At National Online Safety we believe in empowering parents, carers and trusted adults with the information they need to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one platform of many which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

What parents need to know about NETFLIX

18+
The account holder must be 18 or older.

Launched in 1997, Netflix is now one of the world's leading online streaming services, providing users with unlimited access to a huge selection of TV shows and films. It's available on any internet-connected device that supports the Netflix app, from smart TVs and games consoles to tablets and smartphones, and is becoming increasingly popular with a younger audience. This is unsurprising given consumer attitudes are changing more towards video-on-demand (VoD) services. That's why we've created this guide to help parents and carers understand exactly what Netflix is about.

Inappropriate content

Netflix hosts and produces content for all ages. It has a wide variety of films and TV programmes for young children, teens and adults and its extensive catalogue can provide hours of entertainment. Children can search for almost anything but if they share the same account as an adult, it can also open them up to viewing material that is adult themed or inappropriate. Netflix doesn't check who's watching so children could access films or tv shows that contain violence, nudity or foul language.

Risk of hacking

With millions of users in over 190 countries, Netflix is often targeted by hackers and phishing scams which try to illicit usernames and passwords to gain access to accounts. If successful, hackers can steal payment details or try to sell your data on the dark web, providing others with the opportunity to profit. Given Netflix doesn't provide 2-factor authentication, its important to ensure your login details remain secure.

Binge-watching

With the ability to access Netflix on almost any device, it can be easy to fall into 'binge-watching' TV series, with users finding it difficult to turn it off without knowing what happens next. The autoplay function also means that the next episode usually plays within seconds of the last ending and the Netflix algorithms mean that recommended programmes are very often similar to those you've just watched. This can easily lead to spending hours in front of the TV through the day or staying up through the night, potentially affecting sleep, mood and the ability to concentrate the next day.

Screen addiction

In addition to binge-watching, the fact that Netflix is available on almost any device with an internet connection means that parents may find it difficult to prize children away from a screen. With a huge collection of children's TV programmes and the latest film titles, children could start watching on the TV, continue on the tablet and finish on their games console. Increased screen time means that they may spend less time learning, playing outside, find it difficult to sleep or communicate less with family and friends.

Netflix party

Netflix Party is a free extension on Google Chrome that gives users the ability to watch a film or TV show online simultaneously with friends or family in different locations. It also provides the ability to chat to each other during the stream. Users can create a party and send a link to people they want to invite however the link can be copied and distributed further, meaning children could potentially be open to a group chat with people they don't know. It should be noted that Netflix Party isn't an official Netflix product and needs to be downloaded separately to the app.

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Safety tips for parents & carers

Create a Netflix Kids experience profile

One of the biggest advantages of Netflix is the ability to control what content your children can watch. Setting up a Netflix Kids experience profile means that children only have access to TV shows and movies which have been carefully selected for kids. The look and feel of the app is simpler and children can't access any account settings.

Set maturity ratings & block content

If your child is a little older, parents can create a separate profile to their own and set a maturity rating that means children will see only TV shows and movies that fit that rating. The three categories of rating for the UK are kids (all, U, PG), teens (12, Guidance, Teen) and adult (15, 18, mature, adult). You can also block specific TV shows and movies from individual profiles which means they don't show up in the browse or search results.

Have an open & honest conversation

Parents can review the TV shows and films that have been watched on each profile under their account. If your child seems upset or shocked by something they have seen or if you are concerned about anything they've viewed, try to talk to them about it and have an open and honest conversation to help understand any concerns.

Switch off autoplay

Netflix has two autoplay features that can be switched on and off across different accounts and takes effect across all devices. Parents can disable the ability for consecutive episodes to play automatically and for previews to play when browsing. Both can help to limit the amount of time children spend on the app.

Lock your profile

It's important to keep your own account secure so that children can't freely switch between profiles and potentially access more adult-themed content or change access levels. Parents can set-up a Profile Lock PIN which means only they can access their own Netflix account.

Set screen time limits

Although switching off autoplay will help to stem programmes playing continuously, children can just as easily choose to play the next episode themselves. Whilst Netflix has no options to help limit viewing time, many devices now allow parents to set screen time restrictions, so you can switch off the app automatically when you think they've had enough.

Meet our expert

Pete Badh is a writer with over 10+ years in research and analysis. Working within a specialist area for West Yorkshire Police, Pete has contributed work which has been pivotal in successfully winning high profile cases in court as well as writing as a subject matter expert for industry handbooks.

Create a strong password & always log out.

Given that Netflix doesn't use 2-factor authentication, the need for a unique username and strong password is even more important. Try to use a different password to ones you've used before and use a mixture of numbers, letters (uppercase and lowercase) and symbols, with a minimum of 8 characters. Always log out when not using your account so that if your device is lost or stolen, your account remains inaccessible.

SOURCES: https://www.netflix.com | https://help.netflix.com/en/node/264 | https://www.ofcom.org.uk/__data/assets/pdf_file/0023/190616/children-media-use-attitudes-2019-report.pdf

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