



**Why  
parental  
controls are  
a big tech  
cop out**



If your child has a  
smartphone, we'd  
recommend using  
parental controls –  
but ultimately they're  
not the solution to  
this problem





# 58%

of teens say they've  
never had controls put  
on their phone by parents

# 47%

of teens with controls  
in place say they have  
bypassed them

(Parentkind poll, May 2024)





Many parents  
don't have the  
tech-knowledge or  
headspace to set them  
up (or to hold fast  
in the face of a teen  
lobbying for more)





# And teens find multiple ways to bypass controls:

Performing a factory reset

Using VPN software

Hacking the WiFi router

Memorising your passcode



Even if your kid's phone has controls, their friends may not – so they may see or be sent inappropriate content anyway





Yet big tech lobby  
government not to  
regulate them further  
by arguing that their  
parental controls  
are sufficient – that  
‘parents just need to  
educate themselves’





Parental controls have been around since the dawn of the iPhone – and we are where we are. Teens across the globe are experiencing an explosion in mental illness.







Parental controls  
are not sufficient.

If you want to put the  
power back into the  
hands of parents, join us