New SMARTPHONE for kids this Christmas? *SelfieCop* can protect them from *Sexting*.

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Website: www.selfiecop.com

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Images & downloads: www.selfiecop.com

Thousands of kids will receive a new smartphone this Christmas. Yet, 70% of phones are unmonitored by parents - & *Sexting* often fills the void[1].

Reliable evidence suggests **15%-25%** of kids has created or seen a Sext[2]. The consequences can be devastating:

- *For kids depicted* :: Sexting leads to depression & social withdrawal.
- *For kids who share images* :: Sexting often leads to criminalisation.
- *For schools* :: Sexting is highly disruptive to discipline & learning.

The new app *"SelfieCop"* is the first parental-control to focus <u>exclusively</u> on deterring *Sexting* by tracking kids' camera activity. It works in 2 ways:

1- Everytime the camera is activated a message appears to remind kids that any photos they take may ultimately be seen by anyone.

2- SelfieCop also sends parents a copy of the photos & videos that are taken by the camera, so they can review them for safety (until their children are older).

SelfieCop has the **widest image detection** capability of any parental control app and can take copies of photos or videos via such popular apps as:

- *WhatsApp*   - *WeChat*
- *Instagram*   - *Kik*
- *Twitter*   - *Telegram*
- *Facebook*   - *Line*
- *MessageMe*   - *& many more*

Together these two features encourage kids to **STOP-&-THINK** before they take a photo or video: *"Do I really want my Mum, Dad (or someone else) to see this?"*

SelfieCop has been described by **ISPCC** Anti-Bullying Co-ordinator (Andrew Jackson) as *"a useful tool to help prevent cyberbullying & safeguard children"*.

SelfieCop is FREE until January 2016 & takes just 3 minutes to set-up

1 :: Download & install the *[SelfieCop Parent-App](#)* onto the parent's smartphone.
2 :: Download & install the *[SelfieCop Child-App](#)* onto the child's smartphone.
3 :: Link the apps via *SMS* & share the encryption code.
An extra service can also be added to help prevent kids uninstalling SelfieCop.
SelfieCop is available for all **Android** phones. An **iPhone** version is due in 2016.

SelfieCop takes kids' privacy very seriously - it is *NOT* SpyWare

We treat children as crucial stakeholders in SelfieCop & take their [UNCRC Article 16](#) *"Right to Privacy"* (e.g. in communications) very seriously. For example, our set-up process requires parents to ask children for consent during installation.

In addition, we only collect as much data as necessary for the service to function, e.g. we do not track location or similar. We put a great deal of ongoing effort into ensuring our [Privacy Policy](#) is appropriate and easy to understand.

SelfieCop was started by two professionals in computer analysis

Ronan & John have seen at first hand the terrible damage done to kids as the result of *Sexting* images that go viral. In response, they came up with the idea for *SelfieCop* to deter image production *"at-source"*.

SelfieCop has attracted a lot of attention from investors & tech-circles

- SelfieCop was awarded *€Enterprise Ireland CSF* funding in Summer 2015.
- SelfieCop was a finalist at *Ryan Academy Europass* competition in July 2015.
- SelfieCop was awarded *Highly Commended* status by *Intertrade Ireland SeedCorn Investor Readiness* competition in September 2015.
- Featured at *ICONS Belfast* & *Web Summit ALPHA* in November 2015.

We have also been featured in **WIRED magazine** online, **FOXNews17** & more.

1- http://www.adaptivemobile.com/products/personal-and-parental-controls
2- http://bit.ly/1lhthF2

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