



POSSE

Personal Online Safety Security Empowerment

F A M I L Y P R O D U C T P R O F I L E

Protect everyone you care about.

Raising safer, more resilient digital citizens — together.

L I C E N C E S

8 licences

M O N T H L Y

€14.99

A N N U A L

€149

info@cyberguardian.ie | cyberguardian.ie | CyberGuardian | 2026

Raising the Next Generation of Digital Citizens

The children growing up today will spend their entire adult lives online. The digital world is not a separate space they visit — it is the environment in which they learn, socialise, form friendships, explore their identity, and eventually build their careers. How they learn to navigate it safely is one of the most important things any family can do.

Yet most cyber awareness programmes were never designed with families in mind. They target employees, not children. They assume technical literacy that many adults do not have. They say nothing about the emotional, social, and developmental pressures that make young people particularly vulnerable to online harms.

POSSE Family is different. It was designed from first principles around the whole household — recognising that every family member carries different vulnerabilities, different strengths, and different needs online.

The greatest gift you can give a child is not a device. It is the wisdom to use it safely.

Children's Mental Health Online: The Evidence

The link between online harms and children's mental health is now extensively documented. But the relationship is not simply between 'screen time' and wellbeing — it is specific, targeted, and related to particular online experiences that awareness can prevent.

1 in 3

children in the UK has experienced something upsetting or harmful online. Most do not tell a parent or trusted adult. (NSPCC Online Safety Report 2024)

47%

of young people who experienced cyberbullying reported a significant impact on their mental health, including anxiety, sleep disruption, and reduced school attendance. (Ditch the Label, 2024)

72%

of parents say they worry about their child's online safety but feel they do not have sufficient knowledge or tools to effectively protect them. (Ofcom Children and Parents Media Report 2024)

3x

Children who receive parental guidance on online safety are three times more likely to report online harms when they occur — and more likely to seek help. (Internet Matters Research 2024)

The Harms Awareness Prevents

Threats to Children

- Online grooming and exploitation — perpetrators build trust before harm occurs
- Cyberbullying and peer harassment — often invisible to parents
- Exposure to harmful or age-inappropriate content through algorithm drift
- Gaming scams, in-app fraud, and fake prize offers targeting young users
- 'Sharenting' risks — children's images and data shared without understanding
- Sextortion and image-based abuse — one of the fastest-growing harms affecting teenagers
- Fake influencer and brand impersonation scams targeting young consumers

Mental Health Consequences

- Anxiety and social withdrawal following cyberbullying or online humiliation
- Depression and loneliness driven by social comparison and rejection online
- Body image distress from exposure to manipulated or edited content
- Sleep disruption from late-night device use and notification anxiety
- Fear and shame following exposure to grooming or exploitation attempts
- Loss of academic performance linked to online harassment or distress
- Self-harm ideation linked to engagement with harmful online communities

What the POSSE Family Plan Includes

For Every Family Member

- Individual personalised awareness profile for each user
- Age-appropriate, threat-led modules — from young children to adults
- Personal risk dashboard showing individual progress over time

For Parents

- Parent control dashboard with family-wide visibility and progress reporting
- Family safety score tracking collective digital resilience
- Alerts for emerging threats specifically affecting children and young people

- Monthly threat updates reflecting current attack vectors
- Content accessible at all ages and digital skill levels, including the digitally excluded
- Up to 8 individual profiles under one subscription
- Conversation starters and guidance to help parents discuss online risks naturally
- No technical knowledge required — designed for every type of parent
- Tools to support open, non-alarming family conversations about online safety

Raising Resilient Digital Citizens

Protecting children online is not about fear. It is not about banning devices or monitoring every message. Research is clear that excessive restriction without education creates more risk, not less — because children encounter threats with no framework to recognise or respond to them.

POSSE Family is built on a different philosophy: empowerment through awareness. When children understand why certain approaches are risky, they develop the instincts to navigate threats independently. When parents understand the landscape, they can have informed, calm conversations rather than reactive ones.

“Children who are supported by digitally aware parents and who receive age-appropriate safety education are significantly more resilient to online harms and more likely to seek help when needed.”

— Internet Matters / NSPCC Joint Research, 2024

“By framing cybersecurity as a personal benefit rather than a restrictive work policy, organisations — and families — can transform members from ‘weak links’ into a proactive human firewall.”

— ENISA — European Union Agency for Cybersecurity

The Conversation POSSE Starts

POSSE Family does not just protect — it connects.

Many families find it difficult to discuss online risks without the conversation becoming alarming, accusatory, or simply awkward. POSSE provides a shared vocabulary and a shared experience — something parents and children can navigate together, building mutual understanding rather than tension.

When the whole family completes POSSE together, online safety becomes part of the household culture — not a lecture, not a rule, but a shared way of thinking.

A Cyber CSR Benefit for Employers

Employees who use POSSE Family bring their heightened awareness into the workplace. For employers who support POSSE Family subscriptions as a staff benefit, the return is twofold: a more cyber-resilient workforce and a genuine demonstration of duty of care to employees and their families. This is a Cyber Corporate Social Responsibility (CSR) benefit unique to POSSE.

Eight profiles. One subscription. Every family member protected — from first device to working life.

To find out more or to get started, contact us at

info@cyberguardian.ie | cyberguardian.ie