

Article 1: All children under 18 have rights  
Article 19: I have a right to be protected from being hurt or badly treated  
Article 24: I have a right to ... a safe environment...  
(UN Convention on the Rights of a Child)

# Safeguarding News

If you are worried about a child or need any advice, please do not hesitate to contact a member of our Safeguarding Team. This can be via the office or by email [dsl@uppernidderdalefed.school](mailto:dsl@uppernidderdalefed.school)



Miss Thornber

Mrs Wilkinson

Mrs Thomas

Mrs Lumley

Mrs Fearnley

## Manipulative marketing in games

There are so many apps, games and websites that children enjoy using online. While some games and apps cost money, most are free to download and use. But are they actually 'free'? Online companies use clever tactics to make money through products and services they market as being free. These tactics are not always obvious and some can be very persuasive, especially those aimed at children.

The three main types of tactics are:

**Persuasive features** – Product design features and advertising methods that encourage children to spend money or share personal data.

**Subscription traps** – Methods of persuading children into joining subscription services that cost money.

**Product placement and promotion** – Featuring other products in games and apps to encourage children to buy them or using endorsements from popular people known to children who can influence their views.

For more information about manipulative marketing and suggestions of what you can do to protect your child from these digital marketing tactics and scams please visit:

### [Manipulative marketing in games](#)

PSHE

This half term we will be looking at 'Taking responsibility for my safety.'

If you need support please let us know by emailing [familysupportworker@uppernidderdalefed.school](mailto:familysupportworker@uppernidderdalefed.school)

Safeguarding is a priority here!