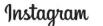# Background

Minimum age restrictions are largely **unenforced** and provide social media companies with an excuse not to design for younger children.

Privacy and security settings are treated as an afterthought with the assumption that if the user cares enough about their privacy, they'll find the relevant settings.

"By the age of 13 more than half have a [social media] profile"

– Ofcom, Media Use & Attitudes Report 2019

Instagram

Search

nivsta   Edit Profile   ⚙

0 posts   1 follower   1 following

Nirav Ganju-Cass ◄ Full name automatically
                    added to profile

POSTS   IGTV   SAVED   TAGGED

Getting Started

Find Facebook Friends

You choose which friends to follow.
We'll never post to Facebook
without your permission.

Connect to Facebook

Add Phone Number

Add your phone number so you can
reset your password, find friends
and more.

Add Phone Number

Add Profile Photo

Add a profile photo so your friends
know it's you.

Add Profile Photo

◄ Prompted to add personal
information to your profile
before reviewing privacy settings

Instagram

Search

Edit Profile

Change Password

Apps and Websites

Email and SMS

Push Notifications

Manage Contacts

Privacy and Security

Login Activity

Emails from Instagram

Account Privacy

☐ Private Account

When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected.

Activity Status

☑ Show Activity Status

Lowest privacy settings by default

Allow accounts you follow and anyone you message to see when you were last active on Instagram apps. When this is turned off, you won't be able to see the activity status of other accounts.

Story Sharing

☑ Allow Sharing

Let people share your story as messages

Comments

Edit Comment Settings

Proposed Changes

—

1. **An independent website that provides simple explanations for social media privacy settings**

A source with the best interests of the child (or adult) in mind, housing information on the implications of each privacy setting and how to change it. The site would use simple terminology and descriptive examples to clearly explain each option.

For users who struggle to navigate settings panels, provide an option to update these privacy settings by logging into to their account within our website.

FOOTPRINT 👣

f **Facebook**   📷 **INSTAGRAM**   👻 **Snapchat**   ♪ **TikTok**   🟢 **whatsApp**

Account Privacy ⌃

The default setting is PUBLIC

When your account is public, anyone can see what you post - even strangers that you may not know!

The recommended setting is PRIVATE

When your account is private you control who sees your post. The people important to you will still be able to view, comment and like all they want!

Activity Status ⌃

The default setting is SHOW ACTIVITY STATUS

This allows your followers to see when you were last active as well as what posts you like, what you're interested in etc. Remember you don't necessarily want everyone to know everything about you!

The recommended setting is HIDE ACTIVITY STATUS

Hiding your activity status will prevent your followers from seering when you were last active as well as your liked postes. It is sometimes good to keep some things secret/private.

Story Sharing ⌄

Photos of You ⌄

Account Data ⌄

2. **An affiliated browser extension that uses nudges and tooltips to encourage safer account settings**

Keep privacy settings (both from other users and from companies) at the forefront of the user's mind by using a browser extension to overlay tooltips on the relevant sections of their profile and settings pages.

Clearly indicate the options that are in the best interests of the user from a privacy perspective, but fundamentally give them all the information they need to make an informed choice. More detailed information is provided by a link to our website.

instagram.com/nivsta3/

Instagram

Search

nivsta3   Edit Profile

0 posts   0 followers   0 following

Full Name

POSTS   IGTV   SAVED   TAGGED

Getting Started

Find Facebook Friends

You choose which friends to follow. We'll never post to Facebook without your permission.

Connect to Facebook

Add Phone Number

Add your phone number so you can reset your password, find friends and more.

Add Phone Number

Add Profile Photo

Add a profile photo so your friends know it's you.

Add Profile Photo

Instagram

Search

nivsta3   Edit Profile ⚙️

0 posts   0 followers   0 following

Full Name

▦ POSTS   ⊟ IGTV   🔖 SAVED   👤 TAGGED

Getting Started

Find Facebook Friends

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Add a profile photo so your friends know it's you.

Add Profile Photo

ABOUT   HELP   PRESS   API   JOBS   PRIVACY   TERMS   LOCATIONS   TOP ACCOUNTS   HASHTAGS   LANGUAGE

© 2020 INSTAGRAM FROM FACEBOOK

Instagram

Search

Account Privacy

☐ **Private Account**

When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected.

Your account is public. Anyone can see what you post. Turning your account private gives you control over who sees your posts.
If you don't want someone who already follows you to see your posts, you can **block** them.

Find out more!

Easy access to more detailed information

Activity Status

☐ **Show Activity Status**

Highest privacy settings by default (7)

Allow accounts you follow and anyone you message to see when you were last active on Instagram apps. When this is turned off, you won't be able to see the activity status of other accounts.

Story Sharing

☑ **Allow Sharing**

Nudge users to reconsider reduced privacy (13)

Let people share your story as messages

Comments

Edit Comment Settings

Photos of You

Left sidebar navigation:

Edit Profile

Change Password

Apps and Websites

Email and SMS

Push Notifications

Manage Contacts

Privacy and Security

Login Activity

Emails from Instagram

3. An official certification process for companies with age-appropriate data policies

Encourage companies to comply with the age-appropriate design code, as well as making children and their parents feel more safe and informed when the child is navigating the various social media channels.

This could be managed in partnership with the ICO and would help reduce the ambiguity in terms and conditions.

Thank you for listening!