



TELUS Wise[®]

Empowering you and your family to stay safe in our digital world

#TELUSWise

TELUS Wise

Empowering Canadians
to stay safe in our digital
world

In partnership with:



mediasmarts.ca



CANADIAN CENTRE for CHILD PROTECTION®

Helping families. Protecting children.



AMANDA TODD LEGACY
'THE DREAM OF HELPING KIDS'

amandatodddlegacy.org | info@amandatodddlegacy.org



Program elements

For Adults

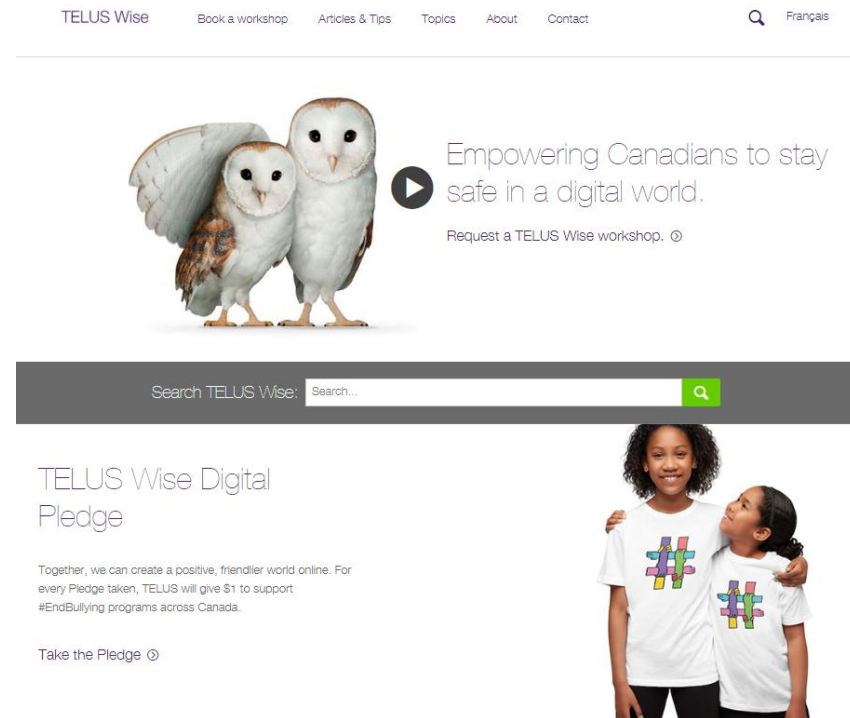
TELUS Wise
TELUS Wise seniors

For Youth

TELUS Wise footprint
TELUS Wise in control
TELUS Wise impact
TELUS Wise happiness

For Everyone

1-on-1 smartphone
sessions at TELUS
Learning Centres
(retail locations)



The screenshot shows the TELUS Wise website interface. At the top, there is a navigation bar with links: TELUS Wise, Book a workshop, Articles & Tips, Topics, About, and Contact. On the right side of the navigation bar, there is a search icon and the text 'Français'. Below the navigation bar, there is a large hero section featuring an image of two owls. To the right of the owls, there is a play button icon and the text 'Empowering Canadians to stay safe in a digital world.' Below this text, there is a link that says 'Request a TELUS Wise workshop. ⓘ'. Below the hero section, there is a search bar with the placeholder text 'Search TELUS Wise: Search...' and a green search icon. Below the search bar, there is a section titled 'TELUS Wise Digital Pledge'. To the right of this section, there is an image of two young girls wearing white t-shirts with a colorful hashtag symbol. Below the 'TELUS Wise Digital Pledge' section, there is a paragraph of text: 'Together, we can create a positive, friendlier world online. For every Pledge taken, TELUS will give \$1 to support #EndBullying programs across Canada.' Below this paragraph, there is a link that says 'Take the Pledge ⓘ'.

What to expect

- Living in a digital society
- Internet safety
- Smartphone safety
- Parenting in a digital society
- Workshop wrap-up



What's your biggest concern?

- Cyberattacks
- Data breaches
- Privacy
- Identity theft
- Connected Home
- Shopping
- Banking
- Child safety
- Cyberbullying
- Screen time

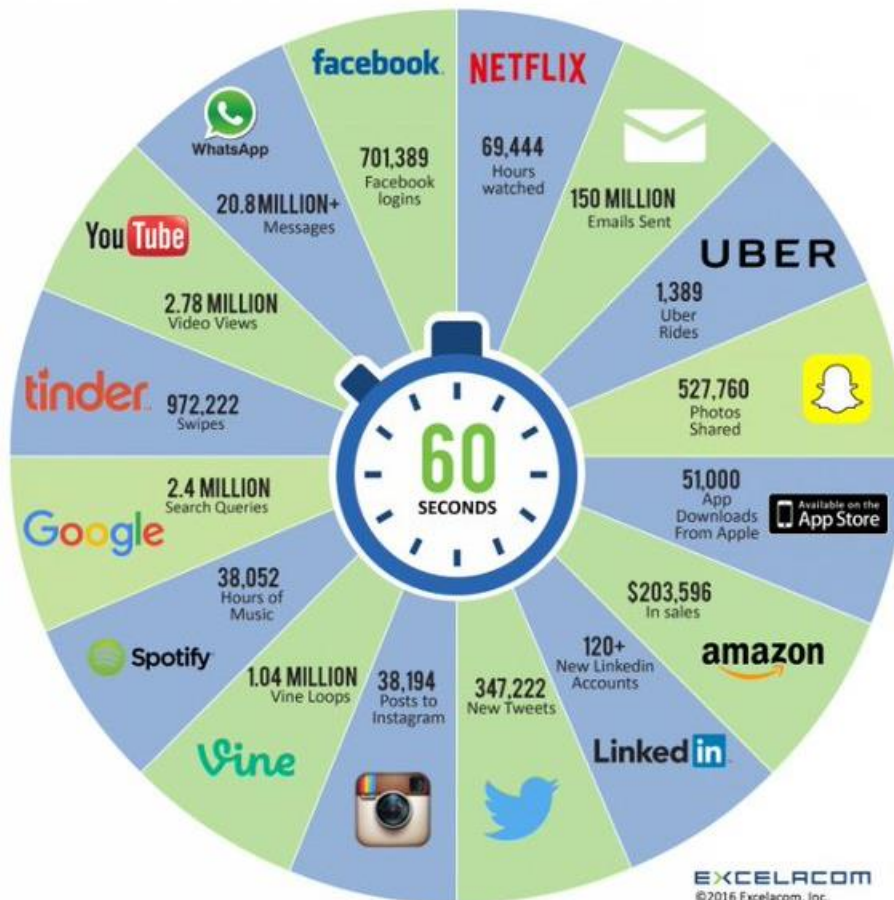




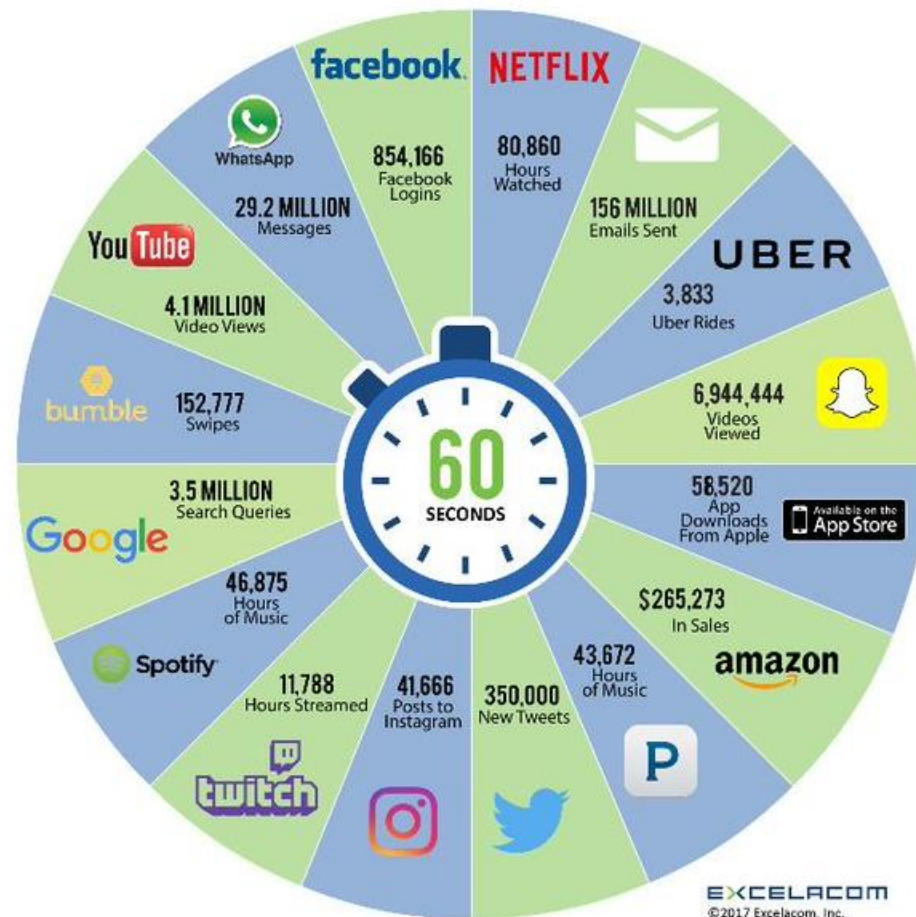
Living in a digital society

What happens in an Internet minute?

2016



2017





Internet safety

Common threats

- Malware: ransomware, spyware, viruses
- Emerging threats: cryptojacking and formjacking
- Pharming, phishing and spoofing



Wise tips

1. Protect yourself: anti-virus, anti-spyware, firewall security, VPNs
2. Keep software/operating systems/browsers up to date
3. Set strong passwords and change them often
4. Scrutinize your email: suspicious attachments/links, requests for personal information, typos and grammar errors

Internet of Things (IoT)

- Home security and smart locks
- Smart appliances
- Baby monitors
- Heat/cooling systems
- Home assistants
- Wearables/watches
- TVs
- Children's toys



Wise tips

1. Understand what data is collected and how it is used; manage privacy settings
2. Turn it off when not in use (especially devices with camera/mic functionality)
3. Secure your Wi-fi; keep IoT devices on a separate “guest” network

Online shopping & mobile payments

- **86%** of Canadians have made an online purchase in the last 12 months
- **29%** have used mobile payment /digital wallet service



Wise tips

1. **Online shopping:** verify the seller's reputation and confirm security (lock and 'https'). Decline the option to store credit card information.

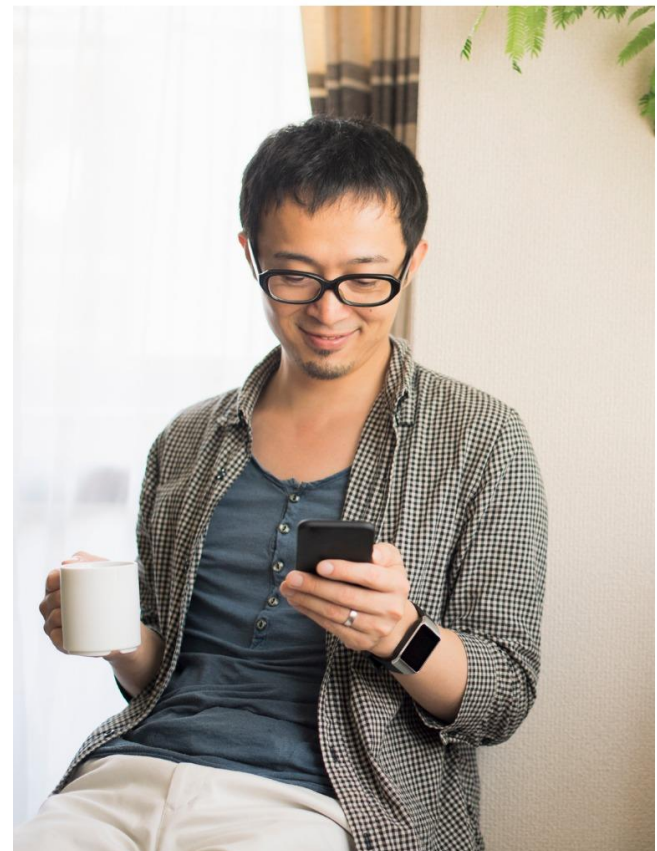


2. **Mobile payments:** only use the payment app that came with your phone (e.g. Apple Pay or Android Pay). Paying with a credit card is safer than using a debit card.

Social media safety & privacy

Wise tips

1. Keep an eye on permission & privacy settings
2. Create a Google Alert
3. Limit what you share
4. Think twice before posting
5. Be careful where you click
6. Turn off geotagging
7. Don't forget to log off
8. Keep your digital household clean (passwords, dormant accounts, friends lists)





Smartphone & tablets

Smartphone & tablet safety

Wise tips

1. Lock your phone
2. Lock, track, erase program
3. Update system regularly
4. Manage locations settings
5. Don't open attachments from unknown sources
6. Be wary of smishing scams and scrutinize your texts
7. Research apps before downloading
8. Use of wireless hotspots



Distracted driving

When you drive distracted, you:

- Slow your reaction time by 35%
- Increase your crash risk by 500%
- Fail to see 50% of what's in your environment



Wise tips

1. Keep your phone out of sight, out of mind
2. Put it on silent or switch it off
3. Rely on a passenger
4. Check messages and program your GPS before you drive
5. Pull over safely if you must use your phone



Parenting in a digital society

Young children (ages 2-6)



At this age:

- Media content perceived as real
- Easily frightened by visual images
- Lack critical thinking skills

Considerations:

- Inappropriate content
- “Edutainment” & vulnerability to marketing messages
- Screen time

Older children and tweens (ages 7-12)



At this age:

- Confident in their technology skills
- Watch more videos & play more online games
- Enter the world of social media

Considerations:

- Inappropriate content
- Stranger danger online
- Digital footprint
- Expectations: do the right thing online & screen time

Teens (ages 13-18)



At this age:

- Developing autonomy
- Eager to exert independence
- Peer pressure; seek acceptance
- Can act impulsively
- Social media is central

Considerations:

- Privacy
- Online reputation
- Cyberbullying
- Expectations
- Coming up for air
- Healthy relationships/sexting

Cyberbullying

Did you know?

- **42%** of Canadian youth have been cyberbullied in the last month
- **74%** say telling a trusted adult would help



Wise tips

1. Stop, Block, Record and Talk
2. Listen, provide support and remind them it's not their fault (don't ignore or minimize it)
3. Develop a plan together (don't escalate without discussing it first)
4. Stay calm (don't take away devices or restrict social media access)
5. Get support: Kid's Help Phone, Cybertip.ca (sextortion) or Police

Sexting & non-consensual sharing of sexts



Did you know?

- 4 in 10 Canadian youth (aged 16-20) have sent a sext
- 2 in 3 have received a sext
- **42% who've sent sexts have had had one shared**

Wise tips

1. Talk about how uncommon sexting is: youth may be motivated to sext if they think “everybody does it”
2. Talk about digital permanence and that they shouldn’t do anything they don’t want to
3. Challenge excuses for sharing and reinforce the importance of treating everyone with respect: sharing sexts is hurtful and wrong
4. Model consent (ask before you post pictures of your kids)

Gaming

Did you know?

After watching TV/YouTube (and social media for older kids), gaming is the next most popular online activity for youth



Wise tips

1. Check age ratings and reviews
2. Know who your child is connecting with
3. Adjust privacy settings and parental controls on gaming consoles
4. Teach your child about stranger danger and how to block/report others
5. Be mindful of 'freemium' apps, advertising and in-app purchases
6. Watch for concerning behaviour

Parental control solutions

What do they do?

- **Filtering:** block unsafe / inappropriate content
- **Control:** limit usage and/or restrict access to apps
- **Monitoring:** gain insight into contacts and messages

What to look for?

- Scope & compatibility
- Ability to customize settings
- Notification and remote management functionality

See **PCMag.com** for reviews and recommendations or look in your App Store for popular solutions

Wise tips

1. Tools aren't fool proof and don't replace open dialogue
2. Respect privacy: be transparent if you plan to use monitoring controls
3. If you choose to use Parental Controls, they work best if introduced at an early age

Screen time



Wise tips

1. Use screens mindfully
2. Model good media use
3. Set household rules and co-view
4. Minimize screen time for young kids
5. Maximize positive use for older kids

General tips



1. Don't be scared; instead, teach your kids how to stay safe
2. Talk, talk and talk more
3. Participate in your kids' digital lives
4. Set limits and expectations early on
5. Be a good role model

Try to teach **critical thinking** – empower children to develop good judgment skills in both their physical *and* their digital world.

Stand with us to #EndBullying



**Take the TELUS Wise Digital Pledge
at telus.com/digitalpledge.**



Workshop wrap-up

Give us your feedback
at telus.com/wisesurvey



More information

- Visit **telus.com/wise**
- Request a workshop for your community group or school
- Get 1:1 smartphone support at a TELUS Learning Centre
- Join the conversation online, using **#TELUSWise**
- Contact us at **wise@telus.com**

Survey link: telus.com/wisesurvey



Questions?

Survey link:

telus.com/wisesurvey

