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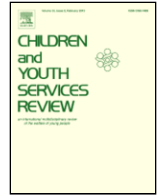**86** PUBLICATIONS   **971** CITATIONS

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The phenomenon of sharenting and its risks in the online environment. Experiences from Czech Republic and Spain☆

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ABSTRACT

The possibility for parents to share personal and sensitive information about their children, known as sharenting. This phenomenon is becoming more and more common and in recent years is spreading. The objectives of this paper were to analyse the type of content that parents publish about their children and to compare the sharenting behaviour of Czech and Spanish parents. A quantitative methodology was used in a sample of Czech and Spanish parents (N = 1,460). As part of the research, we monitored how many respondents are sharing, in what environment, through what services and what types of their children's material they share, and to whom they make it available. Among the results is that a large majority of parents publish photographs of their children on social networks accessible to their contacts, while not taking into account the privacy of the child. Finally, the main implications are discussed and a series of recommendations are collected for parents in order to avoid risks in the life of the minor.

1. Introduction

One of the basic rules relating to the safe use of the Internet is that we should share online only such personal and sensitive information online that cannot threaten us in the present or future — e.g. damage our reputation, expose us to public defamation, etc. However, the problem arises when another person shares our personal information — whether it's a work colleague, a friend or a girlfriend, or even a parent. It is parents who very often thus take part in so called sharenting. The term sharenting is defined a*s the practice of a parent to regularly use the social media to communicate a lot of detailed information about their child* (Collins Dictionary, 2013) and it is a combination of words "share" and "parenting".

Sharenting, on one hand, ***brings some positives*** — as many authors point out (Steinberg, 2017), the online environment allows parents to share their child's achievements, share parenting advice, share their experience, but also to boast about what beautiful offspring the parent has, etc. Sharenting can also support the cooperation of parents whose children suffer from varying degrees of physical or mental disability, allowing to share good practice (what parents have tried and what is proved), they support each other, consult, etc. As it has already

been said, sharenting can also be an instrument of economic gain — be it for the parents or for their children.

Sharenting, however, ***brings along a number of negatives*** — parents disclose a lot of sensitive information about their child (such as information about the child's health), share materials that can be exploited in the future for humiliation or cyberbullying, and they can also use the child to strengthen and promote their political opinion or for economic profit (Kopecký, 2019). The problem is that parents build their child's online identity without the child's consent — information about the child is part of social networks, even though the child does not want to use the service, or wants to regulate the content that parents share about it. This is reflected in the large percentage of parents who believe that sharing images of their child on a network does not pose any risk.

This situation was demonstrated, for example, on the instagram profile of actress Gwyneth Paltrow (Cheung, 2019), who shared a photo with her 14-year-old daughter Apple from a skiing trip, without her consent. The photograph was "liked" by over 170 000 people. But Apple reacted to the situation by telling the actress she was to not share these photos without her permission. Nevertheless, the photo remained on Instagram. A similar situation is described by a 29-year-old paramedic Sarah (Cheung, 2019) — when she was 21 years old, her mother tagged her on Facebook and started sharing a large number

of photos from an infant age to the present. She then set the photos as public — so anyone could access them. Sarah then became easily traceable through Google. In the end, Sarah's mother agreed to at least change the Facebook account privacy settings to "friends only" — however, her mother had more than 1000 friends of whom she doesn't know most of them, so the photographs are still public.

If we concentrate on negative aspects of sharenting, we can indentify various types/forms of sharenting:

(a) excessive sharing of photos or videos of their own children (usually without their consent),
(b) creating profiles of children within various kinds of online services (without their consent) - in extreme forms, the creation of prenatal profiles[1],
(c) creation of various kinds of online diaries, in which the life of the child is monitored day by day, month by month,
(d) child abuse for creating extremist and hateful content,
(e) child abuse as a commercial tool, etc.

1.1. Excessive sharing of photos and videos of children

In 2014, the University of Michigan published the results of research (Davis, 2015) conducted on a sample of 569 parents of children aged 0–4, revealing that 56% of mothers and 34% of fathers share on social networks potentially embarrassing and sensitive information about their children. More than 70% of parents also said that they know other parents who share information that may harm a child, such as embarrassing them (56%), leading to their location, e.g. home or school (51%), or upload inappropriate photos or videos capturing their own children directly to the Internet (27%). This creates an online identity for the child that the child did not want and did not ask from the parent. Psychiatrist Elias Aboujaoude from Stanford University called this behavior "digital kidnapping" (this term is further used to indicate a situation when someone downloads a photo of your child and presents it on their profile, as if it were their own). He also points out that parenting in cyberspace is becoming a competition for attracting attention — in the social media environment, with photos of our children we draw attention to ourselves and we get likes, and as such our own recognition.

Kumar and Schoenebeck (Kumar & Schoenebeck, 2015) point out that parents share 4 types of photos of their children online — photos of important milestones from their children's lives, photos with family or friends, and photos that they consider cute or funny.

The occurrence of sharenting is also confirmed by Turkish research (Marasli, Sühendan, Yilmazturk, & Cok, 2016) aimed at parents using the social network Facebook. Researchers watched what types of content parents share on this network — 81.4% of parents share photos or videos about important events such as birthdays, graduations, school events, etc., 54.98% share social activities that they do together with children, gaming and artistic activities, but also information about diseases or operations (12.8%).

According to the British research project *Preparing for a Digital Future* (London School of Economics and Political Sciences, 2017), three quarters of parents using the Internet share photos or videos of their children at least once a month - more often these materials are shared by parents of smaller children. Slightly over 50 percent share materials with friends or family, and 3% of parents share materials publicly. As part of the research, Professor Sonia Livingstone points out the importance of children and parents discussing the pros and cons of sharing these materials online. She also confirms that her research

team questioned many families in which even young children wanted their parents to share fewer photos and consulted with their children more (e.g. to obtain their consent) (London School of Economics and Political Sciences, 2017).

According to another British research by Ofcom (Kelion, 2017; Ofcom, , 2017) conducted on a sample of 1000 parents, 56% of parents do not share photos of their children online. However, around 20% of parents said they share a similar photo online at least once a month. 52% of those who practice sharenting said they their children were happy their photos were online. Only 15% of those who actively share photos of offspring are concerned about what will be the reaction of children to this situation when they grow up.

Another research (Verswijvel, Walrave, Hardies, & Heirman, 2019) focuses on motives for realization of sharenting - explorative and confirmatory factor analyses pointed toward a typology of four perceived sharenting motives: parental advice motives, social motives, impression management motives, and informative-archiving motives. According to this research adolescents (817 adolescents with a mean age of 15.14 years) believe that parents mainly share information about their children on social networks due to informative-archiving motives. In their view, parental advice motives are less common.

Recent findings from an EU Kids Online survey amongst 9–17-year-old Estonian youth and one of their parents (n = 1020) suggest that in the majority of cases parents engage in sharenting when communicating with their family and friends (Sukk & Soo, 2018). The parents who participated in the survey did not generally share information about their children online. Only 17% reported they did so once a month or more often, 49% said they almost never did so, and 32% claimed they had never done so. One in every five children aged 11–17 had friends who had posted something online without their permission.

Polish research of sharenting, conducted by the University of Silesia in Katowice (Brosch, 2016), also provided interesting results. The research focused mainly on parents who practice sharenting on the social network Facebook, in particular focusing mainly on the content about children that is shared on this platform. Posts of parents containing the child's name and date of birth are most common among the parents in the first month after the child's birth by recording almost every moment of her/his life (48.2%), sharing photos taken in the hospital (4.8%) or simply posting this information on the parent's profile or timeline. In some cases, the parents created a digital footprint for their unborn child by posting a sonogram image (10.7%) or sharing photos of the expectant mother (8.3%).

On the other hand, in Spain, the results of the AVG survey reflected in 2010 that 81% of children under the age of 2 already have a digital footprint created by their parents (AVG Technologies, 2010). Currently with the rise of social networks the percentage will have increased, although there are no subsequent editions of AVG survey to confirm this. However, more current studies such as that conducted by the company in 2018, found that 30% of parents uploaded each day a photo of their children to the network (Davis, 2018).

1.2. Child abuse for creating extremist and hateful content

Other authors (Kopecký, 2019) point out that sharenting has a negative impact on the child's self-esteem, thanks to the negative reactions of the Internet audience to shared materials. Child — confronted with the content that their parents share, then may have problems forming their own identity — separate from the online identity created by their parents in the Internet world. Linda Morgan (Desk, 2019), for example, draws attention to the problems associated with "moomy blogs", which are widespread worldwide and whose authors — moms — publish a staggering amount of information about their children without respecting their privacy. Children who are posted about on these blogs do not have a choice.

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[1] Profiles of unborn children, in which parents share e.g. photographs from ultrasound examination, etc.

Veronica Barassi from Goldsmith's University of London, Head of the *Child Data Citizen* project (Barassi, 2019), also highlights the problems associated with sharing photos of children at political demonstrations (Saner, 2018). As an example, she mentions the photos of children from the London demonstration against Donald Trump shared on Instagram by their parents. Children thus became a part of the political agenda and active participants in a politically motivated activity, even though their parents did not intend to do so, because they simply take their children everywhere. Similar examples, in which children and their photos and videos are used to promote different political views and ideologies, can be found in Europe and beyond.

Researchers from the Czech Republic (Kopecký, 2019) also point to various types of xenophobic and extremist videos created directly by parents in which their children are actively involved. This includes, for example, a video of an underage girl (Platil, 2017) who is encouraged by her father to beat her pillow with a baseball bat, imagining a Roma person or a Muslim. The father then motivates the girl with the following words: *Beat him good, break a few bones, don't kill him… do you know who the gypsies are? They are bad and fuckers*, the child answers. This video became viral in the Czech Republic and was shared several thousand times on the social network Facebook. The police are actively engaged in the case.

1.3. Child abuse as a commercial tool

Another very fundamental problem, in which sharenting plays a role, is the use of children as a commercial tool - i.e. the child is used to attract attention, it is a tool for attracting followers, a tool for monetization. In other words, a large portion of parents-bloggers benefit from sharing and commercially exploiting records of their children's lives. In this case, of course, everything depends on what and how parents share and use - one of the world's most successful youtubers is seven-year-old Ryan Kaji (Pflum, 2018), whose channel focused on toy reviews (Toys-Review) has over 20 million subscribers. Such a large number of subscribers, combined with interesting content aimed at children, earn Ryn and his parents about a quarter of a billion crowns a year. A lot of positives can be seen in this case — the content is interesting, positive, non-aggressive, the impact on Ryan is and probably will be positive. On the other hand, however, there are numerous channels and blogs on which children are downright abused — physically or mentally.

However, the DaddyOFive (Dunphy, 2017; Victor, 2017) video channel was a whole new case. As part of this video channel, parents bullied their children (9 and 11 years old), abused them, pranked them, accused them of lies, destroyed their things, physically abused them and filmed and shared their reactions, including screaming, crying and despair, online for their followers. And then they laughed and explained to the kids that it was just a joke. More than 750,000 users were subscribed to the DaddyOFive channel. In 2017, there was a big wave of criticism of the parents, and they were also sued for abuse and neglect of children, videos with records of abuse and pranking were removed, parents publicly apologized on the channel. Both parents also got 5 years under probation supervision and stopped creating video content for the DaddyOFive channel. Then they tried to start a new channel with similar content called FamilyOFive, operation of which was stopped by the YouTube (Hern, 2018). Channels of this type are not quite common, yet there are many. Channels, blogs and other websites that only capture interesting things from children's lives, but they also attract attention, followers and profit are much more common.

Sharenting[2] in the environment of the WeChat service is also a problem in China (Koetse, 2019) — it appears in WeChat espe-

cially during the summer months, when the service is flooded with photos from holidays and vacations.

2. Methodology

Sharenting is, of course, also a problem in the Czech Republic, so we will now focus on a segment of the *Parent and Parenting in the Digital Era* (Kopecký & Szotkowski, 2018) research, which focuses on the phenomenon of sharenting and other aspects of digital parenting. Added to this is data collected in Spain on the phenomenon of sharenting. Based on this, objectives were established (i) to analyse the type of content that parents publish about their children and (ii) to compare the sharenting behaviour of Czech and Spanish parents. They were also established as research questions:

RQ1. What kind of images do parents share on the Internet?
RQ2. On what platforms do the images share?
RQ3. Are there similarities in the phenomenon of sharenting between Czech and Spanish parents?

3. Identification

The choice of Spain and the Czech Republic for the study of sharenting was based on the collaboration between the two institutions that carried out the study, both shared the concern for this object of study and have been developing a joint work since the beginning of this collaboration promoted by funds from the Erasmus + 2018/2019 program.

The main interest in comparing the two populations was to find out whether this global phenomenon is developing homogeneously in two different contexts or whether, on the contrary, it takes on different nuances. Future studies are expected to expand to other countries.

The *Parent and Parenting in the Digital Era* research was conducted in 2018 by the Centre for Prevention of Risky Virtual Communication at the Faculty of Education of Palacký University in Olomouc and company O2 Czech Republic in the Czech Republic. This builds on the research of risky behaviour of children and adults in the online environment conducted by the same team in 2015-2017. O2 Czech Republic as a part of the so-called contract research funded the research. At the same time, in Spain the AREA research group (HUM-672) of the University of Granada carried out a research on sharenting, during the academic year 2018-2019. This research was part of the project "Mobile learning as methodological innovation in the Spanish University: analysis of its implementation and study of good teaching practices", funded by the Ministry of Education, Culture and Sport of the Government of Spain.

3.1. Procedure

An anonymous online questionnaire (Google Forms), which was distributed to all regions of the Czech Republic and Spain, was chosen as a basic research tool. Data collection took place from 1. 4. 2018 to 15. 8. 2018. Thus, the selection of parents was made on the basis of a non-probability sample. The survey was distributed through Facebook, Instagram, Email and WhatsApp channels.

The scale measured the frequency of publication of photographs, the type of content shared, and the platforms used. The answers were grouped on the basis of a multiple choice and dichotomous (yes/no) answer. Reliability was good (Cronbach's a = 0.89).

In the following weeks, partial outputs were evaluated and interpreted. Statistica and IBM SPSS software, version 24, was used to evaluate the data in detail.

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[2] In China, the term shaiwa (Mandarin Chinese) is used instead of sharenting.

4. Research participants

In the Czech Republic, a total of 1,093 respondents (86.46% of women and 13.27% of men) between the ages of 25 and 64 were involved in the research. The average age was 37.7 years (modus 40). The participants came from all regions of the Czech Republic — most from the capital city of Prague, Moravian-Silesian and Central Bohemian regions. The largest part of the research group were respondents with two children (48.67%), followed by respondents with one child (30.65%). Concerning gender, 48.02% of the group of children were girls.

The Spanish sample consisted of 367 Spanish adults (66.5% of women and 33.5% of men) aged 21 to 61 ($M = 28.98$). In sum, the final sample consisted of 1,460 Czech and Spanish parents (81.43% of women and 18.57% of men).

5. Research limits

The conducted research is a probe into the issue of adult behavior in an online environment. Its results — due to the lower number of respondents (who are active Internet users) — cannot be generalized entirely to the whole population (inactive parents), but they can be successfully used as a base for further more detailed representative research surveys.

Another limitation was the disproportion between the sample of respondents in Spain and the Czech Republic. In Spain, access to the sample was limited due to the resources available. However, the principles of representativeness of a population of 8,000 parents with a 95% confidence index and a 5% margin of error were met.

6. Results

Parents quite often post photos of their children, accompanied by various kinds of comments and captions, in the online environment. Parents most often use the environment of social networks, where 78.89% of respondents post photos of their children and share them with others in "friends" mode (i.e. photos are not entirely public, they are available only to the circle of people to whom the parent has added to the profile as friends). 6.18% of parents also confirmed that they share photos on social networks completely publicly, i.e. photos of children are available to all users of the social network.

One fifth of the parents (25.71%) have photos of their children stored in email, about the same amount (22.24%) uploads photos on cloud storage — Dropbox, Google Drive, OneDrive, iCloud, etc. Only 18.12% of parents said they did not upload photos of their children to the Internet (Table 1).

Table 1
Platforms on which parents post photos of their children.

Platform	Czech Republic		Spain	
	n	*%*	*n*	*%*
Social network [1] (friends mode)	812	74.29	306	83.5
E-mail (photo saved in e-mail)	226	20.68	112	30.74
Cloud (Dropbox, Google Drive, OneDrive…)	209	19.12	93	25.37
Nowhere	155	14.18	81	22.07
Public photogallery	98	8.97	37	10.21
Social network (public mode)	56	5.12	26	7.25
Specially created www page	36	3.29	3	0.9
Web file storage	10	0.91	0	0
Blog	9	0.82	4	1.26
Social network (profile the parent created for the child)	3	0.27	2	0.64

[1] Social networks, especially Facebook and Instagram.

In addition to sharing, parents purposefully send photos of their children to others — e.g. via email or instant messenger. 61.76% of Czech parents said that they have sent their child's photo to another person via email, 59.84% via instant messenger (Skype, WhatsApp, FB Messenger), 38.43% via MMS and 33.58% via social networks (e.g. by sharing with a specific person, private message, etc.). In contrast, Spanish parents mainly used WhatsApp (81.5%), Instagram (57.4%) and Facebook (34.3%). Although other platforms used were Twitter (3.7%), Telegram (1.9%) and personal web pages (0.9%).

It is also important to whom parents actually make photos of their children available. In terms of frequency, close relatives of the child (grandparents, siblings) took the first place — almost 80% of parents gave them access to photographs of children. The father of the child took second place (e.g. the mother shares a photo with the father of the child) and in third position we find friends on the social network with whom 41.90% of parents share photos of children. Parents also share photos of their children with colleagues from work (11.99%).

When sharing photos, you need to assess what they actually capture and whether the content of the photo is potentially exploitable for the child or parents. Therefore, we focused on what kinds of photos of their children parents put on the Internet and what kinds of photos they sent to others.

Parents most often share photos that allow the child to be identified (by face), but do not contain sexual content (81.7%) — parents voluntarily reveal the identity of their children. One fifth of parents (20.22%) also share photos where their children are partially exposed and their identity can be determined. 3.5% of parents from Czech Republic also admitted that they shared online a photograph of their naked child in neonatal or infant age.

Typical photographs of children include photographs from celebrations, sharing family moments, holidays, important milestones from children's lives, or photographs that parents consider to be cute or funny.

Of course, parents themselves also share a large amount of personal data about themselves, 92.5% share their real name and surname online, 68.62% share photo of their real face and 41.63% share their e-mail. Only 15.46% of them share their phone number. They share personal data mainly within social networks and various kinds of instant messengers (Skype, FB Messenger, WhatsApp, etc.). Regarding the privacy of the child, 20% of parents stated that they had the permission of the child and 72.5% said that this practice does not pose any risk to their child.

7. Discussion

Sharenting is a problem in which, on one hand, a child's right to privacy and protection (independently of the will of the parents) clashes with the right of parents to share information with the public from the lives of children, on the other hand. Parents are often regarded as' guardians' or 'gatekeepers' of their children's personal data and their role in providing consent to the use of information is recognised in the legislation of the European Union and in the judicature of the European Court of Human Rights (Bessant, 2018).

The childreńs rights in digital age are based on general areas defined by UN Convention on the Rights of the Child and could be applied online. According the research of Sonia Livingstone (Livingstone, 2014) we can define three areas of childreńs rights which are connected with online life of children:

1. **Protection** (against all forms of abuse and deglect, including sexual exploitation and sexual abuse; protection from material injurious to the childś wellbeing etc.)

Basic principles in this area (IRPC[3], selected and paraphrased by Sonia Livingstone):

A. The right to dignity must be respected, protected and fulfilled online.
B. The right to privacy, freedom from surveillance or censorship and the right to online anonymity.
C. The right to control over personal data collection, retention, processing, disposal and disclosure.
D. The rights to life, liberty and security, including protection against harassment, crime, hate speech, defamation (and, for children, sexual and other forms of exploitation).
E. Children must be given the freedom to use the internet and protected from the dangers associated with it, the balance depending on their capabilities.
2. **Provision** (to support children's rights to recreation and leisure appropriate to their age, an education that will support the development of their full potential and prepare them for responsible life in a free society etc.)

Basic principles in this area (IRPC, selected and paraphrased by Sonia Livingstone):

A. Everyone has an equal right to access and use a secure and open internet and the specific needs of disadvantaged groups must be addressed.
B. Cultural and linguistic diversity on the internet must be promoted and innovation should be encouraged to facilitate plurality of expression.
C. The right to education through the internet; the right to culture and access to knowledge online.
D. Internet standards and formats must be open, interoperable and inklusive.
3. **Participation** (in all actions concerning children… the best interests of the child shall be a primary consideration, including the right of children to be consulted in all matters affecting them; also the child's right to freedom of expression and to freedom of association)

Basic principles in this area (IRPC, selected and paraphrased by Sonia Livingstone):

A. The internet is a space for the promotion, protection and fulfilment of human rights and the advancement of social justice.
B. The right to seek, receive and impart information freely, and to associate freely with others for social, political and cultural purposes.
C. Internet governance must be multistakeholder, participatory and accountable.

The results of our research confirm that many addressed parents from both countries violate the right to privacy of their children (92.5% of parents share the child's name and surname, 68.62% reveal the real face of the child, etc.), fewer parents share pictures in which the child is partially or completely exposed (20%). The question is whether these photographs can be considered undignified and humiliating - this must be assessed especially by the child captured by the photograph or video. This would interfere with the right to human dignity or violate the right to protect the child from harassment. Typical cases are photographs that depict a very young child and shared by

3.5 percent of respondents from our research - what parents may find cute may be rated humiliating and undignified by the child.

Children often perceive sharenting done by their parents as a breach of privacy, they perceive sharing their photos as a very intimate thing, and they don't want to lose the right to decide how this material (photo, video) will be handled. The problem also arises when the photo of the child "escapes" from the circle of defined persons (e.g. friends) and begins to be abused by others e.g. in various blogs (e.g. as illustrative picture). On the other hand, the four types of images that Kumar and Schoenebeck talked about (2015) are reflected: photos of important milestones in their children's lives, photos with family or friends, and photos that they consider beautiful or funny. In addition, the behaviour of Czech and Spanish parents is similar in terms of the typology of images uploaded and the percentage of sharing images on various online platforms.

In sum, the present data show a worrying panorama in both countries, these are similar to those obtained in other researches (Davis, 2015; Marasli et al., 2016). In contrast, the sharenting data collected contrasts with those obtained by (Davis, 2018; Kelion, 2017; Ofcom, , 2017), since the percentage of parents sharing photographs of their children is much higher in this work which shows data from two countries. This may be because in recent years there has been an increase in this practice.

There are a number of organizations in the Czech Republic that focus on the prevention of risky behavior in the online environment of children, teachers and parents. The best known include E-Bezpečí (E-Safety), Bezpečně na netu (Safe on Net), Internetem bezpečně (Internet safety), O2 Chytrá škola (O2 Clever School) and other similar field projects that work directly with the target groups. According to their experience, a parent is a target group with whom it is difficult to make contact - many parents are not actively interested in educational and preventive activities (eg due to workload, fatigue, reluctance to educate, etc.). Yet thousands of parents attend preventive lectures and seminars from these organizations each year.

In Spain and especially in Granada the Promoeduca association (https://promoeduca.es/), is responsible for researching aspects of online safety such as sexting, sharenting, consumption of social networks and Internet addiction. His research focuses mainly on higher education and adults. According to his experience, the number of cases of problems related to online security has risen, so it is an incipient field that requires investigation. This work has been carried out in close collaboration with this organization. There is also Internet Segura for Kids (IS4K) and Safer Internet Centre Spain (SIC-SPAIN), that focus especially on prevention in this area.

8. Conclusions

In the sharenting phenomenon the main concern is the privacy and image of the child. Uncontrolled sharing of children's images can create problematic situations and various online risks such as impersonation or the use of images for paedophiles.

In this paper we have analyzed the type of content that Czech and Spanish parents publish on the net about their children and the sharenting behaviour of both populations has been compared, which is similar. Likewise, research questions have also been answered about the type of images published by parents, the platforms you use, and finding similarities between different populations.

Future lines of research are mainly to continue investigating this phenomenon at a global level, since it is increasing and the consequences for minors may be aggravated. Detecting the behavior of parents in the network is key to establishing preventive measures and training parents in the proper use of the network.

On the other hand, the practical application of this paper is related to a series of recommendations for parents, among them:

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[3] IRPC: Internet Rights and Principles Coalition. More about: http://internetrightsandprinciples.org/site/

(i) When sharing any information about our child, whether it's photos, videos, or even health information, you need to think about whether these materials can be misused — not only today, but also in the future. At the same time, it is important to realize that when sharing material, for example in the environment of social networks, we lose control over its spread very quickly — it can be downloaded by anyone with access to our profile.

(ii) It is necessary to think about whether what we share about our child *can not affect our child negatively in the future* — i.e., the child will not become a target of ridicule from their classmates, who will find and spread their photo. Of course, the parents should *obtain the consent of the child* — even a small child should agree with their photo or video beign shown to other people. If we share group photos, for example, from a birthday party where there are more children, *check that the parents of other children* who participated in the party agree to this sharing. Not everyone wants to share photos of their children on the Internet.

(iii) *Do not share too personal photographs* **—** resist the urge to upload on the Internet e.g. photographs of our child on a potty, photographs of a child smudged by food, peed or pooed, etc. What may seem cute to us may not seem cute to others — and may cause a lot of problems for the child in the future.

Finally, reflecting on these issues is fundamental to advance as a society and to live adequately with the technology available to us.

Acknowledgments

Ethical approval

All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards. Approved by Palacký University in Olomouc.

Informed consent

Informed consent was obtained from all individual participants included in the study.

Declaration of Competing Interest

There is no conflict of interest.

Statement

We cannot share research data free due the data are part of contract research (with company O2 Czech Republic, the biggest mobile operator in CZ) and dataset is not public, just private. Dataset contains a lot of private information about clients and cannot be shared free.

Appendix A. Supplementary material

Supplementary data to this article can be found online at https://doi.org/10.1016/j.childyouth.2020.104812.

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