



TELUS Wise[®]

Empowering you and your family to stay safe in our digital world

Introducing TELUS Wise

Empowering Canadians
to stay safe in our digital
world



In partnership with:



TELUS Wise program elements

For Adults

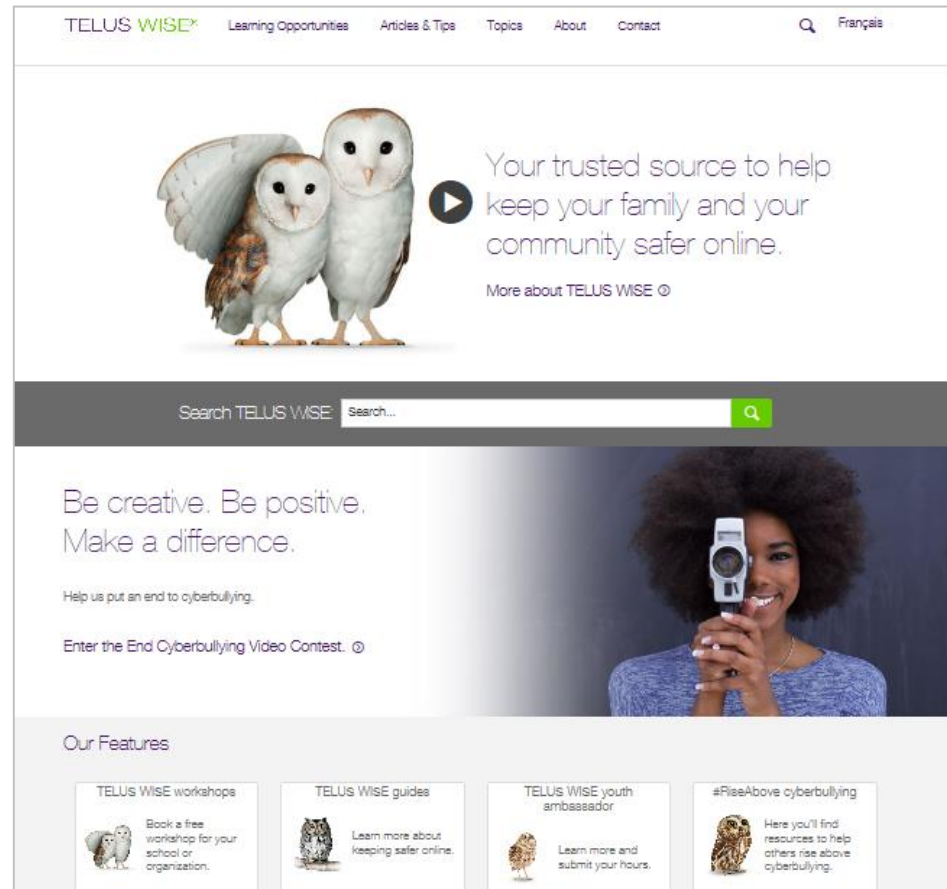
TELUS Wise
TELUS Wise seniors

For Youth

TELUS Wise footprint
TELUS Wise in control
TELUS Wise impact

For Everyone

1-on-1 smartphone
sessions at TELUS
Learning Centres
(retail locations)



Welcome from the CEO



What to expect today

- Living in a digital society
- TELUS Wise Internet safety
- TELUS Wise smartphone safety
- Parenting in a digital society
- Workshop wrap-up



What's your biggest concern?

- Cyberattacks
- Data breaches
- Privacy
- Identity theft
- Connected Home
- Shopping
- Banking
- Child safety
- Cyberbullying
- Screen time

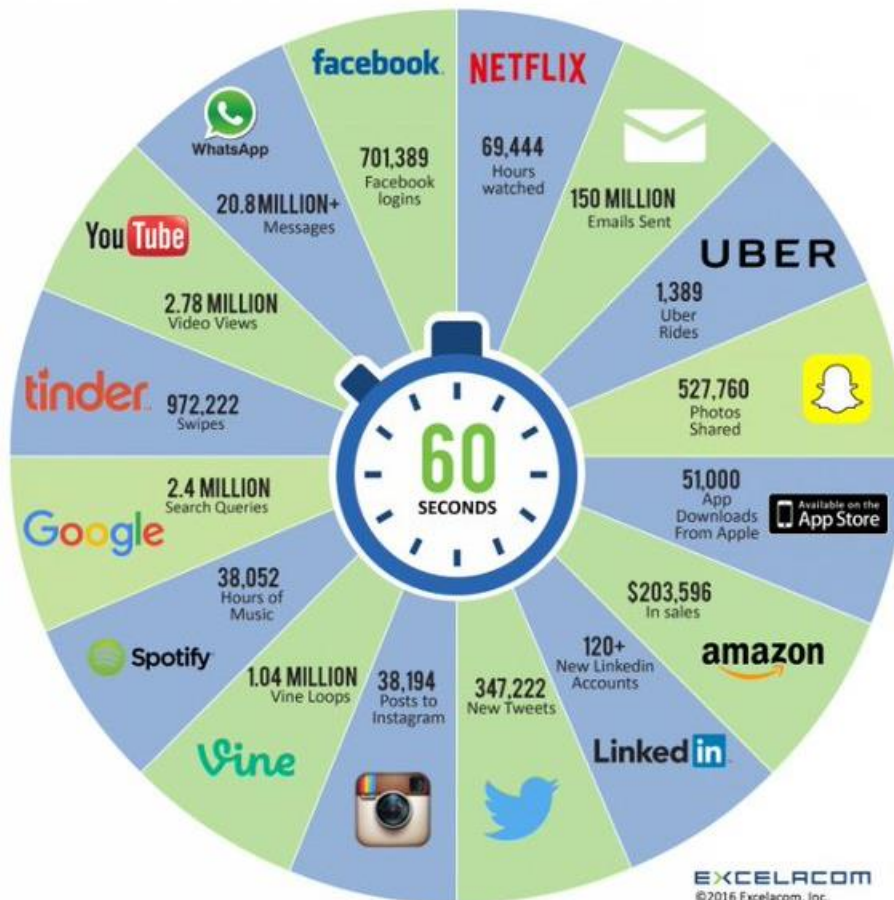




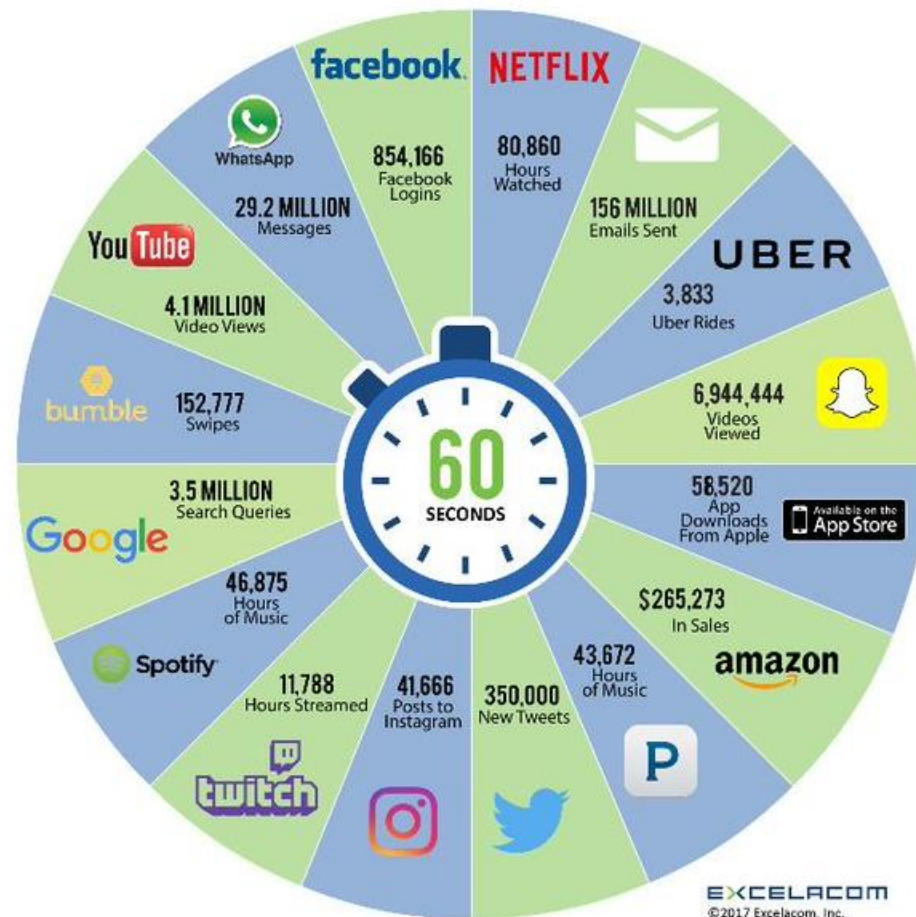
Living in a digital society

What happens in an Internet minute?

2016



2017



How connected are Canadians?

95% of Canadians have Internet access at home (higher if you include access from work, school and via smartphones)

71% spend at least 3-4 hours on the Internet each day

76% of Canadians own a smartphone (ownership by age: 94% of 15-34 year olds, 69% of 55-64 year olds, and 18% of those 75years+)





Internet safety

Common threats and safety tips

- Malware – includes ransomware, spyware, adware, viruses
- Pharming, phishing and spoofing
- Wi-Fi eavesdropping



Wise TIPS

1. Protect yourself: anti-virus, anti-spyware, firewall security
2. Keep software/operating systems/browsers up to date
3. Set strong passwords and change them often
4. Scrutinize your email: suspicious attachments/links, requests for personal information, typos and grammar errors

Safely using the Internet of Things (IoT)

- Home security
- Smart appliances
- Baby monitors
- Heat/cooling systems
- Smart locks
- Home assistants
- Wearables & watches
- TVs
- Children's toys

Wise TIPS


1. Understand what data is collected and how it is used; manage privacy settings
2. Turn it off when not in use (especially devices with camera/mic functionality)
3. Keep IoT devices on a separate “guest” network

Online shopping safety tips

- **48%** of Canadians shop online regularly
- **45%** of online shoppers worry about their privacy



Wise TIPS

1. **Verify reputation:** look for a privacy statement, physical address, phone number, return policy and positive reviews
2. **Confirm security:** look for the lock and the S in “https”

3. **Protect your info:** don't shop on public computers or over Wi-Fi, decline the option to save credit card info and consider using a pre-paid credit card for online purchases

Social media safety & privacy

Wise TIPS

1. Keep an eye on permission & privacy settings
2. Create a Google Alert
3. Limit what you share
4. Think twice before posting
5. Be careful where you click
6. Turn off geotagging
7. Don't forget to log off
8. Keep your digital household clean (passwords, dormant accounts, friends lists)





Smartphone safety & security

Smartphone/tablet safety

Wise TIPS

1. Lock your phone — set and change passwords regularly
2. Lock, track, erase program
3. Update system regularly
4. Manage locations settings
5. Don't open attachments from unknown sources
6. Research apps before downloading
7. Use of wireless hotspots



Distracted driving

When you drive distracted, you:

- Slow your reaction time by 35%
- Increase your crash risk by 500%
- Fail to see 50% of what's in your environment



Wise TIPS

1. Keep your phone out of sight, out of mind
2. Put it on silent or switch it off
3. Rely on a passenger
4. Check messages and program your GPS before you drive
5. Pull over safely if you must use your phone



Parenting in a digital society

Growing up in a digital world

Young children (ages 2-6)

Development	Considerations
<ul style="list-style-type: none">• Media content perceived as real• Easily frightened by visual images• Lack critical thinking skills	<ul style="list-style-type: none">• Inappropriate content• 'Edutainment' & vulnerability to marketing messages• False sense of relationship• Screen time

Growing up in a digital world

Older children and tweens (ages 7-12)

Development	Considerations
<ul style="list-style-type: none">• Confident in their technology skills• Watch more videos & play more online games• Enter the world of social media	<ul style="list-style-type: none">• Inappropriate content• Digital footprint• Expectations: do the right thing online & screen time

Growing up in a digital world

Teens (ages 13-18)

Development	Considerations
<ul style="list-style-type: none">• Developing autonomy• Eager to exert independence• Peer pressure; seek acceptance• Can act impulsively• Social media is central	<ul style="list-style-type: none">• Privacy• Self expression• Online reputation• Cyberbullying• Expectations• Coming up for air• Healthy relationships

Cyberbullying

**STOP
BLOCK
RECORD
TALK**



Did you know?

- **42%** of Canadian youth have been cyberbullied in the last month
- **74%** say telling a trusted adult would help

Wise TIPS

1. Listen, provide support and remind them it's not their fault (don't ignore or minimize it)
2. Develop a plan together (don't escalate without discussing it first)
3. Stay calm (don't take away devices or restrict social media access)
4. Get support: contact Kid's Help Phone, report it to [Cybertip.ca](https://www.cybertip.ca) (sextortion) or call your local law enforcement agency

Sexting & non-consensual sharing of sexts



Did you know?

- 4 in 10 Canadian youth (aged 16-20) have sent a sext
- 2 in 3 have received a sext
- **42% who've sent sexts have had had one shared**

Wise TIPS

1. Talk about how uncommon sexting is: youth may be motivated to sext if they think “everybody does it”
2. Talk about digital permanence and that they shouldn't do anything they don't want to
3. Challenge excuses for sharing and reinforce the importance of treating everyone with respect: sharing sexts is hurtful and wrong
4. Model consent (ask before you post pictures of your kids)

Parental control solutions

What do they do?

- **Filtering:** block unsafe / inappropriate content
- **Control:** limit usage and/or restrict access to apps
- **Monitoring:** gain insight into contacts and messages

What to look for?

- Scope & compatibility
- Ability to customize settings
- Notification and remote management functionality

See **PCMag.com** for reviews and recommendations or look in your App Store for popular solutions

Wise TIPS

1. Tools aren't fool proof and don't replace open dialogue
2. Respect privacy: be transparent if you plan to use monitoring controls
3. If you choose to use Parental Controls, they work best if introduced at an early age

General tips



Wise TIPS

1. Don't be scared; instead, teach your kids how to stay safe
2. Talk, talk and talk more
3. Participate in your kids' digital lives
4. Set limits and expectations early on
5. Be a good role model

Our role as adults is to teach our children **critical thinking** – so they can develop good judgment skills in both their digital and physical worlds.



Workshop wrap-up

Give us your feedback
at telus.com/wisesurvey

More information



- Visit **telus.com/wise**
- Request a workshop for your community group or school
- Get a 1:1 smartphone session at a TELUS Learning Centre (retail store)
- Join the conversation online, using **#TELUSWise**
- Contact us at **wise@telus.com**

Survey link: telus.com/wisesurvey



Questions?

Survey link:
telus.com/wisesurvey