

# SelfieCop. New app protects children from the dangers of sexting.

*(Press Release for immediate release. June 2014)*

App: [play.google.com/store/apps/details?id=com.selfiecop.android](https://play.google.com/store/apps/details?id=com.selfiecop.android)

Website: [www.selfiecop.com](http://www.selfiecop.com)

Telephone: +353 (0)87 667 8490

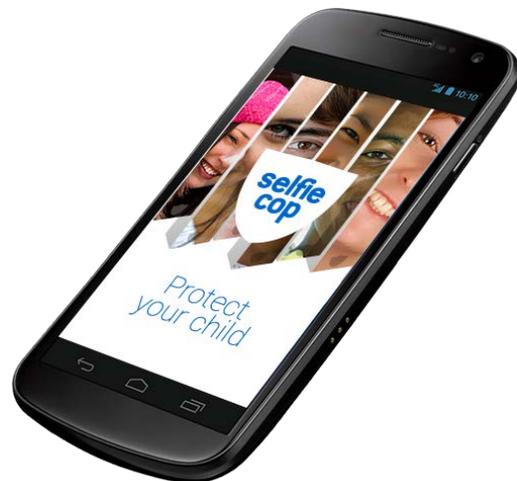
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## Selfiecop is a new app that protects children & teens from the dangers of sexting & selfies.

SelfieCop works by emailing parents a copy of every photo or video taken on their child's smartphone or tablet. This includes photos & videos captured by popular social networking apps, such as:

- SnapChat
- WhatsApp
- Instagram
- Facebook
- Twitter

SelfieCop deters unsafe behaviour by making children **STOP & THINK...** *"Do I really want my Mum & Dad to see me like this?!"*



SelfieCop is available for all **Google Android smartphones & tablets**, including Samsung, HTC, Sony & Nexus. SelfieCop costs just €2.99.

(An iPhone/iPad version of SelfieCop is under development & due out in the summer.)

## How SelfieCop works

**Step 1:** Download & install SelfieCop onto your child's phone or tablet.

**Step 2:** Enter an email address to which copies of images will be sent.

**Step 3:** Lock the app with a password (so the child cannot disable it).

That's it! From now on, you (the parent) will be emailed a copy of photo or video taken on your child's smartphone or tablet.

One last thing - you must always **tell your child** that SelfieCop is installed. The aim is not to spy on them, but to teach them to stay safe.

SelfieCop can only deter unsafe behaviour if children know it is installed. SelfieCop is **not SpyWare**.

## Why an App like SelfieCop is needed

**80%** of teens own a smartphone and **90%** of their use is completely uncontrolled. [Ref: Andrews. ISLT / Cotter & McGilloway, 2011]

The problem is that teens are impulsive & do not always understand the effect of their actions. This has created a **“a perfect storm of technology & hormones”**. [Lori Andrews, Institute for Science, Law and Technology Chicago.]

For example, **60%** of teens have been asked to send sexual images of themselves. [NSPCC, 2013]

**25%** of Irish children are sexting, with such activity often starting as young as **10 years old**. [Griffin, 2014]

## **Sexting is destroying reputations, lives & futures**

Sexting is having devastating consequences. Many teenagers are suffering terribly from ill-advised images that suddenly go viral.

**Cyberbullying** arising from sexting & 'slutshaming' is linked to severe emotional distress. [Cotter, McGilloway, 2011].

Sexting has increased the risk of **suicide ideation** amongst teens with some children taking their own lives. [Kim/Leventhal 2008]

Sexting has also led to **criminal charges** among teens, for the distribution of child pornography.

## **SelfieCop *Deters, Detects & Defuses* unsafe behaviour**

Research shows that teens will change their behaviour if they know they are being observed. SelfieCop provides a **robust, secure & easy-to-use** way to monitor the photos & videos taken by children.

### *1. SelfieCop **Deters** unsafe behaviour*

It forces teens to Stop-&-Think "Do I really want Mum to see this?"

### *2. SelfieCop **Detects** unsafe images*

It gives parents a visual early warning system for unsafe behaviour.

### 3. SelfieCop **Defuses** potential crises

It gives parents time to act to prevent any damage before it begins.

## **The privacy & security of users is our TOP concern**

The privacy of children is our number one concern. Nothing is more important to us. That is why we made this app!

Our *Privacy & Data Protection* policies are among the **strictest of any app** and we have made special effort to make them easy to understand.

In short, everything in SelfieCop is encrypted, and all images are deleted immediately after processing.

No-one at SelfieCop ever sees anything. Only parents and their children ever see images. See more at [www.selfiecop.com/privacy](http://www.selfiecop.com/privacy)

## **The team behind SelfieCop**

SelfieCop is the brainchild of **John Condrón**, and two brothers **Ronan** and **Shane Diffily**.

John and Ronan are serving members of *An Garda Síochána* in the *Computer Crime Investigation Unit*. Both were late joiners to the Gardaí having worked in software development & telecoms.

Much of John and Ronan's work concerns **child protection**. However, their investigations focus on instances where images have already been circulated. By this time, the damage has been done.

They recognised the need for something to stem the flow of such images. This was the genesis of SelfieCop.

Working on the app part-time during evenings and weekends, Shane came on-board to assist. Shane is a specialist in the emerging discipline of Web Governance and author of the *"The Website Manager's Handbook"*. Together they brought SelfieCop to fruition.

Read more about our team at [www.selfiecop.com/team](http://www.selfiecop.com/team)



Ronan Diffily



John Condron



Shane Diffily

(Note: Although Ronan & John are serving Gardaí, SelfieCop has been developed in a private capacity, as is permitted. The app is not endorsed by An Garda Síochána.)

Images: [www.selfiecop.com/pressimages](http://www.selfiecop.com/pressimages)

Research references: <https://www.selfiecop.com/research/index.htm>