



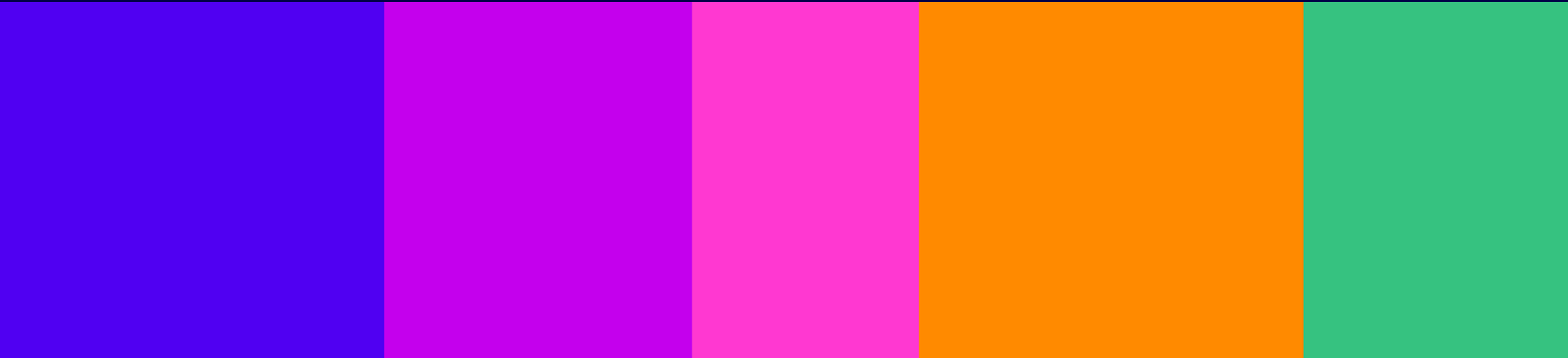
Protecting Children – Driving Change on Online Platforms and Services

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What is our approach to implementing the Act?



Our goal is to build a safer life online for people in the UK

Our job under the Act is to ensure services have the necessary systems and processes in place to assess risks and minimise harms to users. We will do this by:

1



**Establishing
standards**

2



**Driving industry
improvements**

3



**Assuring
compliance**

4



**Holding to
account**

Our big online safety priorities



Stronger governance and accountability for risks to user safety.



Children are protected from harm online, including pornography.



Offenders can't share child sexual abuse content and children don't face unsafe contact.



Illegal content – including hate and terror – is taken down quickly.



Women and girls face less harm and abuse online.



Online fraud is reduced for people online.

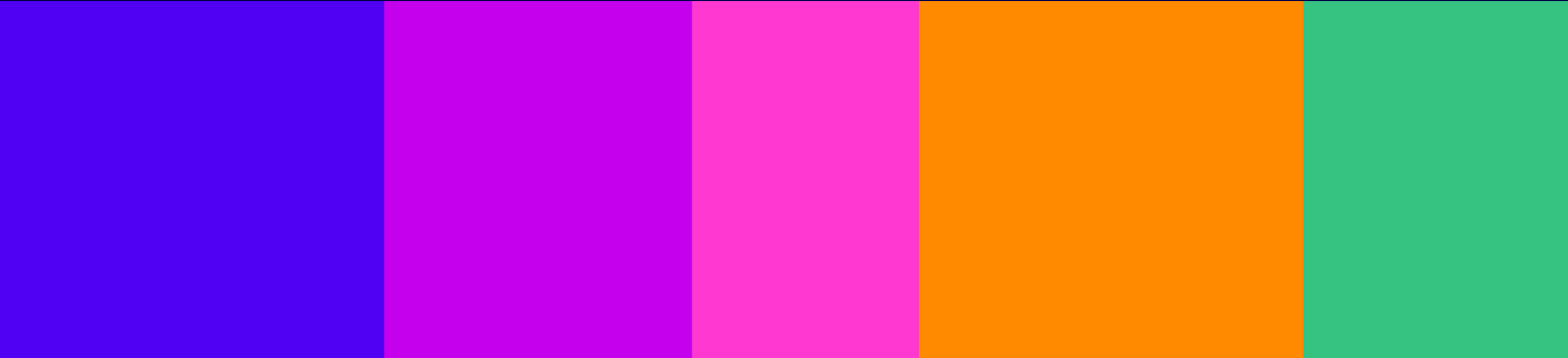


All users – especially children – are empowered to have control over their online experience.



More transparency in how platforms keep users safe.

Protecting Children Online



Online use among Northern Ireland children aged 8-17



61% have their own mobile phone

To go online: **69%** use a mobile phone, **62%** use a tablet and **34%** use a laptop

80% use messaging sites/apps

95% use video sharing platforms

63% use apps/sites to watch live streams

69% use social media &

81% have their own social media profile

60% play games online

78% watch TV or films on any type of device other than a TV set (**84%** watch on a TV set)

39% watch live TV | **76%** watch SVoD¹

37% have seen something worrying or nasty online 📶

87% recall having had at least one or more lessons about online safety at school; and of those who had at least one such lesson **89%** say they were useful 📶

43% say they have ever given a fake age online 📶

71% were able to correctly spot a fake profile 📶 📶

38% were able to correctly identify sponsored search results (giving only the correct response) 🔍

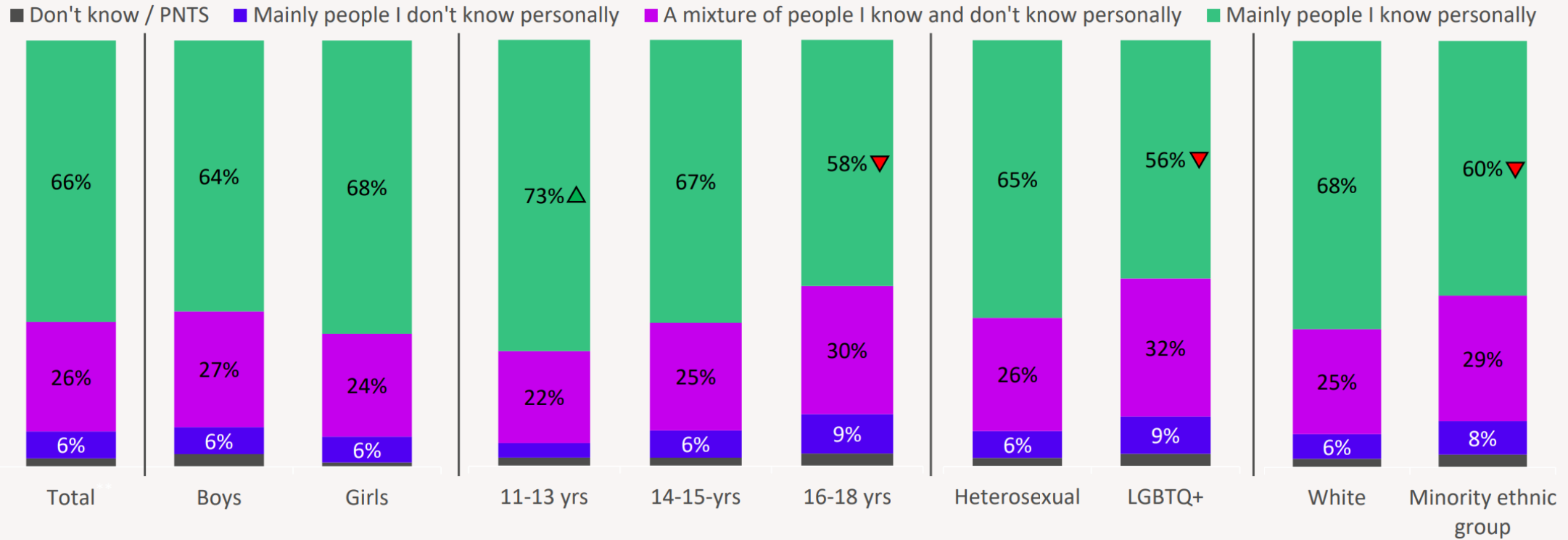
49% were able to correctly identify sponsored 📶 📶

N Ireland



Who are children connected with?

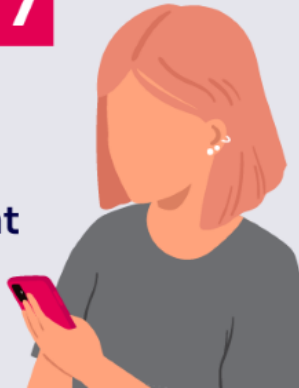
Who children are connected with*



Protection of Children – why it matters

**Three in five
teenage children
aged 13-17**

(59%) reported
encountering
potentially
harmful content
online over
a four-week
period



Children tell
us that seeing

**violent
content
online is
'unavoidable'**



**Three out of ten
8-12-year-olds**

(31%) that go online have
seen something
that they found
worrying or
nasty



Of those who have seen
online pornography, the

**average age at
which they had
first seen it was 13**

In the last month, 30% of 13-17
year-olds reported
**encountering online
harm** from scrolling through
their feed or via a 'For You' page

The Children's Codes build on the rules already in place

Dec 2024: Illegal harms Codes of Practice

This includes measures to protect children from **illegal content** and activity, including contact harms like **grooming, as well child sexual exploitation and abuse (CSEA)**.

Jan 2025: Guidance on highly effective age assurance and Part 5 duties

Places a duty on 'part 5' pornography services to ensure that children are not normally able to encounter pornographic content, using age estimation or age verification.

Apr 2025: Protection of Children Codes of Practice

Addresses the harms that stem from the **content that is legal for adults but harmful to children** such as **suicide, self-harm, and eating disorder content**.

Making life safer online for children in the UK

New duties require action from services

The Act sets out requirements for in-scope user-to-user services and search services to ensure they protect children in the UK online:



This is a big change for children. Under our rules, children in the UK will lead safer online lives

The Codes are made up of over 40 practical measures and provide for:



Robust age checks



Effective content moderation



Safer algorithms



More choice and supportive information



Improved user reporting



Clear and accessible terms of service



Stronger governance and accountability

Children will be better protected from harmful content online

The steps services need to take include **preventing minors from encountering the most harmful content** relating to suicide, self-harm, eating disorders and pornography (PPC). Online services must also **act to protect children** from misogynistic, violent, hateful or abusive material, online bullying and dangerous challenges (PC).

The Act specifies that there are 3 kinds of “content that is harmful to children”:

Primary Priority Content (PPC)

- Suicide, self-harm or eating disorder content
- Pornographic content

Priority Content (PC)

- Abuse and hate content
- Bullying content
- Violent content
- Harmful substances content
- Dangerous stunts and challenges content

Non-designated content (NDC)

- Content (not PPC/PC) which presents a material risk of significant harm to an appreciable number of children
- Body image content and depressive content

What happens next?



Providers of services likely to be accessed by children must now complete children's risk assessments by 24 July 2025



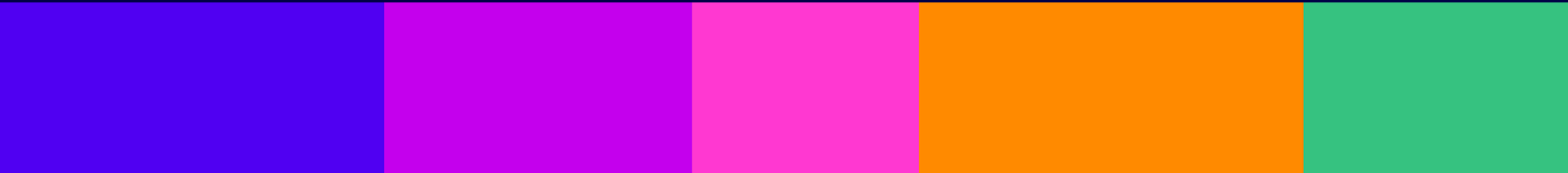
From 25 July 2025, provided Parliament approves the Codes, service providers must take the steps laid down in the Codes or use other effective measures



In the coming months, we will publish proposals for additional measures to protect users, including children, from illegal harms and content harmful to children



Q&A





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