

CyberSentinel news update - 15th April 2009

Submitted by: Tiger White PR

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This weekend's revelations on the Damian McBride e-scandal have shown that cyberbullying can have devastating results and only serves to highlight the serious power of the internet and how affects all ages – not just teenagers. However, the average teenager spends an astonishing 31 HOURS online each week, which can expose them to an array of risks.

We have a series of mums and children willing to speak on a range of issues following their own experiences, ranging from cyberbullying, to internet shopping, dieting and the viewing of very inappropriate websites.

And hot off the press, this week will be some startling new research on young girls' internet dieting habits – which comes after Fearne Cotton fronted last week's shocking ITV1 documentary 'The Truth About Online Anorexia' (<http://www.thesun.co.uk/sol/homepage/woman/article2367421.ece>). If you are interested in receiving this data, please get in touch and we will add you to our mailing list.

The research was conducted by www.cybersentinel.co.uk, a new software solution that uniquely offers parents the ability to block websites and monitor their use of the internet and is endorsed by top child psychologist and author of the government commissioned Byron Review (<http://www.dcsf.gov.uk/byronreview/>), Professor Tanya Byron.

Ellie Puddle, Marketing Director of CyberSentinel said: "The internet is a fantastic resource for learning and development, but it is important that parents talk to their children about safe boundaries. Agreeing what is acceptable and installing an e-safety package such as CyberSentinel with ongoing monitoring allows parents to guide their children safely in the same way they do in the offline world."

ENDS

Notes to editors:

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