

Strangers Learning a Child's Real Name, Age and Appearance



WHY IT MATTERS

A child's name, age, appearance and personal details may seem harmless when viewed individually. But when family content repeatedly publishes these details, strangers can build a surprisingly detailed profile of a child they have never met.



INFORMATION THAT LOOKS HARMLESS ALONE CAN IDENTIFY A CHILD TOGETHER

Minimise each public clue before a stranger can complete the picture.

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SAFEGUARDS 1-5

1

AVOID USING FULL NAMES

Public audiences rarely need a child's complete legal identity.

2

PROTECT EXACT BIRTH DATES

Birthdays combined with names and locations can reveal valuable personal information.

3

LIMIT CLEAR IDENTIFYING DETAILS

The more distinctive information shared, the easier a child becomes to identify.

4

KEEP SCHOOL INFORMATION PRIVATE

Names, ages and school details together create a much clearer picture.

5

CHECK FIRST-DAY-OF-SCHOOL POSTS

Signs often reveal names, ages, classes, schools and interests in a single image.

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SAFEGUARDS 6-10

6

BE CAREFUL WITH FAMILY TREES

Repeated discussion of relatives can reveal relationships and surnames.

7

DON'T PUBLISH PERSONAL DOCUMENTS

Passports, certificates, tickets and paperwork can expose sensitive data.

8

REMEMBER INFORMATION ACCUMULATES

Different videos can reveal different pieces of the same identity.

9

TEACH CHILDREN WHAT NOT TO SHARE

Children should understand that personal details don't belong in conversations with strangers.

10

MINIMIZE THE PUBLIC PROFILE

Strangers don't need enough information to feel as though they know the child personally.

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BOTTOM LINE

EACH DETAIL IS ANOTHER PUZZLE PIECE

Every personal detail adds another piece to a stranger's picture of your child.

1

NAME

Use a nickname

2

AGE

Avoid exact dates

3

FACE

Limit clear identifiers

4

SCHOOL

Keep it private

5

DOCUMENTS

Never publish

SHARE LESS. PROTECT MORE.