Kids’ first steps into the digital world

Samsung Kids Home lets parents shape a safe environment for kids to happily explore and connect with the world, providing features like PIN Lock, Parental Control and screen time control.

With family-friendly activities to both entertain and encourage them to learn, develop, and flourish, Kids Home helps kids safely enjoy the digital realm.

Kids Home was launched in 2019, as an upgraded version of the previous Kids Mode app.

More information at: https://www.samsung.com/global/galaxy/apps/samsung-kids-home/
Support to Safer Internet Day

- For Safer Internet Day 2019, Samsung provided information to over 20,000 of its store’s staff on the benefits of and how to set up its child-safe Kids Home app.
- Samsung engaged their customers across social media by sharing information about SID and online safety.
- On Samsung Members a post titled ‘Kids-friendly fun’ was posted to remind customers about SID and let them know about Kids Home.
- On Samsung Backstage Newsfeed an article was posted, explaining about SID and reminding our store staff how to keep children safe via the Kids Home app.

Partnership with Internet Matters in the UK

- Samsung is working closely with Internet Matters to ensure that up to date, easy to understand, relevant information is provided to parents whose children have access to the increasing number of Samsung products now connected to the Internet.
- Through a joint microsite, we want to ensure millions of children can safely benefit from seamless connectivity at home and on the move.
Fighting Cyberbullying

“Subject Empathy” in Spain

- Project developed by Samsung and the Spanish Ministry of Education, Culture and Sports to raise awareness and try to reduce school bullying by involving students in solving the problem.
- It is based on a Virtual Reality video, with the idea of reaching the maximum possible number of secondary education students and to frame it as part of the National School Coexistence Plan.
- The video is made following the codes of communication of the 21st century students, where the real and digital world are integrated.

“#OFF4aDay – Today is our school turn” in Italy

- Project promoted by the MOIGE - Italian Parents Movement and by Samsung, under the patronage of the State Police, which has the primary objective of raising awareness among young people and adults and preventing cyberbullying.
- 2,000+ first and secondary schools got involved and received informative educational kits for teachers aimed at stimulating classroom discussion on the theme of cyberbullying.
- 200+ employees hold classes in schools teaching students how to use technology in order to prevent cyberbullying deeds.
- Each school was called to participate a contest: students produced a text or a video, explaining their idea of “turning off” the school for a day and focusing on cyberbullying.
For more info, please contact: f.falco@samsung.com

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