A Knowthenet study of 2,000 parents reveals their online photo sharing habits and just how many photos of their kids they've posted on the web…

**How many photos...**

- About 195 photos are shared by parents of under fives every year.
- Today's children will appear in almost 208 images shared by their parents before they turn five.
- 53% have uploaded photos of children.
- A third of parents admit a child has had their picture taken without parents’ permission.
- 14% believe they own the sole rights to images on Facebook.
- 17% believe they own the sole rights to images on Instagram.
- 39% believe they own the sole rights to images on Twitter.

**Where are these photos?**

- 70% of parents use a smartphone as their main gadget for photos.
- 49% of parents are aware that location data showing where photos were taken can be stored within an image.
- 33% believe they own the sole rights to images on WhatsApp.
- 17% believe they own the sole rights to images on Snapchat.
- 6% believe they own the sole rights to images on other social networks.

**Parents in the dark...**

- 39% believe they own the sole rights to images on Facebook.
- 39% believe they own the sole rights to images on Instagram.
- 39% believe they own the sole rights to images on Twitter.
- 53% have uploaded photos of children.
- 46% have uploaded photos of children that aren’t their own.
- 46% have uploaded photos of children that aren’t their own.
- 12% of parents have never checked their Facebook privacy settings.
- 17% of parents have privacy settings set on Facebook so that everyone can see their posts.
- 46% of parents are concerned that somebody could use their photos without permission.
- 50% of parents have uploaded photos that weren’t their own.

**Photo sharing etiquette**

- A quarter of parents admit to never asking permission of people in photos before sharing.
- 7% of parents have presented their offspring as an image.
- 43% have shared images of people who aren’t their own.
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**Privacy settings**

- The figure rises to 208 images shared on average by parents of kids under 16.
- 17% of parents have never checked their Facebook privacy settings.
- 6% of parents have uploaded photos of children that weren't their own.
- 46% of parents are concerned that somebody could use their photos without permission.
- 50% of parents have uploaded images of people that weren't their own.
- 17% of parents have uploaded images of people that weren't their own.

**Knowthenet.org.uk’s top tips**

**Check your privacy settings:***
- Take a look at your social network’s privacy settings and ensure that they have been changed from the default. Make sure you’re only sharing images with the right people and avoid oversharing.

**Think before you upload:**
- If it’s an image of a child, do you think they will thank you for sharing it once they’ve grown up? Consider the feelings of others before posting images – if the child isn’t your own try to ask the permission of their parent first. Most importantly, remember that once a picture is uploaded to a social media site it’s very difficult to remove all traces of it.

**Stay in control:**
- Don’t use social networks as a replacement for your own photo albums or hard drive storage, as they could be at risk in the event of any technical glitches. And remember that some social networks will obtain rights to your images once you’ve uploaded them.

**Keep up to date:**
- Social networks regularly add new features and update their own settings so it’s important to keep track.

For more advice, tips and a range of interactive tests to check your knowledge of the online world, visit www.knowthenet.org.uk

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**About Knowthenet**

Knowthenet.org.uk is an information and advice portal which helps internet users to get the most of being online by staying safe, legal, and informed.

**About Nominet**

Domain names are an essential component of every email address and website. Millions of businesses and consumers now depend on Nominet’s services, which underpin a critical part of the UK internet economy. Nominet is a private, not-for-profit business, responsible for the smooth and secure running of the .UK internet infrastructure. We support the Nominet Trust, an independent charitable foundation focused on increasing access, safety and education on internet issues. We also run Knowthenet campaigns as part of our commitment to making the internet a more trusted space.

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**Digital footprint of kids**

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