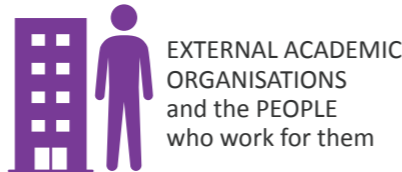# BBC Own It app for children

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

CHILDREN

THE BBC and the PEOPLE who work there who developed the Own It app

EXTERNAL ACADEMIC ORGANISATIONS and the PEOPLE who work for them

CHILD'S MOBILE PHONE

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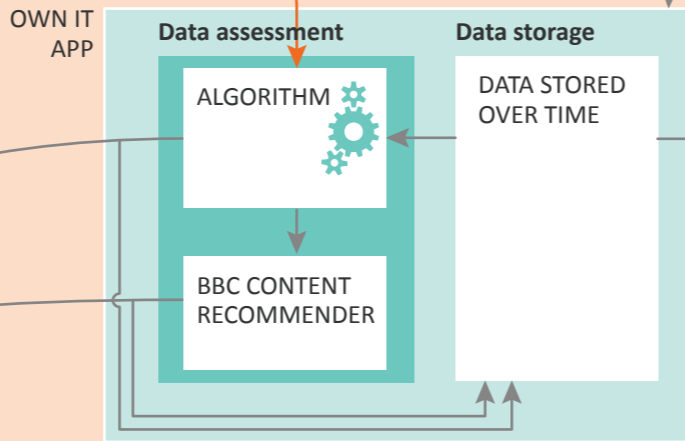The app can see what the child does on their phone through the keyboard

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 anonymous data to improve the app

6.
The BBC sometimes shares data with university researchers to help it evaluate products like Own It

CHILD USING OWN IT

OWN IT KEYBOARD

OWN IT APP

Are you sure you want to send your phone number?

ALERT

Here's Stacey Dooley talking about bullying

RECOMMENDATION

Data assessment

Data storage

ALGORITHM

DATA STORED OVER TIME

BBC CONTENT RECOMMENDER

APP UPDATES

DATA FROM OTHER CHILDREN USING OWN IT

The child can opt out of sharing their anonymous data

ANONYMOUS DATA

BBC

ANONYMOUS DATA

UNIVERSITY