

# **‘Sharenting’: digital identity without consent even before birth**

- In Spain, 9 out of 10 parents share images or videos of their children online about once a month and only 24% of them ask their kids for their okay.
- 42% of children are embarrassed by what their parents upload about them on the Internet.
- Cyberbullying, fraud and even pedophilia are some of the risks associated with sharenting.
- On Instagram alone there are more than 19 million posts with the hashtag #pregnant, about 25 million posts with the hashtag #newborn and a total of 191 million with #baby.

**Barcelona, 29 October, 2020.** The desire of families to document their children's daily life, share their experiences and make others participate in their achievements and evolution has flooded the internet with photographs and information about minors. The act of sharing information online combined with parenting, known as **'sharenting'**, has become so common it was added to British Collins dictionary in 2016.

The latest study carried out by the 'EU Kids Online 2019' which tracked the number of posts distributed by parents about their children's lives, showed that **89% of families share images or videos of their children online once a month**, but only 24% ask them for their okay.

**Sharing content about children is generating a fingerprint for them, sometimes even before they are born.** An example of this is the boom in the monitoring of pregnancies in networks. So much so that on Instagram alone there are 19.4 million publications with the hashtag #pregnant, 24.9 million publications with the hashtag #newborn and a total of 191 million with #baby.

### **Risks of sharenting**

The fact that these minors have a “digital album” of their experiences can be positive as well as negative. But, the internet involves risks that are many times worse than we are aware of, especially since from the moment we publish or send a post we no longer have control over their reach.

Among the most common risks of sharenting are: being victims of fraud, cyberbullying and even pedophilia, since personal data is provided in each photograph. On the other hand, these types of publications can create a lack of trust between minors and their parents since their right to privacy is unconsciously taken out of their hands. In fact, **42% of children are embarrassed by what their parents upload about them on the internet** according to a study published by Microsoft.

On a European level, there have already been a large number of legal actions that have resulted in families being required to delete photographs of their children published on social networks. In France, there are penalties ranging from fines of €45,000 to 1 year in jail for publishing images or intimate details of the lives of their children online. In Spain, parents have the right to upload a photo of their child and give consent to upload as legal representatives of their child while they are minors.

**Qustodio**, the leading online safety and digital wellbeing platform for families recommends protecting the privacy of minors and taking greater responsibility over your child's digital footprint via these tips:

1. **Protect your child's right to privacy.** It is important not to give out personal data in publications. Pixelate the face of the child and make sure they are always fully dressed.
2. **Get your child's okay before posting.** To avoid problems and embarrassment, it is important that parents consult their children before publishing or sending anything about them online.
3. **Check privacy settings.** Make sure publications are not visible to the entire public. Limit access to family and friends.
4. **Turn off location and geolocation settings.** when a photo is published and an exact address is added of where the minor is - the school where he / she studies, the home or the place of



vacation - data is being provided that could put the minor's safety at risk.

## **About Qustodio**

[Qustodio](#) is the world leader in online safety and digital wellbeing for families. Since 2012, our cross-platform parental control app and expert insights have helped parents around the world protect their children against online harm such as predators, cyberbullies and inappropriate content, while also helping them create healthy digital habits and awareness. With more than 2 million users, and accessible in 8 languages across +180 countries, Qustodio promotes the healthy use of technology, a safer internet, and open communication between parents and kids around the world.

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