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Dublin, 09 February 2010

JOIN THE SAFER INTERNET DAY CELEBRATIONS!
THINK BEFORE YOU POST!

Happy Safer Internet Day! Today marks the seventh edition of the event. Celebrations are taking in more than 60 countries on all 5 continents across the world, from Canada to South Korea, and Russia to Kenya and including all 27 countries of the European Union.

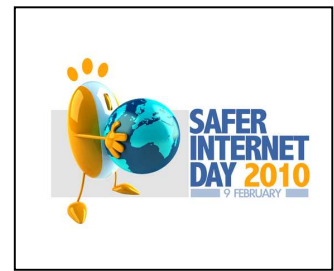
" Online safety concerns all of us. Young people across Europe spend a good part of their leisure time, playing, interacting and learning on the web. The overall traffic on social networking sites has grown enormously over the last three years," said Viviane Reding, patron of Safer Internet Day for the sixth consecutive year, European Commissioner for Information Society and Media. *"Therefore, it is even more our responsibility as Europeans to make the online world a safe and secure environment that everyone can enjoy".*

Safer Internet Day 2010 celebrates the theme "Think B4 U Post". Once an image is posted online, it's hard, if not impossible, to take it back. Anyone can see it. The goal is not to prevent young people from using these sites, but to make them aware of the risks of sharing personal information online and to encourage them to control their online identity by thinking carefully about the consequences.

Figures released this week from a European online survey¹ underscore the need to empower young people to wisely manage their personal information online. 57 % of young people state that they realise it is not safe to post personal information on their blog or social networking site. Yet 44% provide personal details on the net and one in eight give their home address. 40% of parents across Europe admit they do not monitor their children's online movements or internet postings.

¹ Online survey conducted by Microsoft in January 2010; 14,181 responses from 11 countries.





Hundreds of online and offline activities are organised today to celebrate the wonderful opportunities internet offers and focus the attention of all children and teenagers, on the means to manage their online identity in a responsible way. Descriptions of national celebrations are available on the Safer Internet Day fair (www.sidfair.org), a collaborative platform where the public can visit, leave comments in the guest books and share images, ideas, tips and resources of more than 70 profiles created by national Safer Internet Day committees and international organisations. The European Commission will present its assessment of the implementation of the "Safer Social Networking Principles of the EU" at the European Parliament in Strasbourg on that day. A European quiz for the 9-15 year olds will be launched (www.sid2010quiz.org), thanks to the support of our golden sponsor Liberty Global Inc. and silver sponsor Microsoft, while a poster competition will give the 5-8 year olds the opportunity to express what they think about online safety.

Safer Internet Day 2010 will also mark the launch of the web version of the highly popular eSafety toolkit (www.esafetykit.net) developed by Insafe in collaboration with Liberty Global Inc. and supported by the European Commission. Localised versions for Ireland, Poland, Hungary, Czech Republic, Austria, Netherlands, Spain, Romania and Belgium are now online, and more language versions will become available in the coming months, offering an indispensable resource for parents, teachers and librarians throughout Europe and beyond.

Visit our website www.saferinternet.org and look up the website of your national awareness centre to get tips on how to protect your privacy online.

To learn more about Safer Internet Day meetings in your region or at the international level this year, stay posted at: www.saferinternetday.org and check out the SID fair www.sidfair.org.

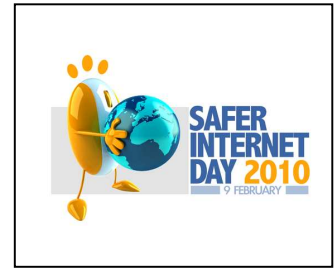
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Further information:

About Insafe

Insafe is the European Safer Internet awareness-raising network co-funded by the European Commission and coordinated by European Schoolnet. It comprises national centres in 25 countries across the European Union and in Iceland and Norway, with partner organisations in Argentina, Australia and the USA. Insafe aims at empowering users to benefit from the positive aspects of internet whilst avoiding the potential risks. Further information is available at www.saferinternet.org or contact info-insafe@eun.org

About Safer Internet Day

Safer Internet Day is part of a global drive by awareness-raising partners to promote a safer Internet for all users, especially young people. It is organised by INSAFE in the framework of the European Commission's Safer Internet Programme.

About Hotline.ie

Hotline.ie is the national platform in Ireland for reporting of suspected illegal content on the Internet. It is part of INHOPE the International Network of Hotlines. As education of children and raising the awareness of parents is key to preventing children placing themselves in potentially dangerous situations when using the Internet, Hotline.ie supports our colleagues in INSAFE and **Webwise.ie** (the Irish Safer Internet Awareness Node) in promoting this message today - being Safer Internet Day 2010.