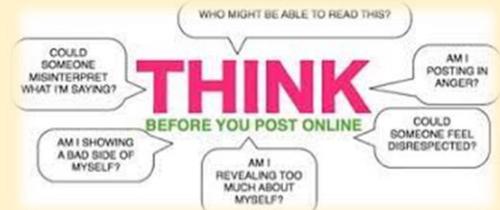


# Online Safety 4 Schools

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## Digital Tattoos – Cyber Vetting

Permanency of Social Media Posts, Comments, Shares, & Images



### Online Privacy Does Not Exist

With Children using social media, games and gaming communities at ever younger ages, personal data, beliefs, comments, posts, images etc whether accurate or not, will be available 'forever' including when the child becomes an adult.



Former Google CEO Eric Schmidt once suggested that young people have the automatic right to change their names upon adulthood, to gain distance from their online pasts, of course this simply would not work due to the data being discovered by facial recognition, 'Cyber Vetting'.

The education company Kaplan found that 36 percent of college admissions use social media profiles in decision-making about applicants; 58 percent reported that what

they found had a negative impact. "The ripple effects of derogatory language can be very long and deep," said Tara L. Conley. Interestingly in Europe, social media posts are often considered data and easier to regulate. In America, social media posts are considered speech, and free speech often outweighs the right to privacy.

But when should children / young adults actually know better, and how far should social media be used to judge and delve into identity and social conduct?

#### Remember:-

- Data Collection and Retention exists
- Further Education Colleges offer & deny places because of cyber vetting
- Employment establishments (companies) use Cyber Vetting as part of their Selection Recruitment Process
- Cyber Vetting can be carried by individuals, companies or using software
- Cyber Vetting is 'Legal'

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