



King's Academy **Easthampstead Park**

**It takes a whole community to raise a child.**

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10 February 2025

**Safer Internet Day 2025** | **Tuesday**  
11 February

Coordinated by the UK Safer Internet Centre

[saferinternetday.org.uk](https://saferinternetday.org.uk)

Dear Parents/Carers

**SUBJECT: PROTECTING YOURSELF AND OTHERS FROM SCAMS ONLINE – SAFER INTERNET DAY 2025**

This week, our school joins others nationwide to celebrate Safer Internet Day 2025, the largest global online safety campaign. This year's theme, 'Too good to be true?'

Protecting yourself and others from scams online' focuses on teaching children and young people how to identify and avoid scams and highlights available support.

Scams can take many forms and target anyone, including young people. You may think that your child would be able to spot an online scammer, but the truth is that they are incredibly convincing and hard to spot.

They often involve fake profiles and identities to target people. You may have heard this referred to as 'catfishing.' If your child has been targeted by a scam online and they have been made to do something that they did not want to, then they are not to blame, they are not in trouble, and support is available.

We encourage you to join us in celebrating Safer Internet Day by continuing the conversation at home about spotting, responding to, and reporting online scams.

Here are some helpful resources:

- You can complete the [UK Safer Internet Centre's interactive quizzes](#) with your child about this theme.
- The UK Safer Internet Centre has created resources for use with children and young people about this year's theme. Whilst they are aimed for use in school, they are also useful to familiarise yourselves with and talk through with your child at home. You can find these [here](#).
- Read the UK Safer Internet Centre's top tips for parents and carers [here](#).
- You can share the UK Safer Internet Centre's [top tips for children and young people](#) with your child.

These are some useful conversation starters to use with your child:

- What is your favourite thing to do online?
- Have you ever seen a scam online? How did it make you feel?
- What signs would you look out for to spot a scam?
- What advice would you give to your friends about scams?
- Who would you talk to if you saw a scam online?
- What more can I do to help you feel safe online?

A key part of protecting children and young people from online harms is through preventative education. By talking about this in school and at home, we can all work towards keeping children safe when they are online.



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Celebrating Safer Internet Day is a great opportunity for you to re-emphasise the online safety messages we deliver throughout the year.

If you have any concerns or questions about keeping your child safe online, please do get in touch with Alison Evans [alison.evans@kgaeasthampstead.uk](mailto:alison.evans@kgaeasthampstead.uk).

Yours faithfully



**Mr R Lake**  
**Assistant Headteacher, Business and Enterprise**



King's Group  
*Academies*