Avondale Primary School

Online Safety – the four areas

- **Content risks**: The child engages with or is exposed to potentially harmful content. This can be violent, gory content, hateful or extremist content, as well as pornographic or sexualised content that may be illegal or harmful, including by being age-inappropriate. Content online may be mass-produced or user-generated (including by the child), and it may be shared widely or not.

- **Contact risks**: The child experiences or is targeted by contact in a potentially harmful adult-initiated interaction, and the adult may be known to the child or not. This can be related to harassment (including sexual), stalking, hateful behaviour, sexual grooming, sextortion or the generation of sharing of child sexual abuse material.

- **Conduct risks**: The child witnesses, participates in or is a victim of potentially harmful conduct such as bullying, hateful peer activity, trolling, sexual messages, pressures or harassment, or is exposed to potentially harmful user communities (e.g. self-harm or eating disorders). Typically conduct risks arise from interactions among peers, although not necessarily of equal status.

- **Contract risks**: The child is party to and/or exploited by potentially harmful contract or commercial interests (gambling, exploitative or age-inappropriate marketing, etc.). This can be mediated by the automated (algorithmic) processing of data. This includes risks linked to ill-designed or insecure digital services that leave the child open to identity theft, fraud or scams. It also includes contracts made between other parties involving a child (trafficking, streaming child sexual abuse).

- **Cross-cutting risks**: Some risks relate to most or all of the four categories and can have multiple manifestations across the different dimensions (aggressive, sexual, values). These include online risks relating to privacy, physical or mental health, inequalities or discrimination.

CORE	Content — Child as recipient	Contact — Child as participant	Conduct — Child as actor	Contract — Child as consumer
Aggressive	Violent, gory, graphic, racist, hateful and extremist content	Harassment, stalking, hateful behaviour, unwanted surveillance	Bullying, hateful or hostile peer activity e.g. trolling, exclusion, shaming	Identity theft, fraud, phishing, scams, gambling, blackmail, security risks
Sexual	Pornography (legal and illegal), sexualization of culture, body image norms	Sexual harassment, sexual grooming, generation and sharing of child sexual abuse material	Sexual harassment, non-consensual sexual messages, sexual pressures	Sextortion, trafficking for purposes of sexual exploitation, streaming child sexual abuse
Values	Age-inappropriate user-generated or marketing content, mis/disinformation	Ideological persuasion, radicalization and extremist recruitment	Potentially harmful user communities e.g. self-harm, anti-vaccine, peer pressures	Information filtering, profiling bias, polarisation, persuasive design
Cross-cutting	Privacy and data protection abuses, physical and mental health risks, forms of discrimination			