



GIBRALTAR REGULATORY  
AUTHORITY

# SHARENTING

## HOW MUCH OF YOUR CHILD'S PERSONAL DATA DO YOU SHARE ON SOCIAL NETWORKING SITES?

Whilst parents and/or guardians love to post about their children, the increased use of social networking sites ("SNS") means that, what were once private photos, videos and funny stories, now often become publicly available, for a greater audience to appreciate.

Conclusions from the Information Commissioner's annual Privacy Awareness School Campaign, have repeatedly shown the use of SNS as widespread. Children are becoming increasingly fixated and dependent on showcasing their personal information in an online environment.

Interestingly, many parents and/or guardians are following suit, giving rise to the latest phenomenon that is "sharenting". **Sharenting is the practice of parents and/or guardians publicising content about their child(ren) on SNS.** In essence, through online sharing of their data, a digital footprint is being created for children. If appropriate safeguards are not implemented, this may impact a child's digital identity, privacy and even safety.



SNS provide:

A platform for parents/guardians to share the joys of parenthood.

A source of online help regarding the uncertainties of parenthood.

A stage on which to share parenting advice/opinions and receive validation for parenting decisions.

A means of staying connected with friends and family, near and far.



Revealing too much information or sharing inappropriate/embarrassing content can have a negative impact on a child.

The digital footprint created may not be one the child likes, or agrees with, in the future.

Information about a child's location, hobbies and interests may be inadvertently disclosed, which may impact their safety.

Children may be increasingly exposed to the risk of identity fraud.

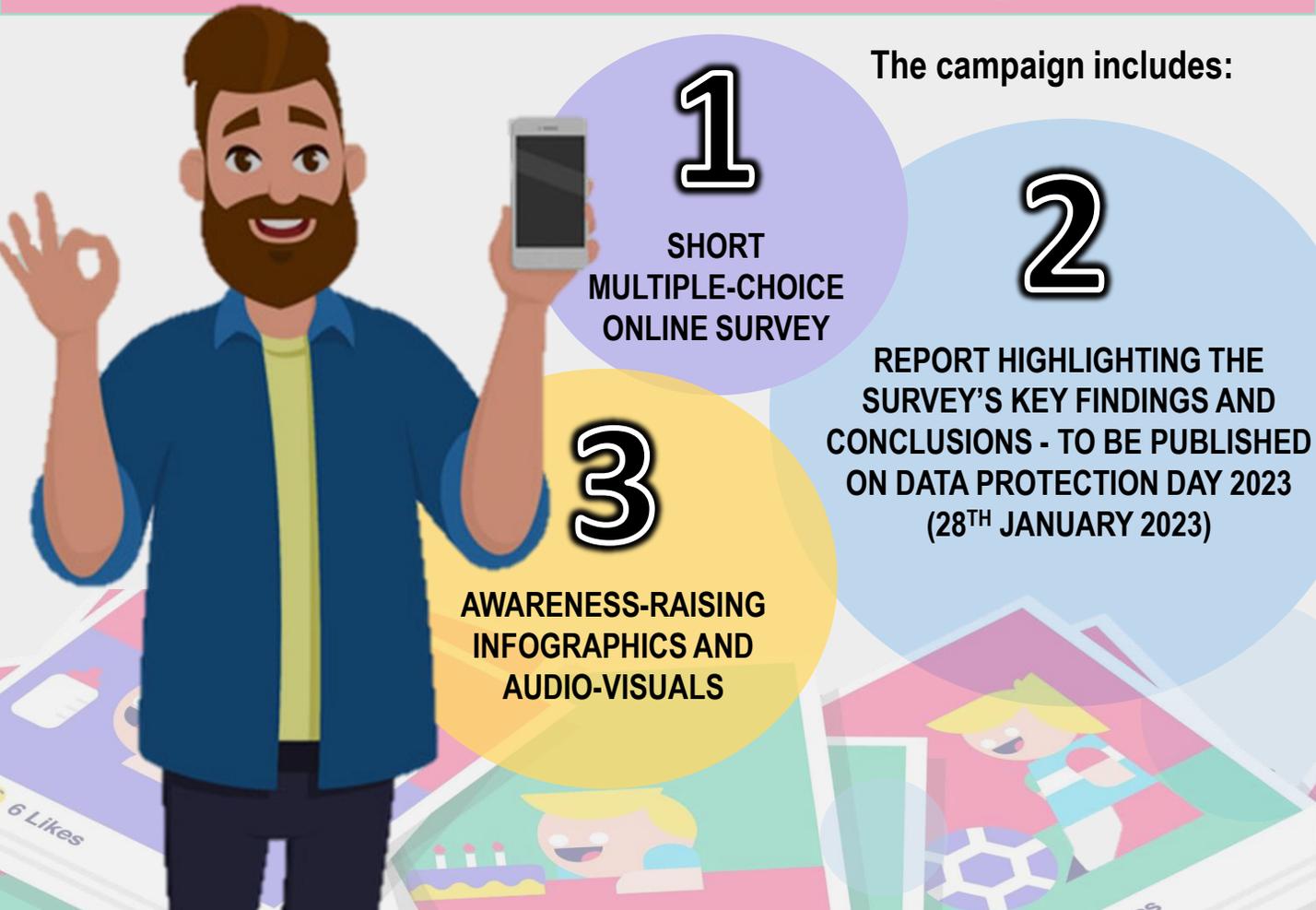




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# DATA PROTECTION IN A WORLD OF SHARENTING

As part of ongoing awareness-raising efforts, the Information Commissioner has initiated a new public campaign to focus on the prevalence of “sharenting” in Gibraltar. **Sharenting is the practice of parents and/or guardians publicising content about their children on social networking sites.** At times, parents/guardians may upload images or share information about their child(ren) online with little understanding or regard to the fact that they are, in essence, creating a digital footprint for the child(ren), and may potentially be impacting the child(ren)’s digital identity, privacy and safety.



The campaign includes:

1

SHORT  
MULTIPLE-CHOICE  
ONLINE SURVEY

2

REPORT HIGHLIGHTING THE  
SURVEY'S KEY FINDINGS AND  
CONCLUSIONS - TO BE PUBLISHED  
ON DATA PROTECTION DAY 2023  
(28<sup>TH</sup> JANUARY 2023)

3

AWARENESS-RAISING  
INFOGRAPHICS AND  
AUDIO-VISUALS

For more information visit [www.gra.gi](http://www.gra.gi) or contact us by email using [privacy@gra.gi](mailto:privacy@gra.gi)