

## **UPC gives primary school pupils a valuable lesson in 'netiquette' for *Safer Internet Day 2012***

**UPC visiting 13 schools and reaching over 1000 pupils to encourage children and teachers to 'Discover the digital world together.... safely!'**

Issued in advance of Tuesday, 7<sup>th</sup> February 2012 – 13 volunteers from UPC Ireland are visiting schools around Ireland today, Safer Internet Day 2012, to promote safer and more responsible use of online technology especially among children and young people.

UPC is Ireland's market leading cable television, broadband internet and phone services provider. The company is one of Ireland's leading multinational investment partners having invested some €900 million to date in its Irish operations and is committed to the promotion of digital inclusion for everyone in society.

As part of this commitment, UPC staff will provide "Safer Internet Talks" to classes around Ireland, encouraging children, teachers and parents to 'discover the digital world together...safely!' The initiative is designed to help children to know how to protect their personal information online. It gives them clear and practical advice on what information about themselves they should or should not give out when signing up to websites.

All pupils attending the Safer Internet Day Talks in Schools will be given a Family E-Safety pack to bring home. Produced by UPC Ireland and Webwise, the pack contains a Parents' Guide, games and stickers. It gives parents tools that they can use to discuss the key online safety topics in a fun and informative way and ultimately help them to agree rules for internet use in their home.

**Anna Maria Barry, Public Relations Manager of UPC Ireland commented,**

*"UPC is delighted to help develop children's personal safety skills for the internet through the Safer Internet Day 2012 programme. This is our fifth year of involvement with this important initiative. Our UPC volunteers will be interacting with children across Ireland, telling them what they need to know,*

*taking questions and giving very practical advice on how to protect your personal information and stay safe online.”*

*“Learning to use the internet is a fundamental skill and teaching our children how to use it safely should be central to this process. We are proud to take a leading role in helping to raise awareness of the main issues around internet safety and for our employees to actively teach these valuable skills to children across Ireland.“*

### **“Connecting Generations”**

This year's Safer Internet Day theme “Connecting Generations” aims to invite people of all ages from young children to parents and grandparents to “discover the digital world together...safely”. Connecting Generations looks at the reach of the online world across all age groups and cultures and encourages families to work together to stay safe online. Tech savvy youngsters can teach their elders how to use new technologies, while grandparents can draw on their life experiences to advise younger generations on how to stay safe online, as they discover the digital world together.

Neelie Kroes, Vice President of the European Commission for Digital Agenda said: "The Internet is one of the best places for kids to be. You can socialize, play, learn and create; and a world of information and opportunity is just a few clicks away. I want everyone - parents, teachers, children, NGOs and policy makers - to work together, so all kids' online experiences are positive ones. So wherever you are, however you are taking part in Safer Internet Day, I wish you the best of luck today, and in the future."

**-Ends-**

#### **For further details, please contact:**

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#### **About Safer Internet Day:**

Safer Internet Day is supported by the European Union through Safer Internet Programme, organised in Ireland by the National Centre for Technology in Education (NCTE) and promoted through Webwise, the Internet Safety initiative of the NCTE.

**About the National Centre for Technology in Education:**

The NCTE, established under the aegis of the Department of Education and Science, has a wide remit in the area of information and communications technology (ICT) and education, extending beyond the use of ICT in schools to cover all educational ICT issues. Its main initial tasks are to manage the implementation of the ICT in Schools programme as set out by the DES, to develop ICT policy proposals and to provide policy advice to the Department of Education and Science.

**About Webwise:**

Webwise is the Internet Safety initiative of the NCTE. Webwise provides information and resources in four specific areas, surfing, chatting, sharing and gaming to teachers, parents and students to help ensure that children and young people have positive and safe on-line experiences.