At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about

APPLE IPADS

Tablets remain a staple of children's digital lives – and Apple's iPad is by far the most popular model. According to Ofcom, over half of younger children regularly use a tablet to play games, watch online content or access apps. With their broad functionality, iPads can be helpful tools, but without supervision, they may expose children to risks ranging from inappropriate content to screen overuse.

WHAT ARE THE RISKS?

COSTLY TO REPAIR

Unlike some child-friendly tablets, the iPad is not built for rough handling. Its slim design and high cost mean that a drop or spill can result in a costly repair. If a child is using the device regularly, a sturdy case and screen protector are strongly recommended to help prevent accidental damage.

DATA PRIVACY

While Apple is known for strong privacy protections, a recent study found that many iOS apps aimed at children still share personal data. Over 40% of the tested apps sent at least one piece of user information to third parties, raising concerns about advertising and analytics being targeted at underage users.

INAPPROPRIATE CONTENT

The App Store and Safari browser provide almost unrestricted access to online material. Children may stumble upon age-inappropriate content, whether through apps, advertisements or online searches. Even recommended content algorithms can surface unsuitable material.

BYPASSING RESTRICTIONS

Siri – Apple's voice assistant – can potentially override restrictions, especially with the newer text-based commands introduced through Apple Intelligence. Without safeguards in place, children may inadvertently access inappropriate topics simply by asking a question, bypassing certain filters previously set by adults.

SCREEN ADDICTION

iPads can be highly immersive, and excessive screen time may affect a child's emotional and behavioural development. Signs of overuse might include mood swings, irritability, and difficulty focusing on non-digital activities.

REDUCED ATTENTION & COGNITIVE IMPACT

Prolonged use of tablets has been linked with reduced memory, slower processing speeds and difficulties in concentrating. Research shows that children who spend excessive time gaming or consuming media on tablets may struggle with language development and executive functioning over time.

Advice for Parents & Educators

ENABLE FAMILY SHARING

Family Sharing allows you to create a dedicated Apple ID for your child and manage their activity. You can approve purchases, control what content they can access, and set time limits – all done remotely from your own device. It's a simple but powerful way to maintain oversight.

FILTER APPS, WEBSITES & IN-APP PURCHASES

Parental controls in iOS let you block explicit content in Safari, restrict app downloads, and manage in-app purchase permissions. You can also filter websites automatically to prevent access to adult material and disable the installation of certain app types completely.

USE SCREEN TIME FEATURES EFFECTIVELY

Tools like Downtime and App Limits can reduce device overuse. Downtime allows you to block access during key times – such as before bed or during homework – while App Limits sets daily time caps on specific games or apps. Alerts help children anticipate when their time is almost up.

PREVENT UNAPPROVED SPENDING

Children can accidentally (or intentionally) make purchases within apps. Activating Ask to Buy under Family Sharing ensures you receive a notification to approve any app or in-app purchase. This stops surprise charges and allows you to discuss purchases together before they're made.

Meet Our Expert

Carly Page is a seasoned technology journalist with over a decade of experience. Formerly a senior cybersecurity reporter at TechCrunch, Carly now writes for publications including WIRED, Forbes, TechRadar, and Tes. With a deep understanding of online safety, she brings a valuable perspective to parenting in the digital age.

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