

The scenarios depicted in the cards are inspired by **real case studies** involving children and young people and their use of social media.

The **interactive learning experience** they facilitate is configured to provide participants with a safe but credible insight into the challenges associated with **safeguarding children and young people in a digital world**.

Introduction

SSNAP is an educational activity and game that provides a flexible resource for teachers, youth leaders and many other child protection professionals. The educational activities described in these instructions have been designed for both the novice and the experienced social media user.



The playing cards represent different components and activities within a social media platform. The content within each card has been developed to reflect real case studies



and provide a credible insight into the contemporary use of such platforms. These cards reinforce the importance of understanding privacy, applying the right safety settings and identifying when other users may be vulnerable, subject to bullying or involved in high risk behaviours. The red Safety Cards then ensure participants know where, when and to whom to go to for help.

Children below the age of 13 are not currently permitted to use most social media sites.

However, we recognise that some do, many with tacit consent from a parent, carer or guardian. Therefore, it is critically important that all who care for children and young people can recognise the risks for younger social media users. SSNAP has been designed to help them do just that.



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He is currently the CEO of specialist safeguarding consultancy INEQE Group and the Independent Chair of the City of London and Hackney Safeguarding Children Board (CHSCB) and Bromley Safeguarding Children Board (BSCB). The CHSCB is the first to receive an 'Outstanding' judgement from Ofsted (September 2016). He has worked with the h²b[®] safer Team to design an offline activity to help people understand and manage online risks: the result is the Safer Social Media Activity Pack (SSNAP).





Using SSNAP

Remember

Whilst we describe a range of structured activities, these cards can be used in a variety of ways and the learning is only limited by the imagination of the user. Each activity can be played as part of a larger game or as a shorter individual exercise.

Contents

Each pack contains:

Screen Playing Cards (4 hands)

Safety Cards (1 hand) 22 x Safety Cards

5 x Facebook Cards 4 x Snapchat Cards 3 x Instagram Cards 2 x WhatsApp Cards 1 x Home Screen Card (60 cards in total)

Who should play?

Safeguarding Professionals such as: teachers, social workers, youth leaders, foster carers, designated safeguarding leaders, foster carers, sport coaches, police and any others who have a role in safeguarding children.

Ages: 13+

Maximum of 4 groups with 7 players.

Ages: 9+

Children below the age of 13 should not be encouraged to participate in social networking sites where their age prohibits membership. However, those who care of children in this age group should use these cards to develop their own understanding of risk. The red cards can be used with with younger children to help them develop awareness about safety online.

How to play

The cards are designed for individual and group work, playing cards can be used to focus on a particular threat, e.g sharing an inappropriate image. Each group normally consists of a minimum of 5 players and a maximum of 15.

A full hand helps users understand the relationship, dependency and consequences linked to the use of their social networking site e.g. safety and privacy settings, friendship circles, photographs and information sharing. Each card is based on a mobile view of social media platforms.





Screen Card Instructions

Playing Time

15-60 minutes depending on the game or activity.

Instructions

Firstly, deal each player a single card so that each group has one of the following:

- Settings
- Profile
- News Feed
- Friends
- Chat

For groups larger than 5, add additional cards.

Activity 1

Instruct users not to confer and place the card face down in front of them. Now ask users to study their card and write down the risks they can identify within it. **Time:** 3 - 10 minutes depending upon experience

Activity 2

Ask each user to outline the issues they have identified within their card(s) to the group.

Time: 5 - 10 minutes

Activity 3

Users should put their cards together to form a 'hand', this will then demonstrate that each card impacts on the other. Ask them to collectively consider how each card impacts on the others.

Time: 15 minutes

Activity 4

Ask them to collectively identify and agree the most serious imminent risk to Katie. They should also be able to identify and name a number of underlying risks. **Time:** 15 minutes

Activity 5

If you have more than one group, use the remaining time to discuss what each group has identified as the most imminent risk to Katie.
Time: 10 minutes





Katie's Home Screen







Katie's Home Screen

Children under the age of 13 are not allowed to create an account on Reddit and it's important to note that a lot of the content can be read without logging in.

This 'Calculator' app represents a 'Decoy', 'Safe' or 'Vault' app. Whereby users enter a pin or sum into the calculator. When the user enters the correct combination, they are able to store and view content here that is hidden elsewhere. Look out for duplicate apps such as a second calculator.

The 'Deleted?' app represents apps that monitor who has deleted you on platforms. Unfriending or not following friends can signify the end of a friendship.

Kik is a messaging app. While their Terms and Conditions require users to be 13+, there is no age verification and the public chats contain a lot of sexualised and inappropriate content.

Fortnite is one of the most popular games for children and young people. Watch out for in-app purchases, the global voice-chat feature and the addictive nature of the game.

Formerly known as two apps; Musical.ly and it's sister app Live.ly, TikTok is a popular live streaming app. Watch out for monetary gifts and sharing personal information.

Twitter is a micro-blogging platform. Whilst it is good for receiving real-time news, there may be inappropriate material uploaded in major events such as terror attacks. During these times children and young people may be exposed to content they find upsetting.

Twitch is a gaming version of YouTube. Beware, if you ban a child or young person from playing a game, they can still go on to Twitch and watch other people playing it. Watch out for inappropriate language from streamers and a global chat that is not moderated.

Dubbed 'Tinder for Teens', Yubo is a dating platform (formerly 'yellow') with a specific section targeted at children and young people.

Bitmoji allows users to create personalised illustrative 'avatars' of themselves. You can see examples of this in the 'Snapchat' cards.

Facetune allows users to modify their appearance such as make their body slimmer, or to adjust facial features.

'Safe Sexting' is a fictional app which has been added to open the discussion of where individuals should go for the most credible advice on Sexting. (Which is better: an online source or an adult they trust? Hint: It's an adult they trust!!)





Katie's Profile







Katie's Profile

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Katie's Facebook profile card introduces you to the concept of social media profiles. They usually feature a name, some information and images. This popular platform shares personal information such as school, home town, date of birth and relationship status, unless strict privacy settings are applied.

A Facebook user's profile and cover photographs are always public. This means that everyone can view the images and anyone who reacts to, comments on or is tagged in the image is also identifiable. While there is nothing concerning about these two images in particular, it is vital to remember these will be always be available for everyone to see. The images are neutral here but if context changes then it can change how the images are viewed.

In this example, the cover photo could indicate an expensive holiday and may also indicate wealth if the holiday is outside of the summer months.

The 'View as' feature is a useful tool when checking who can see what you have shared online, particularly when a user is uncertain what is set to 'public'.

Sharing a full date of birth is a risk online as it is often used for verification purposes. Having this posted publicly could put the user at risk of fraud.

If Chesterpool is a large city, then sharing this information by itself isn't a high risk but in context, alongside other information could make it easier to pinpoint an individual.

Publicly sharing a current school is a risk as it indicates Katie's location.

Publicly sharing a relationship status as 'Single' could suggest low self esteem or it could simply be that it was easier for katie to answer than to find the small "skip" option.





Katie's Friends







Katie's Friends

Showing a seemingly typical friends list, this card shows Katie's Facebook Friends, with some glaring risks. The three main indicators to look out for are profile photographs, age and mutual friends.

Friendship circles are easily identifiable by the number of mutual friends a user has. A large number of mutual friends indicates that the friend is known to the child. A low number of mutual friends can be suspicious and it's important to question how the child or young person knows this user. A low number of mutual friends may also indicate an estranged relative.

- Whilst Sena's account states that she is 13 years old, her profile picture indicates she is not. Facebook states that users should be aged 13 years or older because in the USA, it is illegal to advertise to children younger than this without parental consent. (As such, Sena may be exposed to content that is not appropriate for her age.)
- Tom Parker is a risk to Katie; he is 27 years old with only 4 mutual friends and his profile photo is not of himself. A profile like this could also be an indicator that a child or young person has connected to an estranged family member, such as a father.
- Cecilia Munoz also has a low number of mutual friends. This could indicate that she is a friend that Katie met on holiday but it may also indicate a fake/decoy account set up by 'Tom Parker'.











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This card features typical Facebook posts but one of these is an indicator of risk.

Seeing the word 'Instagram' here indicates that Taylor Davies has shared his post from Instagram account by linking his social media accounts.

The globe icon beside the posts indicates that it has been posted publicly.

By using the hashtags 'Kikme' and 'KIKshoutout', Taylor is attempting to encourage people to talk to him on Kik messenger. This is concerning as kick is known to be a platform of high risk.

This is a suspicious image; it is low-quality, his shirt is out-of-date who wears a loose-fitting rugby shirt now?

(This risk was inspired by a case study where a 27 year old predator scanned and uploaded photos of himself when he was 10 years younger.)











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This card features functions available on Facebook and its sister app, Messenger. It also features an example of slut shaming.

Tom Parker has been identified as a risk in Katie's Facebook Friends List card. As a result of the calling function on Messenger, Facebook friends don't need to know your telephone number to call you via audio or video.

This is particularly important in circumstances where a user is being harassed. As there are so many different channels of communication, blocking a phone number is not sufficient and a user will need to be blocked on a range of platforms.

Reuben has shared Dave's photo. The engagement with this post (shares, comments, tags and reactions), has increased the reach of the post (who is able to see the photo).

This is an example of a 'meme'; a supposedly 'funny' piece of content that is copied and shared online. This particular meme is saying that a girl is a slut and Reuben's caption *"Wonder who this is about ^(S)!! tag in comments"* is encouraging users to tag users in the comments, thereby calling the tagged users a 'slut'.

There are 6 ways to 'react' to a Facebook post. Originally you could only 'like' it, now you can choose between: Like, Love, Haha, Wow, Sad and Angry. The most selected reactions appear first. Here we can see that other people have selected 'Like', 'Haha' and 'Sad' the most.

Here we can see there have been 45 comments on this post. Each time someone comments on a post, Facebook's algorithm rates the post higher and it gets shown more easily. So the post could be visible to the friends of everyone who has commented on it. We can click where it says '45 comments' to see who has commented on the post and what they have said.

Please note: the Facebook algorithm dictates which posts we see on our feeds. The post's score will go up each time it received more reactions, shares and comments, meaning that more people will see the post.











This card features a number of concerning risks including the sharing of personal information, anonymous bullying and sharenting.

Live streaming is a feature available on many platforms and carries varying elements of risk ranging from broadcasting a user's location to the potential for grooming.

A user sharing they are going on holiday indicates that their home may be empty and puts them at risk of burglary.

Anonymous messaging apps carry huge risks for the users. The anonymous nature presents an opportunity for bullying, without the victim knowing who is doing the bullying.

In this example, we can see that Sarah May Totten has been asked "Aw you're so pretty, wish I was as cool as you always posting in my snap story" and we can see Sarah's reply begins with "Leave me alone, I know you're joking. Just delete me if you've...". Taking Sarah's response into consideration, she's clearly upset by the question and we can understand that the question is in fact loaded with sarcasm.

Sarah may have shared this on to her Facebook profile in the hopes of gaining support from her friends and family. However, we can see that Katie, and others, have given it the reaction 'Haha'. Ask the question: Is Katie being a good friend by reacting in this way?

As indicated by the globe icon, we understand that Darci has shared this image publicly. If St Mary's are a primary school then she is sharing that image with anyone to see.

This could also serve as an example of 'Sharenting'; a term coined by Ofcom to describe parents who share images of their children online. By sharing images of children publicly on her Facebook, Darci may lose control of the image.





Katie's Profile







Katie's Profile

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7.

This card shows Katie's Instagram profile and portrays many common themes seen on the profiles of young people.

This clock icon represents a user's 'Archive'. Instagram users can archive their posts and stories; removing them from their public profile and storing them in a private section of the app. They can unarchive their post at any time and make them visible on their account.

This indicates Katie's profile picture and the multi-coloured circle around the image indicates that Katie has shared a post to her Story. Katie can upload videos and photographs to her Story where they will be visible for 24 hours.

We can see that Katie only has 14 posts uploaded to her profile. This may seem like quite a low number considering the amount of followers she has. However, young people will frequently delete and archive their posts to keep this number low. Particularly if a post didn't receive 'enough' likes or comments.

This is a typical following count, and it is important to note that even if Katie's profile is set to private, having so many followers means that her posts can still be seen by a lot of people.

Katie is sharing a lot of personal information on her Instagram profile, and even if her profile is set to 'private', this information is still visible to anyone. Here she is sharing her full name, school, home town and a link to her Snapchat account.

6. Katie has also shared a link to her TikTok profile as her 'website'.

When Katie uploads to her story, the photos and videos are only visible for 24 hours, unless she saves them to her 'Story Highlights'. We can see here that Katie has saved a collection for 'Youth Club', if she has shared her geolocation, time and date on any of these posts, she will be sharing where she will be, when and at what time.

Katie has already shared her school name in her profile but sharing photos in her school uniform will also give away her location.

You can zoom in on Instagram posts by 'pinching out' to zoom in. If you were to zoom in on this photo, you would be able to see Katie's address on the dog's tag.





Katie's Feed







Katie's Feed

This card shows Katie's Instagram feed and highlights features such as direct messaging, live streaming, tagging other users and tagging your location.

- Tapping the paper aeroplane icon takes a user to their direct messages on Instagram. Users can flag messages to re-visit at a future date, video chat with other users and send voice messages, photos or text messages.
- Katie can view her own story from this screen, or add to it by swiping right from this screen.
 - Here we can see that user 'josiedonx' is currently live-streaming from her Instagram account. Once her live stream is finished, it will stay on her story for 24 hours.
 - Users live streaming to their story will be listed first on the story section then the list will be ordered based on who Katie interacts with the most.
- Here we can see that Conor has posted a photograph and tagged the location as
 'Bear's Nightclub'. From the other cards, we can assume that Connor is not of legal drinking age and shouldn't be in a night club.
 - Whilst it's not clear, we can tell that this is a selfie taken by Connor and suggests that his friend is unwell in the nightclub. We can also ask the question: did Connor have the consent of his friend to upload this photograph?
 - This 'user' icon in the bottom-left of the image indicates that an Instagram user has been tagged in the photograph. This will then show up in their 'tagged' section of their account.
 - This account indicates a 'rumours' profile set up for UCA (Upper Cresent Academy) school. Users will set up profiles such as these to share rumours about a community. These 'rumours' can spread instantly and be reputationally damaging to a school, or members of the school's community.



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Connor's Group Chat







Connor's Group Chat

This card portrays a typical example of a group chat on WhatsApp. When read together with the next card, Connor's Chats, a narrative can be built where we understand that there has been an incident of non-consensual sharing.

- Messages, including images, can be deleted from WhatsApp. The 'save to camera roll' or 'save to gallery' function is important to keep in mind here as whilst the image may be deleted from the group chat, it will not be deleted from the devices of those who have 'Save to...' activated.
 - By saying 'might send it to that insta', Connor is stating that he may share the image of Katie even further.
-) This indicates that Connor has sent a voice message to the group chat.
 - This exchange between Dav and Conor tells us that Katie doesn't know that Connor took a photo of the Snap she sent. Snapchat will tell a user when they screenshot an image but it won't know if, for example, you took a photograph of a phone that had the image on it.
 - By telling us *'we've all ss it anyway'*, Jacob is telling us that they've all 'screenshotted' it anyway. Meaning, they've all saved the photograph of Katie.



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Connor's Chats







Connor's Chats

	On this card we see Connor's most recent chats on WhatsApp.
1.	The list is ordered from most recent. From this we can see that Connor sent a message to Dav at 10:40pm beginning with "Cheeky Nandos, more like cheeky burr". The double-ticks in blue indicate that Dav has read the message.
2.	Next on the list is Katie's message, indicating that Connor may have shared something into the gc (group chat) without her consent.
3.	The white '4' in the blue circle indicates the number of unread messages Connor has received from Katie.
4.	Recent research indicates that young people who are considering ending their lives wipe or delete their social media accounts to remove their online presence.
5.	Here we can see the group chat referenced in the card titled 'Connor's Group Chat'.
6.	Reuben's message is referencing Kik, also shown on the card titled 'Katie's Home Screen'. Kik can be a potentially dangerous messaging platform as it has no email, age or identity verification.
7.	The double-ticks in grey indicate that Connor has sent this message to Croydon Hawks, whose device has received it but he hasn't opened the message.





Katie's Chats







Katie's Chats

3.

On this card, we see Katie's chat list on Snapchat.

The blue circle around Josie Donnelly's photo indicates that she has uploaded to her story. Her Bitmoji has also been replaced with a small thumbnail of her story post.

The '235^(b)' indicates Katie's Streak score with Josie. To get a streak, users need to send each other at least one Snap each in 24 hours for a minimum of 3 days. Children and young people can feel anxious about losing their streaks as they visually indicate the strength of their friendships and take a long time to build.

The emojis on the right-hand side of the screen indicate 'Best Friend' Emojis. Here are some examples of what some best friend emojis signify:

You just became friends with this person

You are #1 best friends with each other

- You have been #1 best friends with each other for two months
- You have a mutual best friend
 - A best friend, but not your #1 best friend
- It is this person's birthday
- 4. Here we can see Connor has sent Katie a Snap and she has opened it. This is indicated by the text saying 'Press and hold to replay'.
 - Three Bitmojis together indicate a group chat on Snapchat and the most prominent Bitmoji is the person who most recently interacted with the group.
 - The text saying 'Replayed and screenshotted 29m ago' means that Polli played Katie's Snap again and then saved it to her phone by screenshotting it.

As we've identified in earlier cards, Tom could be a risk to Katie. Here we can see they are friends on Snapchat but haven't interacted, as indicated by the Baby emoji. This emoji will disappear if they send a message or Snap to each other. It's worth noting that most children and young people will have a Bitmoji linked to their account and not having one can be suspicious.



7.



Katie's Map







Katie's Map

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This card portrays Katie's Snap Map. If her friends are active on Snapchats, Katie will be able to see where they are on this Map.

Users can use the search bar to search for a friend. If a friend isn't sharing their location, Snapchat will open a chat message. If they are sharing their location, Katie will be shown their Bitmoji at the relevant location on the map.

This settings wheel allows users to activate 'Ghost Mode', hiding their location on the map- and can hide from certain people.

- This is Katie's location as identified by her Bitmoji.
- Here we can see a group of Katie's friends who are together. This carries a risk of 'Fear of Missing Out' (FOMO). For example, if Katie wasn't invited to be with her friends but found out they were together without her, she may feel upset.
- If you are travelling at speed, such as in a car or on a bus, Snapchat will put your Bitmoji in a car. If you are in a shopping centre, your bitmoji will carry shopping bags and if it's your birthday, your Bitmoji will have a party hat and carry a balloon.
 - The target icon at the bottom right corner of the map will take you to your location on the Snap Map.





Katie's Story







Katie's Story

On this card, Katie is viewing a Snap she posted to her story 16 hours ago. This card highlights personal information Katie may not be aware she is sharing as well as other Snapchat functions.

Here we can see that the Snap was posted by Katie, 16 hours ago and she shared it from her Camera Roll (the gallery of images on her phone).

By posting the company her house is for sale with, it would be very easy to find more information out about her address and even what the house looks like inside.

Users can add text, filters and stickers to their Snaps, as indicated here by the text saying "Sis got a new car!?!".

Sharing a car's number plate online can be risky as the plate is the key to finding information about the car's owner.

The eye icon indicates how many people have viewed this individual snap.

The double triangle icon indicates that two people have screenshotted this snap. By swiping up, Katie can see the list of who has taken a screenshot, if Tom is one of those names then it may be an indicator of further risk.



4.

5.



Connor's Profile







Connor's Profile

1.

Connor's profile does not show any examples of immediate risk to Katie, however open source searching does portray some risky behaviour commonly found on the platforms young people use.

We are not following Connor but we can see all of his Instagram posts, this means that his profile privacy settings are set to public. Therefore, his posts can be seen by anyone.

Instagram is now owned by Facebook, and as such businesses can link their Instagram profiles to their Facebook pages to get access to extra functionality such as analytics. Younger users will often use this link to give them access to the extra features, here we can see that Connor has used this feature to call himself a 'Movie Character'.

Connor's posts indicate a lot of behaviour inappropriate for someone of his age such as alcohol consumption.

By posting a photograph of himself in his school uniform, Connor is sharing personal information about himself as well as broadcasting his location.

If Connor is posting photographs of his family on holiday, he may be publicly broadcasting that his family home is empty and therefore vulnerable to criminals.

Sharing a photo of a car including without masking it's number plate can share vulnerable information about its owner.





Katie's Settings

<	Settings	
MY ACCOUNT		
Name	Katie J	>
Username	katiejackson35	Ļ
Birthday	28 February 2003	>
Mobile Number	SV.	>
Email	katiejacksoh35@h2bmail.com	>
Bitmoji		\geq
Snapcodes	S.	>
ADDITIONAL SERVI	CES	
Manage		>
WHO CAN		
2. Contact Me	Everyone	\geq
3. View My Story	Everyone	\geq
4-See My Location	My Friends	>
5. See me in Quick	Add Yes	>
		-





Katie's Settings

2.

4.

5.

This card shows how Katie's settings are currently set on Snapchat.

- Katie's birthday on Snapchat is listed as 23rd February 2003 but on Facebook, it is listed as 23rd February 2004 on Facebook. Younger users may lie about their age to gain access to a platform. However, this can mean they could be exposed to content that is inappropriate for their age.
 - Who can... 'Contact Me' should be set to 'My Friends' and not 'Everyone'
 - Who can... 'View My Story' should be set to 'My Friends', or even a custom sub-group of friends by selecting 'Custom'.
 - Who can... 'See My Location' should be set to 'Only Me', 'My Friends', 'My Friends, Except...' or even 'Only These Friends'. It's important that children and young people are aware of exactly who they may be sharing their location with.
 - 'Quick Add' allows users to find each other on Snapchat, for example a user may be shown in another user's 'Quick Add' if they share mutual friends. We highly recommend deactivating 'Quick Add'.





Red Safety Cards

Barnardo's

Barnardo's is a children's charity focused on a range of issues from adopting and fostering to CSE and DV.

CEOP (Child Exploitation and Online Protection A Parent/Guardian can provide advice, support, Centre)

The CEOP Command is part of the UK law enforcement Community.

Childline

Childline is a confidential helpline for children and young people.

Childnet

Childnet is a specialist online children's charity.

Cybersmile

Cybersmile is a specialist online bullying charity.

DSL (Designated Safeguarding Lead)

The DSL of an organisation takes the lead responsibility for safeguarding children and young people.

Facebook

The Facebook Safety Centre provides helpful resources for users, parents, carers, teachers and law enforcement.

Friend

A friend can provide peer-to-peer support and advice but it depends on what type of friend they are.

Get Safe Online

Get Safe Online is a specialist online safety organisation.

Instagram

The Instagram Safety Centre provides resources for all users.

Internet Matters

Internet Matters is an industry inspired one stop shop.

IWF (Internet Watch Foundation)

The IWF is a charity and the UK Hotline for reporting online criminal content.

Parent/Guardian

guidance and act as a responsible adult but this will depend on whether they are good, bad, indifferent or part of the problem.

Police

Police provide a number of access points depending on the capacity.

h²b[®] Safer Online Safety Centre

The h²b[®] Safer Safety Centre provides parents, carers, teachers and safeguarding professionals with up-to-date information on social media sites.

Snapchat

The Snapchat Safety Centre provides resources for all users, parents and teachers.

Social Worker

A social worker is a responsible adult who has been trained in protecting and supporting people.

Teachers

Teachers can provide advice, support, guidance and a consistent relationship

Thinkuknow

Thinkuknow is the CEOP education resource centre.

UKCCIS (UK Council for Child Internet Safety)

UKCCIS is a policy forum hosted by government with participation from online industry reps and government departments.

UKSIC (UK Safer Internet Centre)

UKSIC is a partnership between Childnet, South West Grid for Learning and the IWF. It is an awareness centre, helpline and hotline.

WhatsApp

The WhatsApp Safety Page provides a limited amount of advice about staying safe on WhatsApp.





Red Safety Card Activities

Keep time short in the red Safety Card activities. This helps create a sense of urgency and pressure.

Activity 1

- Place the red Safety Cards face down with the organisation's name on top.
- Have users decide what the organisations or individual can do.
- Once they have finished, have them turn over the card and check whether they really understand what the organisations do and when to go to them for help.
- This can be followed up by a collaborative discussion.

Activity 2 (Team Game)

- Play against the clock with teams and score correct answers.
- Hold one card up at a time in the front of the class and have users identify the organisation, what they do, as well as when, why and how you would contact them.

Activity 3 (Team Game)

- Place all red Safety Cards face down on a table with the organisation's names on top.
- Call out an issue e.g. Bullying, CSE, sexting, neglect, unhappiness, identity theft or phishing and get the users to pick the card they would go to.
- Check the cards and discuss whether they are the best place to seek help and/or what other options might exist.

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