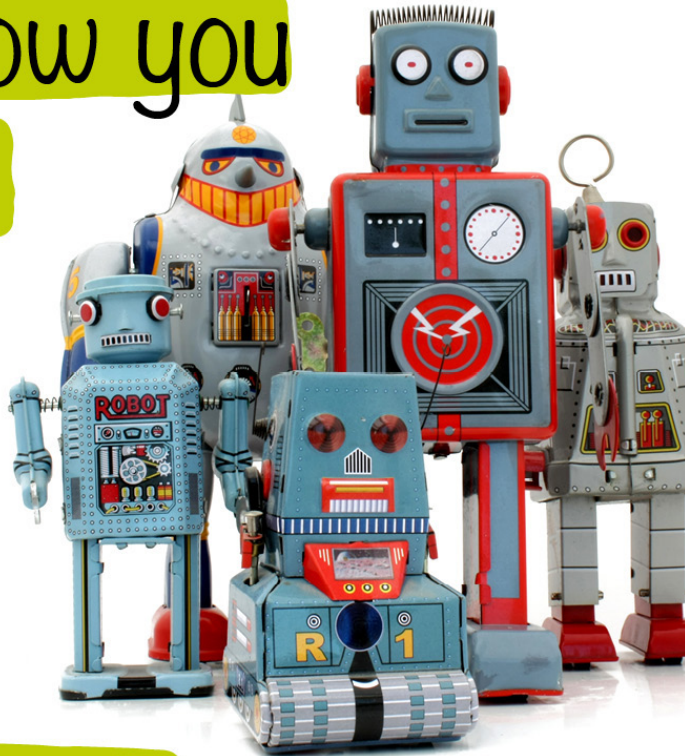


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# Connected toys... We'll show you the way

**6 tips for keeping  
your family &  
data safe around  
connected toys**



**#PowerToTheParents**

Sometimes it feels like our children are the experts in all things internet, as soon as a new gadget or gizmo hits their fingertips, they appear to be totally in the know and off they go.

This Christmas we want to give #PowerToTheParents so that you can be the rulers of tech in your household. We've teamed up with The British Toy and Hobby Association's connected toys specialist Antony Kirrane to bring you 6 key tips for using connected toys in your home.

What is a 'connected toy' we hear you ask? Simply, it's a toy that connects to the internet. You might already have other connected, or smart, items in your home; these tips will work for those too!



## Tip 1.

When you buy a house, you change the lock. When you buy a connected toy, change the password!

**#ThinkRandom**



## Tip 2.

You get your cars, boilers and washing machines serviced to keep them ticking by, but your connected toys need servicing too!

**#StayUpdated**

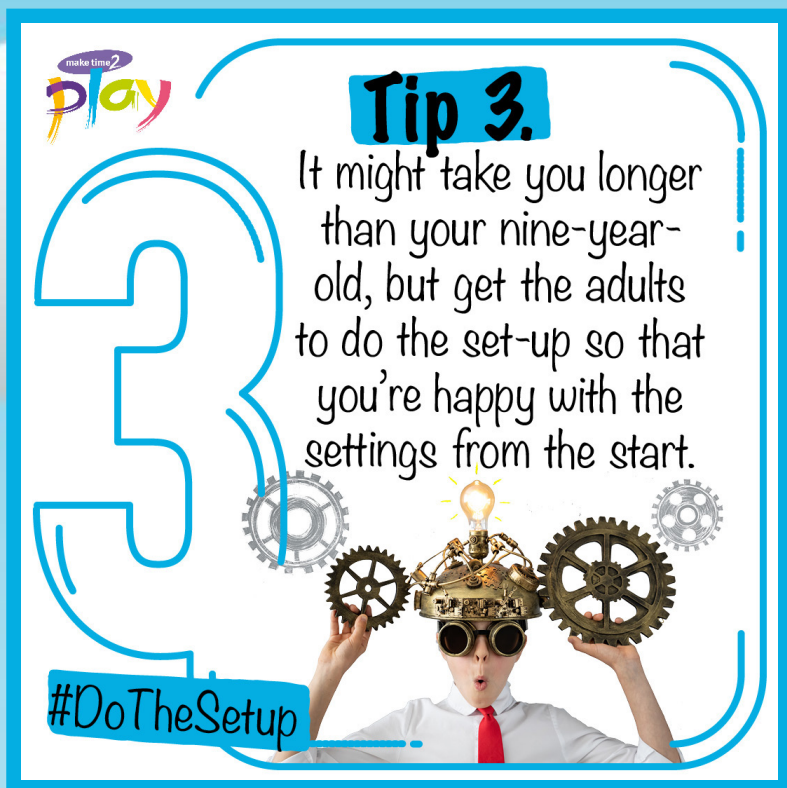


It sounds simple, but many of us think the pre-set password has to be an automated, computerised, random combination, and so must be safe. Often they are not, and even if they are, it is best practice is to change it. Make sure you do it as soon as you set up the device and use the great advice from the national cyber security centre for setting strong passwords #ThinkRandom.

<https://www.ncsc.gov.uk/blog-post/three-random-words-or-thinkrandom-0>

Technology moves fast, every day there are advances and changes to the connected landscape, updates are the manufacturers way of making sure your toys are up to date with all of these changes keeping your devices secure and your data safe #StayUpdated.





Those little set-up books that come with connected toys might not be your idea of Christmas day reading but setting up any connected toys yourself and following ALL of the manufacturer's instructions will set you up for success.

Doing the set-up will give you a better understanding of the toys and tick off all of those tasks (like changing the password) to safely connect to the internet.

Tip 3b, set them up before the big day and you will already have an understanding of the toy when your child opens it – who's the expert now! #DoTheSetup



Parental controls are a great feature, they let adults choose what little ones can and can't access. The easiest way to make sure these are on and set correctly for your child, is to do them when setting up the toy (see tip 4!).

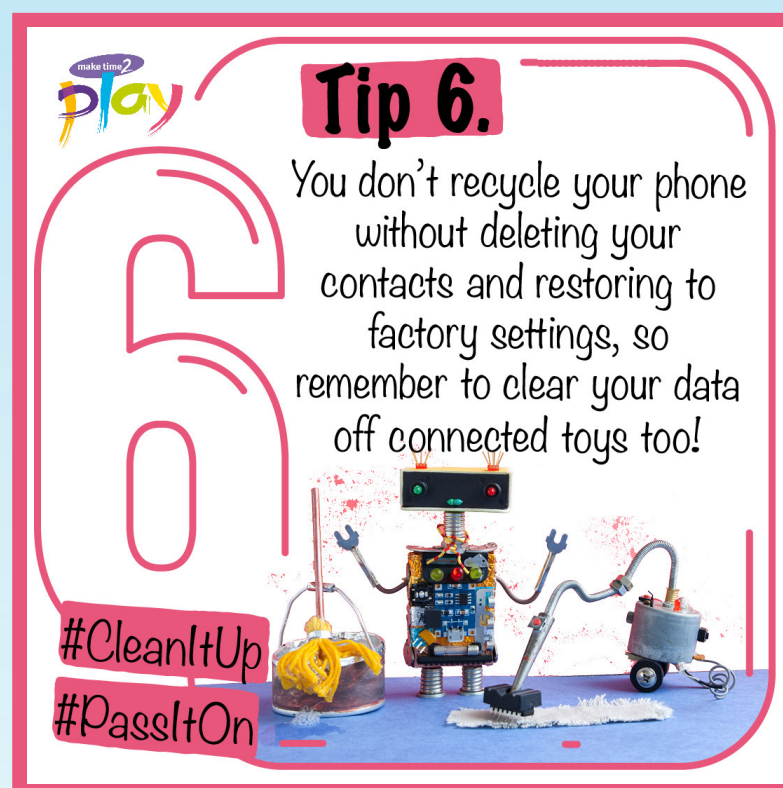
If you've got any connected toys already on the go, have a look at the instruction book, or find it online, to see how to set up the parental controls.

Tip 4b, always keep the packaging and set up books, you never know when they might come in handy! #ParentalControls



Even if you've followed all the manufacturers guide (see tip 4!), if you think there is a problem or think there might be suspicious activity on your account, contact the manufacturer immediately.

There might be a fault, there might not, but unless you speak to them, you'll never know, and if they don't know, they won't be able to fix it. All reputable manufacturers will have their contact details on the toy's packaging, give them a call and report it. #CallItReportIt



Before recycling or passing on any connected toys make sure all the data is wiped. Not only does this keep your data private to you but it means that when the next child gets to play with it, it's back to the fresh settings, giving them the best possible play experience and allowing their parent to set up the controls from scratch.

For some products this will be 'return to factory settings', but not for all. Go back to the manufacturers guide that came with the toy to find the best way of doing this. If you have any problems the manufacturer can help you #CleanItUp #PassItOn