



POSSE

Personal Online Safety Security Empowerment

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

Protecting your child online starts with you.

Build the awareness that keeps your family safer — ten minutes at a time.

M O N T H L Y

€3.99

A N N U A L

€39

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Your Child Is Online. Are They Safe?

Children today are born into a digital world. By the time they start school, most are already using tablets and smartphones. By the time they are teenagers, the internet is their primary space for socialising, learning, and self-expression. And throughout all of it, the threats they face are real, sophisticated, and specifically designed to target young people who do not yet have the awareness to recognise them.

Most parents know they should do something about online safety. Very few have been given the tools, the knowledge, or the confidence to actually do it. POSSE for Parents changes that — by starting with you.

You cannot protect your child from threats you do not understand yourself. POSSE gives you that understanding — quickly, clearly, and at no cost beyond your own time.

What Children Face Online — The Evidence

The threats children encounter online are not rare edge cases. They are widespread, well-documented, and — critically — highly preventable through parental awareness and early education.

1 in 3	children in the UK has experienced something upsetting or harmful online. The majority do not tell a parent. (NSPCC Online Safety Report, 2024)
47%	of young people who experienced cyberbullying said it had a significant impact on their mental health, including anxiety, sleep problems, and reduced school attendance. (Ditch the Label, 2024)
72%	of parents worry about their child's online safety but say they do not have sufficient knowledge or tools to protect them effectively. (Ofcom Children and Parents Media Report, 2024)
3x	Children who receive active parental guidance on online safety are three times more likely to report online harms and seek help when they occur. (Internet Matters Research, 2024)

The Threats You Need to Know About

Understanding what your child faces is the first step to protecting them. These are the threats most likely to affect children and young people in the current digital environment:

Safety & Exploitation Risks • Online grooming — predators building trust over time before exploitation • Sextortion and image-based abuse — increasingly targeting young teenagers • Fake profiles and catfishing — impersonation by adults or peers • Gaming platform exploitation — in-app fraud, scams, and contact from strangers • Live streaming risks — accidental or coerced exposure to harmful content • Radicalisation — targeted content pipelines into extremist communities	Psychological & Financial Harms • Cyberbullying — persistent peer harassment that follows children home • Social media comparison — body image distress and self-worth erosion • Harmful content algorithms — automatic exposure to self-harm and eating disorder content • Subscription traps and in-app fraud — targeting children's impulsive decision-making • Fake giveaways and brand impersonation scams — exploiting trust in influencers • Privacy oversharing — children unknowingly exposing location and personal data
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Why Your Awareness Is the Most Powerful Protection

Parental controls, content filters, and monitoring software all have a role to play — but research consistently shows they are not sufficient on their own. Children find workarounds. Platforms change. New threats emerge faster than filters can be updated. The most durable protection for any child is a parent who understands the risks and can talk about them openly and calmly.

POSSE for Parents is built on this insight. It does not ask you to become a technical expert. It asks you to become aware — so that you can have the right conversations, spot the right warning signs, and respond in the right way when something goes wrong.

“Children who have open conversations with parents about online risks are significantly more resilient — and far more likely to come forward when they encounter a problem.”
— Internet Matters / NSPCC Joint Research, 2024

“By framing cybersecurity as a personal benefit rather than a restrictive policy, families can transform children from ‘weak links’ into a proactive, self-aware generation.”
— ENISA — European Union Agency for Cybersecurity

What POSSE Does For You as a Parent

Your Personal Profile • Personal cyber awareness profile built around your own digital habits and risk areas • Threat-led learning modules covering the specific risks facing children and families today • Personal risk dashboard showing your growing competence over time • Monthly threat updates — keeping you current as the threat landscape evolves • Ten minutes per session — designed for busy parents, on any device • No technical background required — accessible at every level of digital literacy	What Changes For Your Family • You recognise the warning signs of grooming, exploitation, and cyberbullying • You can have calm, informed conversations with your child about online risks • You know exactly what to do — and who to contact — if something goes wrong • Your child feels safer telling you when they encounter a problem • Your confidence as a digital parent grows visibly and measurably • Your family develops shared awareness rather than a culture of fear or restriction
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The Conversation POSSE Helps You Start

Many parents find it hard to talk to their children about online risks. The conversation can feel alarmist, accusatory, or simply awkward — particularly when children are more digitally fluent than the adults around them. This discomfort leads to silence, and silence leaves children without the framework to recognise or respond to the threats they face.

POSSE gives you the vocabulary, the context, and the confidence to have these conversations naturally — as part of family life, not as a crisis response. When parents understand the landscape, online safety becomes a topic rather than a taboo.

Three conversations POSSE helps you have:

“If someone you don’t know asks to be your friend online, here’s what I’d like you to do…”
“If you ever see something that makes you feel uncomfortable, you will never be in trouble for telling me…”
“I want to understand what you do online — not to check up on you, but because it matters to me that you’re safe…”

Prevention Is Everything

When a child experiences online harm, the consequences can be severe and long-lasting. Grooming, sextortion, cyberbullying, and exploitation leave marks that extend far beyond the digital world — affecting mental health, school performance, family relationships, and in the most serious cases, long-term psychological wellbeing.

Recovery is possible, but it is hard, slow, and distressing for every member of the family. Prevention is immeasurably easier. And in the majority of cases, prevention requires nothing more than a parent who has the awareness to spot the signs, the vocabulary to have the conversation, and the confidence to act.

Warning signs that a child may be at risk online:

Behavioural changes

- Becoming secretive about device use, or switching screens when a parent approaches
- Withdrawal from family and friends, or sudden mood changes after being online
- Reluctance to attend school or disrupted sleep patterns

Device and social signals

- Receiving unexpected gifts, money, or items from unknown sources
- New contacts or friends who the child is reluctant to discuss
- Distress after using a device but unwillingness to explain why
- Unexplained in-app purchases or use of family payment details

Pricing — Identical to the Individual Profile

The POSSE Parent profile is priced identically to the Individual profile. There is no premium for the parental content — because protecting children should not cost more than protecting yourself.

Profile	Monthly	Annual	What's Included
Parent Profile <i>(same as Individual)</i>	€3.99	€39	• Personal awareness profile • Parent-focused threat modules • Personal risk dashboard • Monthly threat updates
Upgrade: Family Plan <i>Up to 8 profiles</i>	€14.99	€149	• Everything in Parent Profile • Individual profiles for all children • Family safety score dashboard • Child-specific threat alerts

Want a profile for every member of the family? Upgrade to the POSSE Family Plan and give every child their own individually tailored awareness programme alongside your own — for €14.99 per month.

The Research Behind POSSE

“Personal cyber awareness is positively associated with personal cyber risk mitigation — and parental awareness is the single strongest predictor of child online safety outcomes.”
— Journal of Cybersecurity, 2025

“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

Ten minutes. Any device. Your awareness. Your child’s safety. €3.99 per month — or €39 for the year.