr safety tools, you can map where your photos were taken and only share them with people you know. To make privacy easier, you can use default privacy settings to automatically

limit who can see your photos and the location tied to those photos. You can also change the settings on individual photos.

Set Safety Tools

We have an additional safety tool for locations that you'd like to be more private than your global default, like your home or child's school. For those, Flickr offers the ability to create a geofence, which is a hotspot on a map that has special privacy setting. This gives you the ability to make certain geolocations more private. In your Geo Preferences section on Flickr:

1. Click Create New under "Set up your geofences."
2. Search for the location where you want your geofence or drag a point onto the map.
3. Name your geofence and select your preferred settings.
4. Click Next, and you're done!

Top Tips:

On Yahoo or anywhere else on the web, you can take the following simple steps to keep safe:

1. Stay secure

Prevent unauthorised access to your account with login security measures like a sign-in seal.

2. Use safety tools

Use privacy settings and filters to tailor your experience, to only share and view what you want.

3. Educate yourself

Find advice from leading safety experts and more tips for using Yahoo by visiting: nz.safely.yahoo.com.





At Trade Me we provide online marketplaces that connect people to undertake a transaction or form a relationship. We do this in a way that is trusted, great value, and empowers the consumer.

Being trusted and straight up, and caring about our community are at the core of what we do, regardless of whether you are buying a phone, selling a pair of jeans or looking for a job.

We work hard to ensure Trade Me is a safe and trusted environment for our members.

Here are some tips from our experts at Trade Me HQ to help keep you safe when using the site, and what you can do if you encounter a problem.

SAFE BUYING TIPS

- Never send money outside New Zealand.
- Never pay via instant money transfer like Western Union.
- Pay Now credit card payment is the most secure way to pay on Trade Me.
- Always complete your trade via the Trade Me website so you get the benefit of our trust and safety tools.
- Buyers should never share their contact details. In classifieds and car auctions, sellers are given the option to include theirs, and it's only visible to logged in members.
- Check the seller's feedback history and research the item before you buy.
- If a seller is 'in trade' they must indicate this. This means they have obligations under the Consumer Guarantees Act, including that goods are of acceptable quality.




KEEPING YOUR ACCOUNT SECURE

- Always check the website address before logging in, especially if clicking in from an email.
- Always keep your password safe, see: <http://trade.me/password>
- If using a shared device, always logout to end your session.
- Keep your browser updated, and use its anti-phishing filter in your browser settings.

IF YOUR TRADE GOES WRONG

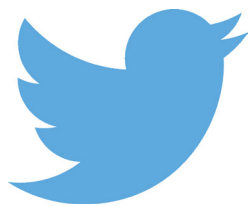
- It's important to keep in touch with the seller until your trade is complete.
- If despite this the seller doesn't sort it out, here's some information to help.
- If your goods haven't arrived in a reasonable timeframe: <http://trade.me/W>
- If your item turns up and it's not as described: <http://trade.me/nad>

REPORTING INAPPROPRIATE CONTENT

- If you are the victim of harmful or inappropriate content, please report it to us.
- Every listing has a community watch badge  Community Watch Report this listing through which you can report a listing to us.
- For help with inappropriate feedback, check out: <http://trade.me/feedback>
- If you're concerned about a post on our message board, you can use the reporting tool at the bottom of the page. Or, if you find a post offensive you can vote to have it removed. If the post or thread gets enough votes, it will automatically disappear from the site.

REPORTING INAPPROPRIATE CONTENT

- We have heaps of info in our Help section: <http://trade.me/help>
- We also have a local customer service team on deck 24/7/365 to help you with any concerns: <http://trade.me/contactus>
- Report suspicious emails or account activity to abuse@trademe.co.nz



Twitter Top Tips

Twitter provides a global platform with more than 255 million active users who send more than 500 million Tweets sent per day. We want people in New Zealand, and around the world, to be able to express themselves freely through Twitter whilst ensuring users feel safe and secure when using the platform.

The Twitter Rules provide our users with clear guidelines about permitted use of the service and makes clear that harassment, the sharing of child exploitation material and other forms of abuse are not permitted on our service. Get to know the Twitter Rules and report violations here: support.twitter.com/articles/18311-the-twitter-rules

Think before you tweet

Most of the communication posted on Twitter is public, and can be re-tweeted on the site by anyone who sees it. Think about whether you'd want your granny or mum to see this content before tweeting.

There is no eraser button for the Internet

Remember, once you've posted something on the Internet, it's highly unlikely you can delete or remove it before someone else sees it - or that it can be erased forever.

Don't share your account

If you share your account username and password with someone else, that person could post Tweets pretending to be you, or change the password and email on your account and lock you out. Pick a strong password and don't share it with anyone.

Respect others

Don't feed the trolls and don't be a troll. If someone posts something about you that you do not like, consider asking him or her to take it down. Likewise, if you post a photo or information about someone else and they ask you to remove it, respect their privacy and retain their trust by taking it down. Read this Twitter Support article to learn how to delete a Tweet.

Keep a healthy life balance

Your online activities should enhance your offline life, not replace it. Parents can serve as good role models by demonstrating the importance of a balance between online and other activities by encouraging family activities offline as well as online.

Block, Mute, Unfollow and Ignore

If you are receiving unwanted Tweets, we've found that the most successful response is to simply block the user and ignore the comments. If you don't engage the bully, they often lose

interest and stop harassing you. This Twitter Support article shows how to block and mute other users.

When it has gone too far

If the unwanted online behaviour is persistent, it may be rooted in “real world” relationships. If repetitive bullying or interpersonal conflicts are playing out online, consider taking the following actions:

Reach Out

For young people, reach out to a friend, parent, teacher or other trusted adult for support.

Report a violation

If you believe an account is violating our rules, Twitter makes it easy to file a report. Please remember, Twitter is a social broadcast network rather than a content provider and we do not mediate disputes between users but we will remove profiles that are in violation of the Twitter Rules.

Contact local law enforcement

If something has gone beyond the point of a personal conflict and has turned into credible threats, whether it be online or offline, you should contact your local authorities as they are in the best position to assess the threat and intervene or assist as necessary. You can point local law enforcement to our Law Enforcement Guidelines.





Summary

Our industry is proud to provide useful, engaging and entertaining services to New Zealanders.

In addition to the tips that you find in this booklet, our industry also provides a range of tools and resources in easy to understand formats including videos and other help sections.

NetSafe

You can call us toll free from anywhere in New Zealand at
0508 NETSAFE (0508 638 723)
queries@netsafe.org.nz

Further Reading

If you have any further questions that are not answered by this guide, then please visit:

Facebook

facebook.com/safety

Google

google.co.nz/safetycenter/

Yahoo!

nz.safely.yahoo.com

Twitter

support.twitter.com/groups/57-safety-security

NetSafe

netsafe.org.nz

Microsoft

microsoft.com/safety

Trade Me

trademe.co.nz/Help/ContactUs.aspx

net**safe**

