

# TOP TIPS TO KEEP KIDS SAFE IN DIGITAL SPACES



## TIP 1: SHOP SMART

When shopping online, only buy toys from reputable sellers and/or known brands.



Toys sold by rogue sellers may be unsafe and are unlikely to comply with required safety laws and guidance.

## DID YOU KNOW?

Toys from reputable sellers and/or known brands follow guidance within the Children's Online Privacy Protection Act (COPPA), which is overseen by the Federal Trade Commission (FTC) and governs children's privacy and data security online.

## TIP 2: TALK TO YOUR KIDS

As an adult, model safe online behavior by limiting visibility of your content, disabling location services, and using 2-step verification.



From a young age, teach your child the importance of not sharing personal information online and how to create strong passwords.

Ensure passwords on all connected toys and devices are strong and are changed regularly.



## TIP 3: FAMILIARIZE YOURSELF WITH THE PRODUCT

Enable all parent controls and read the toy's privacy policy. Disable cameras and the device's chat functionality, if applicable.



Your home Wi-Fi should be password protected, and ensure your kids use secure networks when traveling or using devices outside the home.

For more safety tips, visit [PlaySafe.org](https://www.playsafe.org), The Toy Association's trusted toy and play safety resource for families.