



Online Marketing

Online advertising to children is regulated by the same guidelines as offline advertising. The code of practice on marketing to children says that advertising should:

- Be sensitive to their age, vulnerability and lack of experience
- Tell them to get adult approval if the product is pricey or complex
- Make it easy to judge size, characteristics and performance of a product
- Include the price if the product costs £30 or more.

And shouldn't:

- Make a direct appeal to children to buy advertised products
- Ask them to persuade their parents (or other adults) to buy on their behalf, this is 'pester-power'
- Undermine parental authority (e.g. "using this is more important than tidying your room")
- Imply children will be unpopular or disloyal if they don't buy the product
- Advertise age-inappropriate products like tobacco or alcohol.



- Report inappropriate advertising through www.parentport.org.uk
- Talk to your child about the websites they visit and the advertising they see
- Check cookie settings on internet enabled devices – cookies are pieces of information collected by websites that can be passed by some commercial websites to third parties without you knowing. You can block all cookies, or just ones from certain sites. Be aware though that blocking cookies on all sites can make browsing slower as some sites, like Facebook, don't work if you do this. You can usually manage cookies in the 'preferences' or 'tools' section of your internet browser.

More support available on the school's website