Dear Parents and Carers,

As you know at Ellon Academy, pupil safety is of paramount importance, and that it is recognised nationally that society is becoming more and more aware of the impact of social media on young people, if it is misused.

Schools have been made aware of an app for parents, which can be used to detect any explicit images that may be held on mobile devices and phones, and we thought it appropriate to make parents aware of this app.

[http://www.bbc.co.uk/news/av/technology-39716860/naked-selfie-spotting-app-put-to-the-test](https://elnacdexch/exchweb/bin/redir.asp?URL=http://www.bbc.co.uk/news/av/technology-39716860/naked-selfie-spotting-app-put-to-the-test)

Also, it has been in the press this week that there is another App circulating amongst young people called ‘Blue Whale Challenge’ and many schools abroad and in the UK have expressed concern about the nature of the app, which encourages young people to take 50 challenges, some of which are very dangerous and disturbing.

Here is a link which describes the app:

[https://www.desiblitz.com/content/blue-whale-challenge-suicide-game-warning-given-police](https://elnacdexch/exchweb/bin/redir.asp?URL=https://www.desiblitz.com/content/blue-whale-challenge-suicide-game-warning-given-police)

We ask that parents and carers are mindful of what young people are downloading on their mobile devices and we will give the same safety messages to pupils in school.

Thank you.