

FUTURE EMPLOYERS, SCHOOLS OR PARTNERS JUDGING CHILDREN BY THEIR DIGITAL TRAIL



WHY IT MATTERS

Publicly searchable childhood content can potentially be discovered years later by classmates, partners, educational institutions, employers or other people in a child's adult life. Not everyone will search for or judge somebody based on childhood material, but a large public archive can expose an adult to impressions created by content they neither produced nor chose to publish.



→ THINK BEYOND CHILDHOOD

The toddler in today's video will eventually become an adult with their own life.

→ AVOID HUMILIATING CONTENT

Tantrums, toilet training and embarrassing incidents do not need permanent public archives.

! PROTECT SENSITIVE INFORMATION

Medical, behavioural, educational and emotional information can remain relevant long after childhood.

! RESPECT TEENAGE PRIVACY

The need for autonomy generally becomes stronger as children grow older.

◆ BE CAREFUL WITH COMMERCIAL ASSOCIATIONS

Children may not want their adult identity permanently connected with brands or products promoted during childhood.

◆ REVIEW OLD CONTENT

Periodically examine what remains publicly accessible.

✓ USE PRIVACY CONTROLS

Not every family memory needs to remain globally searchable.

✓ TEACH DIGITAL-FOOTPRINT AWARENESS

Children should gradually understand what information about them exists online.

◎ RESPECT REQUESTS ABOUT OLD MATERIAL

As children mature, reasonable requests to remove, restrict or privatize childhood content should be taken seriously where possible.

◎ PRESERVE AN OFFLINE CHILDHOOD

The less that is publicly documented, the more freedom the future adult retains to introduce themselves on their own terms.

BOTTOM LINE

Children should not inherit an online reputation they never chose to create.