

26<sup>th</sup> April 2017

Dear Parents/Carers,

Recently we wrote to you regarding e-safety and particular a number of social media apps that were causing concern in the Leeds area.

We have now been made aware that there are 3 new apps that the NSPCC have concerns about. These are: 'Yellow' that has been described as 'Tinder for Teens' and 'Lovoo' and 'Woozworld'.

Yellow is available to download for free for iPhone and Android devices and is described as a "free way to make new chat friends".

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, gender, 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. 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.

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.

We will continue to safeguard children at school by discussing the uses of social media and e-safety within our curriculum. If you have any concerns please speak to a member of staff.

Yours sincerely

Mrs. R. Binns  
Head of Academy

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Delta Academies Trust

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