Aberford Church of England Primary School

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Dear Parent/Carer

We would like to alert you to an online game called Blue Whale, which originated in Russia. This game encourages self-harm for 50 days then committing suicide on the last day. As part of this game young people carve a whale on their forearm. There have been a number of reported cases of this game nationally; we would strongly advise all parents to be vigilant regarding any child or young person who shows an interest or over awareness off this game.

Please also see information below re: new dating app for teenagers “yellow “and library of all the different types of social media apps available. The social media library document currently contains 127 different apps including an additional two newly identified apps.

Two key apps I would like to draw parents’ attention to are ‘Lovoo’ and ‘Woozworld’

Lovoo is an online dating, chatting and flirting app.  You can search for people who are close to your current location and engage in private chats.  The app is free but there is also a ‘VIP’ paid membership option.  The VIP membership enables you to end a greater number of chat requests, have more matches and view other users profiles anonymously in ‘ghost mode’ so they don’t know you’ve seen their picture and details.

Woozworld is a virtual gaming app which allows the user to create their own fashion themes avatar and do quests.  It has chat facilities and the app has been described as being designed for the ‘tween’ market with the average age of users being between 8 and 14.

Should you have any concerns please do not hesitate to contact Miss Boulding or Mrs Tate (Designated Child Protection Staff).

Yours Sincerely

Miss Boulding & Mrs Tate

**YELLOW**

**‘Tinder for Teens’**

Schools are being warned about an app which is called ‘Yellow’ dubbed "Tinder for Teens", which could be used by paedophiles to target children. Yellow is available to download for free for iPhone and Android devices and is described as a "free way to make new chat friends".

**WHAT IS YELLOW?**

Yellow works like the dating app Tinder, it is designed for teenagers aged 13 plus and lets user’s look at a series of profile pictures (both male and female) within a user specified geographical radius and swipe right to ‘like’ a person and ‘left’ to pass on another user based solely on their profile picture, sex, name and age. A ‘match’ is created when two users have swiped right ‘liking’ each other, meaning this pair can now start a private chat if they both choose to. This chat facility also links into SnapChat. This means that users can send photos or videos to each other using SnapChat.

Unlike dating app Tinder - which raised its minimum age to 18 - Yellow does not have checks in place to verify ages. Concerns have been raised that paedophiles could use the app to target children.

**WHAT DOES THE NSPCC SAY**?

The NSPCC says Yellow could also easily be used by sexual predators to groom innocent young people. They warn that paedophiles can easily pose as teenagers before using the app to contact underage children.

The NSPCC has huge concerns about Yellow. The charity is calling for children's online safety to be prioritised in a new digital bill.

**A SPOKESMAN FOR THE NSPCC SAID:**

"Yellow is Tinder for teens. With this app there are many dangers a child can face.

Any app that allows strangers to send photos to children or vice versa is troubling – particularly where the images being exchanged are of a sexual nature.

Yellow's settings that enable adults to view children, through a service blatantly aimed at flirting and relationships, also creates an opportunity for sexual predators to target young people. This needs to be urgently addressed”