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 ZEPETO

AGE RESTRICTION 14+

ZEPETO is a fast-growing app blending social networking with a virtual world experience – attracting around 20 million monthly users, with 15% from Europe. Players create 3D avatars to explore immersive environments, play games and interact with others; however, with minimal safety controls, anonymous chat and monetised content, ZEPETO poses a number of online safety concerns that parents and educators should be aware of.

WHAT ARE THE RISKS?

NO PARENTAL CONTROLS

Although ZEPETO is intended for users aged 14 and up, it lacks built-in parental controls or age verification, instead relying on safety features on the device it's played on. This lack of a parental controls feature raises concerns about whom children may be interacting with on the platform.

CYBERBULLYING RISKS

As with many social platforms, children can be targeted for bullying, harassment or exclusion by both strangers and their peers. Unfiltered chat and avatar-based interaction can allow bullying and other forms of harassment to continue, impacting children's wellbeing and mental health.

INAPPROPRIATE CONTENT

As a mix between a virtual world and a social media platform, ZEPETO features a wide range of user-generated content. Some areas may reference mature themes, such as TV series aimed at adults, or include inappropriate material created by other users – all of which children may stumble across without warning.

ADDICTIVE GAMEPLAY

Daily log-in rewards, such as coins, and in-game incentives can encourage compulsive behaviour, with some users feeling pressure to check in constantly to avoid missing out. This can lead to excessive screen time and conflict with schoolwork or offline hobbies or commitments.

STRANGER DANGER

By default, users can message and interact with anyone else. This open communication creates an environment where predatory individuals can pose as peers to gain trust, potentially leading to grooming, scams, and exploitation, such as blackmail.

SPENDING REAL MONEY

While the game is free to play, ZEPETO includes a store offering virtual clothing and accessories for avatars. These items are bought with 'ZEMs' – a paid currency – and the appeal of exclusive items or branded collaborations can make it easy for children to overspend.

Advice for Parents & Educators

ENABLE PRIVACY SETTINGS

Visit the child's profile settings to restrict who can send messages – options include Everyone, Followers Only, or No-one. Encourage children to avoid sharing any personal information on their profile, as this is visible even on private accounts.

CONTROL SPENDING

To prevent accidental purchases, set up purchase approval systems such as Apple's Ask to Buy or Google's Purchase Approvals. Alternatively, consider removing payment methods or using pre-paid cards with set budgets.

LIMIT IN-APP TIME

Use parental controls on Android (Google Family Link) or iOS (Screen Time) to restrict app usage by setting hours or daily limits. Encouraging breaks can help children develop healthier habits and reduce app dependency.

HAVE REGULAR CONVERSATIONS

Talk openly with children about whom they interact with online and the kinds of things they see or experience. Encourage them to speak up if someone makes them uncomfortable or if they come across inappropriate content. Teach them how to recognise red-flag behaviours such as asking for secrets, giving gifts, or requesting personal information.

Meet Our Expert

Alan Martin is an experienced technology journalist who has written for the likes of Wired, TechRadar, The Telegraph, The Evening Standard, The Guardian and The New Statesman.

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