At National Online Safety, we believe in empowering parents, carers and trusted adults with the information to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one of many apps which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

What Parents & Carers Need to Know about

WIZZ

AGE RESTRICTION
12+
12+ App Store
Teen Google Playstore

Wizz is a networking app which allows users to connect and chat with other people around the world. Its principle is similar to a dating platform: users have a profile with up to three photos, along with optional interests and hobbies tags. This allows other like-minded people to be recommended in searches. If a user likes what they see on someone's profile, they can initiate conversation through the instant message feature; otherwise they swipe on. The app *does* use age verification technology when an account is created and groups users by age.

WHAT ARE THE RISKS?

OVER-SHARING

Immediately after setting up an account, users start receiving friend requests (mainly from the opposite gender). For many young people, this will be exciting and a boost to their confidence. As young people tend to be more trusting online and may believe what others tell them, however, this can lull them into dropping their guard and revealing personal information to strangers.

CATFISHING AND PREDATORS

Wizz uses Yoti, a digital ID system, to verify users' age. The AI only detects approximate age, though – so an older person who *looks* younger could be grouped with teens (or vice versa). Also, profile pics on Wizz don't have to match the face of the person who did the initial age verification: it would be fairly easy to create a fake account using another person's photos with a made-up name and age.

EXPLICIT CONTENT

During our research, conversations on Wizz very quickly turned sexual. Users frequently suggested 'taking it to Snap' (Snapchat's disappearing image feature can make it conducive to sharing explicit selfies), connecting on other social media, swapping nude or semi-nude pictures, or holding sexual chats. These users created an impression of the platform being sleazy and unsafe for young people.

INTIMATE IMAGES

It's not unheard of for young people to be coaxed into sending suggestive images of themselves over apps of this kind. Given that Wizz connects users with strangers, who may not be honest about their real intentions, a teenager might conceivably be persuaded to share sexually suggestive selfies by someone who they believed they had a trusting relationship with.

NO PARENTAL CONTROLS

The app claims to provide a secure and inclusive environment, but our researcher couldn't find any parental controls or safety features in evidence. If you report another user for inappropriate behaviour, you are offered the option to block them – but there's no indication as to whether the block has actually been successful, and there was no follow-up contact from the developers.

SECRETS AND SUBSCRIPTIONS

Wizz sent our researcher occasional 'mystery' friend requests from a blurred-out profile. To discover the sender's identity, users can either watch a video (usually an ad for a game or app) or take out a monthly subscription. Cynics might suggest this could be a way to exploit young people's curiosity into making them pay for the app, and that the 'secret admirers' are bots rather than real people.

Advice for Parents & Carers

TALK IT OUT

If your child has downloaded Wizz, talk to them about why they like it and who've chatted with. Have they shared any personal details with this person or connected with them on other social media platforms? Refresh your child's memory of the various risks that can arise from engaging with strangers online and get them to consider using a similar app with more robust safety features.

BE SUPPORTIVE

When connecting with strangers on apps like Wizz, seemingly innocent chats can quickly progress to become sexually explicit and lead to nudes being sent. Make sure your child knows to come to you if they're uncomfortable about anything they've been sent or been asked to send. If they've already shared something that they now regret, reassure them that you'll support them no matter what.

EMPHASISE CAUTION

Young people are far more inclined to see the good in others; they often overlook the fact that scammers set up fake accounts on apps like this with the intention of getting money or personal data. Remind them that not everyone online is who they claim to be, how easy it is for someone to create a bogus profile, and why it's vital to think twice about sharing anything on networking apps.

KEEP THINGS TRANSPARENT

It might feel awkward, but regular chats about your child's online life can be beneficial. If they seem suddenly anxious or secretive around their phone or tablet, they may have something they need to get off their chest. You could also consider not allowing digital devices in their bedroom, especially overnight – that's when a lot of the riskier conversations on apps like Wizz tend to take place.

Meet Our Expert

Dr Claire Sutherland is an online safety consultant, educator and researcher who has developed and implemented anti-bullying and cyber safety policies for schools. She has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviour of young people in the UK, USA and Australia.

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