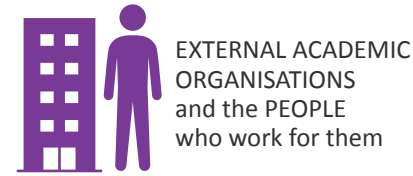


BBC Own It app for children

Children receive real-time, well-being advice and content recommendations and no identifiable data leaves their phones



1. A child downloads and starts using the BBC Own It app. The Own It keyboard becomes the keyboard for all their mobile phone use

2. The app can see what the child does on their phone through the keyboard

IT GATHERS DATA ABOUT THINGS LIKE:

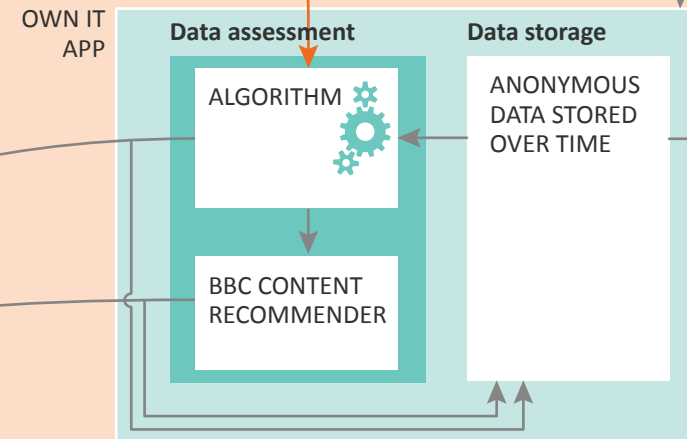
- Text typed into phone
- Activities like quizzes and watching videos
- Self-reported feelings
- Time spent on phone

3. An algorithm assesses this data, sends alerts or makes content recommendations and then discards the data

4. The app stores a record of alerts and recommendations, and analyses these to continue recommending appropriate content

5. The BBC collects and uses anonymised, aggregated data to improve the app

6. The BBC shares some of the data with university researchers to help the BBC evaluate and develop products like Own It



Are you sure you want to send your phone number?

ALERT

Here's Stacey Dooley talking about bullying

RECOMMENDATION

APP UPDATES



DATA FROM OTHER CHILDREN USING OWN IT



The child can opt out of sharing their anonymous data

ANONYMOUS AGGREGATED DATA



BBC

ANONYMOUS AGGREGATED DATA



UNIVERSITY