**M1 – Protection strategies – before something happens**

**Boilerplate**

What you share online, you share with the world. Protect what's important to you.

**Legal guardians**

* Don’t share your child’s personal information online if possible – and especially not on social media.
* Only share information online that you’d share with strangers offline.
* Protect your child’s personal sphere – don’t post recognizable pictures of them.
* Set your account to private or share photos of your child only with certain people. That way you have more control over who sees your posts.
* Be aware of your own behavior with media and the internet and set an example for your child.
* Show interest in what your child does online and talk to them about it, including about the dangers to be encountered in the digital world. Explain that not everyone whom they encounter online has good intentions, and that profiles may be fake – even those of other children. Your child should use caution, especially when contacted by strangers.
* Learn about age-appropriate sex education for your child and talk to them about sexualized violence, both online and in real life. Talking openly about sexuality creates space for trust and promotes the child's healthy sexual development.
* Practice defense strategies together: coaching your child to say “No” will enable them to use that skill when they need it. Responses like “I don’t want to!” or “I’m reporting you!” can be powerful deterrents.
* Help your child to protect themselves from sexualized violence. For example, you and your child can visit the exhibition “Love Limits” together. This exhibition is aimed at adolescents, parents and teachers. Here, young people can learn the importance of understanding and respecting personal boundaries in relationships.
* Use the following checklist to learn more about the posting of child images: <https://www.kinderschutz.ch/eltern-und-erziehungsberechtigte/kinderbilder-im-netz> (in German)
* More information:   
  [Protection of Children Switzerland](https://www.kinderschutz.ch/themen/sexualisierte-gewalt/sexuelle-entwicklung-und-digitale-sexualisierte-gewalt/digitale-sexualisierte-gewalt)   
  [clickandstop.ch](https://www.clickandstop.ch/en/home-1.html)  
  [Youth and Media](https://www.jugendundmedien.ch/)  
  [Schweizerische Kriminalprävention](https://www.skppsc.ch/de/download/my-little-safebook/)  
  [Federal Office of Police fedpol](https://www.fedpol.admin.ch/fedpol/en/home/kriminalitaet/paedokriminalitaet.html)

**Children and teenagers**

* Keep it private: Don’t share more than necessary online. The more anonymous you are online, the more protected you are.
* You can make genuine friends on social media or on chat groups, online gaming and streaming platforms. But be careful: some people are fakes and only pretend to be your friend. They are often actually adults posing as children or teens online. If someone suddenly asks you to send naked photos or money, that’s a clear warning signal.
* Meeting an online friend “IRL” (in real life) can be a great experience. But never go alone – especially when you’re meeting someone for the first time. Have a friend go with you, and always meet in a public space.
* Speak with a trusted adult if something seems odd to you or someone pressures while you are chatting or gaming with others online.
* More information:   
  [Protection of Children Switzerland](https://www.kinderschutz.ch/themen/sexualisierte-gewalt/sexuelle-entwicklung-und-digitale-sexualisierte-gewalt/digitale-sexualisierte-gewalt)  
  [clickandstop.ch](https://www.clickandstop.ch/en/home-1.html)  
  [Youth and Media](https://www.jugendundmedien.ch/)   
  [Schweizerische Kriminalprävention](https://www.skppsc.ch/de/download/my-little-safebook-jugendliche/)  
  [Federal Office of Police fedpol](https://www.fedpol.admin.ch/fedpol/en/home/kriminalitaet/paedokriminalitaet.html)

**M1 – Protection strategies – after something happens**

Main strategy: Protect your child by reporting incidents and getting help from the police.

**Legal guardians**

* If you need additional information and support, visit clickandstop.ch, an independent project where you can file a report and get advice anonymously.
* Under no circumstances should you respond to extortionists' demands (e.g. making/sending images, sending money).
* Do not blame your child. Show them that you are on their side. Sexualized violence against children and adolescents – online or offline – is never their fault.
* Let your child know that they have done nothing wrong and that they are not alone. Such incidents can make a child feel ashamed. They may not want to talk about it at first, but it’s important to engage in dialog in order to understand why your child was in contact with this person and how they can better protect themselves in the future.
* Give your child encouragement and assure them of your support. Sometimes children and adolescents will suddenly refuse to involve the authorities or will reject help. They may be afraid of having to get even more people involved (for example the police.) Explain to your child that these are professionals whose job is to help and support them.
* Go to the police as soon as you can after an incident and report it. Bring evidence with you if possible. Please note:
  + Do not save, share or edit photos or videos containing child pornography! Not only is making anything that contains sexual acts with minors prohibited – so is possessing or sharing it. Therefore, do not ask to be sent photos and videos with the intention of saving them on your cellphone as evidence.
  + Take cellphones or tablets with such images to the police.
  + Compile any information you have on the perpetrator(s):
    - Take screenshots of the perpetrator's username which contain the registration name and photo overview of the perpetrator’s account. Record the date and time that the screenshots were made.
    - Details for sending money (e.g. bank accounts) in cases of extortion.
    - Email addresses, telephone numbers used, etc.
* Do not block/report the account on the website until after the police have secured the evidence. This will allow the police to investigate/secure the extortionist’s account.
* Sometimes sexualized violence or extortion attempts are even carried out by classmates. If need be, inform teachers or school social workers about the situation and find out what legal action you can take (link to more information).
* Use the anonymous and free Take It Down service to prevent images from being shared on various platforms.
* More information:   
  [Protection of Children Switzerland](https://www.kinderschutz.ch/themen/sexualisierte-gewalt/sexuelle-entwicklung-und-digitale-sexualisierte-gewalt/digitale-sexualisierte-gewalt) (Link)  
  [clickandstop.ch](https://www.clickandstop.ch/en/home-1.html)   
  [Youth and Media](https://www.jugendundmedien.ch/)   
  [Schweizerische Kriminalprävention](https://www.skppsc.ch/de/themen/sexuelle-gewalt/sexuelle-gewalt-kindern/)  
  [Federal Office of Police fedpol](https://www.fedpol.admin.ch/fedpol/en/home/kriminalitaet/meldeformular.html)

**Children and teenagers**

* It's not your fault. Extortionists are often very good at deceiving people online. You shouldn’t feel any shame about what happened to you.
* You don’t have to go through it alone. Talk about the incident with your parents or a person of trust. Talking about it helps you to process the experience and to feel better.
* Not sure or have questions? Visit [clickandstop.ch](https://www.clickandstop.ch/en/home-1.html) – to get help from experienced people. It’s free and anonymous.