

# Press Release: Sociodigital Research Releases Data Privacy Education Video to Help Safeguard Children's Data Privacy

## Why You Should Care About Your Child's Data Privacy Right Now

Wednesday 2 November 2022 | Dr Caroline Keen

[Sociodigital Research](#) has released an educational video now available on the company's [YouTube channel](#).

This short, animated video is designed to make it glaringly obvious how dangerous the systematic mining of children's data can be.

The video aims to raise awareness of the privacy risks children face in the digital age and prompt parents, children and educators to take action to minimise these risks. The video explains the importance of safeguarding children's data privacy.

The company's ongoing research reveals parents are often unaware of the information being amassed by corporate interests, and the potential consequences of extensive collection of children's data over time.

"Our research has shown many parents and children do not comprehend corporate surveillance as a threat to their privacy," says company director and sociologist Dr Caroline Keen.

However, companies harvest our personal data as we go about our digital lives collecting massive amounts of personal information about us.

"Data analytics create new data to predict our future behaviour, abilities, and choices. This information is then frequently sold and used without our knowledge for purposes unknown. For many of today's children, the sale and reuse of sensitive data profiles will have detrimental effects.

Children are frequently exposed to commercial and institutional privacy risks, both as consumers at home and as students within the education system," she says.

In New Zealand, there is no current regulation that specifically addresses children's vulnerability to these commercial and institutional privacy risks, which leave children susceptible to exploitation from both domestic and international digital services, both at home and at school. Protecting children's privacy is largely left up to parents and children themselves.

The digitalisation of everyday work, education and social life has expanded the nature and scope of personal data now generated about us. It defines what personal data is. It talks about the types of data collected without our knowledge, as well as other more sensitive data that is generated from this data, and how this data may be used by unknown commercial parties with negative consequences for some children later in life.

Dr Keen strongly urges parents to review the privacy policies of online services that their children use at home and at school, to ask questions, reject services that mine data unnecessarily, and make a practice of opting out of tracking technologies when given the choice.

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exploring digital life through a sociological lens