



DIGITAL SAFETY SQUAD

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Why AI Rules Matter

The gap between what kids know about AI and what parents understand is widening – and it's putting children at risk.

79%

of UK teens (13-17) have used generative AI tools in the past year

26%

of US teens use ChatGPT for schoolwork – doubled from 13% in 2023

50%

of UK children (8-15) have used AI tools – up from 46% last year

49%

of parents have NEVER talked to their children about AI

83%

of parents say schools have NOT communicated about AI

42%

of US teens use AI chatbots as friends or companions

32%

of UK children (8-17) have seen worrying or nasty content online

The Knowledge Gap

"Young people are quickly understanding the potential of generative AI, but not necessarily the pitfalls. This underscores the need for adults to talk with teens about AI – especially around bias and inaccuracy."

— Amanda Lenhart, Common Sense Media

Kids Know:

- ✓ How to use AI tools
- ✓ What AI can create
- ✓ How to get help with homework

Kids May Not Know:

- ✗ AI can be biased or inaccurate
- ✗ Their data may be collected
- ✗ When reliance becomes unhealthy

The Solution: Set Boundaries Early

Rules aren't about control – they're about creating a framework where children can explore AI's benefits whilst avoiding its risks. Families who navigate AI successfully establish boundaries before problems emerge, not after.

Digital Safety Squad™

digitalsafetysquad.com/age-appropriate-ai-rules

Sources:

Pew Research Center (2025) | Common Sense Media (2024) | Center for Democracy & Technology (2025)
Ofcom UK (2024, 2025) | Digital Wellness Lab (2024) | Children's Commissioner for England (2024)