# Samsung and Safe Surfer launch evolving digital safety tools alongside Worst Children’s Library exhibit



The digital landscape presents a paradox for children: it is a realm filled with immense opportunities for learning and creativity, yet it harbours significant risks, particularly concerning exposure to harmful content. To address these dangers, an initiative known as The Worst Children’s Library has emerged, designed not merely as a public awareness campaign but as a tangible exhibit illustrating the types of hazardous material children might encounter online. This innovative display raises critical questions about the safety measures in place as children navigate the web, drawing attention to the role of parents and guardians in safeguarding young users.

In conjunction with this initiative, Samsung and Safe Surfer have partnered to offer an array of digital safety tools capable of creating a more secure online environment for children. These tools include the Samsung x Safe Surfer Kids-Safe Devices, which enable parents to establish a controlled digital space that evolves as their children age, ensuring that the transition into broader online experiences is gradual and monitored. According to the announcement, these devices are equipped with essential communication functions while significantly reducing exposure to unfiltered internet risks, reflecting a growing emphasis on empowering parents to manage their children’s digital engagement.

Among the suite of offerings is the Safe Surfer App, which provides comprehensive content filtering options. This app can be installed on individual devices or integrated into home networks, effectively creating a protective umbrella that envelops all connected devices. The collaboration also highlights the importance of educational resources, as seen in platforms such as Keep It Real Online, which provides essential advice and strategies for cultivating healthy digital habits among families.

The demand for enhanced digital parenting tools has risen sharply, evidenced by emerging trends in the industry. Educational technology firms are now uniquely positioned to develop products that instruct children and their guardians in effective online safety practices, thus marrying learning with digital literacy. Moreover, companies in the cybersecurity sector have an opportunity to pivot towards the development of advanced solutions specifically designed to protect vulnerable users like children. This shift underscores a broader trend within consumer electronics towards integrating robust parental controls into technology products, addressing a growing market of safety-conscious families.

As part of its commitment to online safety, Samsung has also developed the Kids Mode feature on its Galaxy devices. This functionality allows parents to establish profiles, monitor content, and manage screen time, enabling a secure and supervised space for children to explore digital content. Parents can configure these profiles to limit access to inappropriate content while fostering a healthy relationship between their children and technology.

In practical terms, tools like Safe Surfer’s Kid-Safe Phone further exemplify the drive towards building a secure digital habitat. This device is designed to initiate children into the online world with basic communication functionalities, which can be expanded as they grow older—an approach that allows for a safe introduction to technology. Additionally, parental control applications such as Surfie play a pivotal role in monitoring and managing children’s digital activities. Features such as content filtering, location tracking, and screen time management ensure a rounded and secure online experience for young users.

As technology becomes increasingly embedded in daily life, the conversation surrounding child safety online is more vital than ever. With initiatives like The Worst Children’s Library and collaborative efforts to create safe digital environments, there is hope for a future where children can explore the internet's vast landscape securely, guided by informed and proactive parents. This digital age offers potential for remarkable development, provided that the necessary precautions are taken to shield young minds from the risks lurking in the shadows of the web.

### Reference Map

* Paragraph 1: [[1]](https://www.trendhunter.com/trends/worst-childrens-library)
* Paragraph 2: [[1]](https://www.trendhunter.com/trends/worst-childrens-library), [[2]](https://www.safesurfer.io/kidsafephone/)
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* Paragraph 6: [[1]](https://www.trendhunter.com/trends/worst-childrens-library), [[7]](https://news.samsung.com/global/how-samsungs-child-friendly-content-helps-kids-build-digital-confidence)
* Paragraph 7: [[1]](https://www.trendhunter.com/trends/worst-childrens-library), [[2]](https://www.safesurfer.io/kidsafephone/), [[3]](https://www.surfieapp.com/), [[6]](https://helpdesk.safesurfer.io/en-nz/article/protect-an-android-device-with-safe-surfer-1d7pmt5/)
* Paragraph 8: [[1]](https://www.trendhunter.com/trends/worst-childrens-library)

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## Bibliography

* <https://www.trendhunter.com/trends/worst-childrens-library> - Please view link - unable to able to access data
* <https://www.safesurfer.io/kidsafephone/> - Safe Surfer's Kid-Safe Phone offers a controlled digital environment for children, allowing parents to manage device functionality and content access. The device starts with basic communication features and can be customized as the child grows, providing a safe and monitored online experience.
* <https://www.surfieapp.com/> - Surfie is a parental control app that enables parents to monitor and manage their children's digital activities. It offers features like content filtering, screen time management, and location tracking, ensuring a safer online experience for kids.
* <https://www.internetmatters.org/about-us/our-partners/samsung-internet-matters-corporate-partner/samsung-supporting-over-8s-online/> - Samsung collaborates with Internet Matters to provide guidance on setting up parental controls on Samsung devices. This partnership aims to help parents create a safe online environment for children over the age of 8 by offering practical advice and tools.
* <https://www.samsung.com/us/support/answer/ANS10003300/> - Samsung Kids is a feature on Galaxy devices that allows parents to set up profiles, manage screen time, and monitor content. It provides a secure space for children to explore digital content under parental supervision.
* <https://helpdesk.safesurfer.io/en-nz/article/protect-an-android-device-with-safe-surfer-1d7pmt5/> - Safe Surfer offers a guide to protect Android devices by enabling features like nudity detection and setting up Google Play Store parental controls. These tools help parents monitor and restrict content to ensure a safer online experience for children.
* <https://news.samsung.com/global/how-samsungs-child-friendly-content-helps-kids-build-digital-confidence> - Samsung's Kids Mode provides a child-friendly digital environment with parental controls, allowing parents to manage apps, videos, and music accessible to their children. It aims to build digital confidence in kids by offering a safe and engaging online experience.