



Qustodio Supports Safer Internet Day & Kidscape

Qustodio supports global campaign for a safer internet and partners with U.K. anti-bullying charity Kidscape to support today's digital families

- Qustodio is proud to be an **official supporter of Safer Internet Day** (SID) on Feb 11, 2020 and beyond.
- We are joining forces with leaders in technology around the world to raise awareness and work "**Together for a better internet**".
- To further our support for a better internet, we've also partnered with the U.K. charity, **Kidscape**.

London, U.K., February 11, 2020 – **Qustodio**, global leader in digital safety and wellbeing for families, today announces support for **Safer Internet Day** (SID), joining forces with thousands of companies around the world, working to support the campaign, **Together for a Better Internet**.

To further our support for a better internet, we've partnered with the charity, **Kidscape**, who is dedicated to a safer internet for kids and teens through their digital safety and bullying prevention initiatives and school and family outreach. We will work together over the coming year to understand the needs of children moving up to secondary school when it comes to staying safe online, and to support parents and schools as they support children to have their own devices and to grow increasingly digitally independent.



This support comes at a pivotal time, when, according to [Ofcom, 50% of 10 year olds own a smartphone](#) and the need to keep children safe online and to foster habits of digital wellbeing in the family is more important than ever.

Through our partnership with [Kidscape](#), we aim to make sure that parents are fully informed when they make the choice to give their child their first phone, and that they do so with the right tools, conversations and boundaries in place. We will be working with thousands of schools across the U.K. to better share the message of a safer internet.

“Helping families around the world to keep their children safe online is core to our mission as a company,” said Qustodio co-founder and CEO, Eduardo Cruz. **“We are proud to be actively promoting Safer Internet Day and to be working alongside Kidscape in 2020 to give digital families the right tools and information to be ready for that important moment of giving their child their first phone.”**

“Kidscape are delighted to partner with Qustodio,” said Lauren Seager-Smith, CEO Kidscape. **“And we look forward to working together to better understand the journey that children and families face as they navigate the online world, and to provide practical strategies that empower children to be aware, alert and safe.”**

As an independent, digital safety and wellbeing brand, we at Qustodio encourage kids and their families to talk openly with each other and to speak up against bullying, sexual predators and anything they deem inappropriate on the internet, including spending too much time online. That goes for parents too. We do this with family contracts that help parents and children agree on what they define as a balanced digital lifestyle. We also do this through our parent control app that allows for content filtering and rich reporting on children's browsing, games, YouTube activity and social media use so parents know what their children are up to and what topics to discuss with them.

It is with this openness and urgency that we encourage everyone to join the conversation by following us on social media with a series of #SpeakUp tags, kicking off with **#SpeakUpforaSaferInternet**.

About SID

The aim of **Safer Internet Day** is to inspire a national conversation about using technology responsibly, respectfully, critically and creatively. Coordinated in the U.K. by the UK Safer Internet Centre, the celebration sees hundreds of organizations get involved to help promote the safe, responsible and positive use of digital technology for children and young people.

The day offers the opportunity to highlight positive uses of technology and to explore the role we all play in helping to create a better and safer online community. It calls upon young people, parents, carers, teachers, social workers, law enforcement, companies, policymakers, and wider, to join together in helping to create a better internet.

As a result of this collective action, Safer Internet Day 2019 reached 46% of young people aged 8-17 and 26% of parents in the UK.

About Kidscape

Kidscape is the anti-bullying charity that helps. Founded in 1985, our mission is to provide children, families, carers and professionals with advice, training and practical tools to prevent bullying and protect young lives.

For more details contact lauren@kidscape.org.uk

About Qustodio

Created in 2012 in Barcelona, **Qustodio** is the leading platform for digital safety and wellbeing for families, with 2 million users worldwide in 180 countries. The Qustodio app works on different operating systems (Windows, Mac OS, Android, iOS and Kindle) and is available in 8 languages (English, Spanish, French, Italian, Portuguese, German, Japanese and simplified Chinese).

For more information: <https://www.qustodio.com>

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