



Information Commissioner's Office

Press Release

28 January 2010

ICO to help keep Linlithgow children safe online

Donaldson's School in Linlithgow has joined forces with the Information Commissioner's Office (ICO) to educate children and young people to stay safe online as part of a new national initiative called 'the i in online', which is officially launched on Data Protection Day 2010 (28 January).

The ICO is providing information and advice to pupils at Donaldson's to highlight the risks young people take online and provide guidance on how they can use their personal information safely.

The 'i in online' campaign is supported by Scotland's Commissioner for Children and Young People, Tam Baillie. He said: "I am pleased this campaign is being introduced as it will raise awareness among Scotland's young people of the dangers they face online and empower them to take positive steps to make their lives safer."

Head teacher, Mary O'Brien, at Donaldson's School said: "For our pupils, who are deaf or have communications difficulties, the internet is a lifeline. Because of its importance for them as a way of communication, it is vital that they are aware of the dangers as well as the benefits."

Ken Macdonald, Assistant Commissioner – Scotland, at the ICO said: "Everyday many young people are posting details about themselves online but very few of them are aware that the more information you put online, the greater the risk of it falling into the wrong hands. For example, a date of birth, address and full name would enable fraudsters to steal someone's identity."

“This campaign gives us a unique opportunity to reach an important group of people to provide them with simple, user-friendly advice in a manner and environment familiar to them.”

‘The i in online’ initiative, spearheaded by law firm Speechly Bircham and supported by Pinsent Masons, provides secondary schools and youth clubs across the UK with free interactive training sessions developed for staff, parents and children to provide advice on how best to manage online privacy. Many leading media organisations and household names including British Sky Broadcasting; The Walt Disney Company UK; Turner Broadcasting and Nickelodeon are supporting the initiative.

For further information about the ‘i in online’ campaign visit www.ico.gov.uk

Protecting your identity online – ICO top tips

A blog is for life... remember you risk leaving a permanent electronic footprint. If you don’t think you’ll want it to exist somewhere in 10 years time, don’t post it

Privacy is precious – choose sites that give you plenty of control over who can find your profile and how much information they can see. Read privacy policies and understand how sites will use your details

Personal safety first – don’t allow people to work out your ‘real life’ location e.g. your school. Your personal safety offline could be affected by what you tell people online

Password protected – change your passwords regularly, don’t use obvious words like your pet’s name and don’t use the same passwords on social networking sites as you do for things like internet banking

Address aware – use a separate email address for social networking and one that doesn’t give your year of birth or ideally, your full name

Reputation is everything – what seems funny to you and your friends now might be not be to your teachers, university admissions tutor or prospective employer – or to you in years to come

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If you need more information, please contact the ICO press office on 020 7025 7580 or visit the website at: www.ico.gov.uk

Notes to Editors

1. The Information Commissioner’s Office upholds information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

2. The ICO has specific responsibilities set out in the Data Protection Act 1998, the Freedom of Information Act 2000, Environmental Information Regulations 2004 and Privacy and Electronic Communications Regulations 2003.
3. Organisations can now sign the Personal Information Promise to demonstrate their commitment to protecting people's personal information by visiting the website at www.ico.gov.uk
4. For more information about the Information Commissioner's Office subscribe to our e-newsletter at www.ico.gov.uk. Alternatively, you can find us on Twitter at www.twitter.com/ICOnews
5. Anyone who processes personal information must comply with eight principles, which make sure that personal information is:
 - Fairly and lawfully processed
 - Processed for limited purposes
 - Adequate, relevant and not excessive
 - Accurate and up to date
 - Not kept for longer than is necessary
 - Processed in line with your rights
 - Secure
 - Not transferred to other countries without adequate protection
6. Donaldson's School is Scotland's national residential and day school, providing education, therapy and care for pupils who are deaf or who have severe speech and language difficulties. Donaldson's is a Grant Aided Special School supported by the Scottish Government. For more information please visit www.donaldsons.org.uk