

Child Safeguarding Policy

Applies to: Ednaimo (operated by [Ednaimo Operator]), all staff, contractors and partners

Version: 1.0 (draft)

Last updated: 11 September 2026

Review: Every 6 months

1. Our commitment

Ednaimo is built for children. Their safety, dignity and wellbeing come before engagement, growth or revenue. We design the product so that children can learn in a safe, age-appropriate environment, and we treat any concern about a child's safety as urgent.

2. Scope

This policy covers:

- children who use Ednaimo through a parent or guardian's account;
- children whose parents or schools create profiles for them;
- lesson content, stories, images, quizzes and interactive activities generated or delivered by Ednaimo;
- all staff, contractors, agencies and partners who work on or with Ednaimo.

3. How we keep children safe by design

- 1 **Parents hold the account.** Children do not create their own accounts and do not provide personal details directly to Ednaimo. A parent or guardian creates and manages each child profile and gives consent before a child uses the platform.
- 2 **Every lesson passes safety gates.** Incoming requests are screened, and all generated content is reviewed for safety, age-appropriateness, curriculum alignment and cultural sensitivity before a child can see it. Content that does not pass is regenerated or replaced with pre-approved content.
- 3 **Interactive activities are sandboxed.** AI-generated games run inside an isolated sandbox that cannot access the parent's or child's data, storage, cookies or other websites.
- 4 **No targeted advertising.** We do not serve behavioural advertising to children, and we do not sell children's personal data.
- 5 **Reporting is easy.** Children, parents and teachers can report content from inside the app. Reports are triaged by our team and handled under our incident process.
- 6 **Data minimisation.** We collect the minimum information needed to personalise learning and keep the service secure. Where possible, identifiers are hashed and short-lived.

4. What we do not allow

- content that is violent, sexual, hateful, discriminatory, frightening or otherwise inappropriate for children;
- requests for a child's personal contact details, location, school or photographs;
- attempts to move a child off-platform, or to contact a child privately;
- stereotyping or degrading depictions of any culture, ethnicity, gender or religion;

- using children's data for advertising or for training third-party models.

5. Reporting a concern

If you are a parent, teacher or child and you see something that concerns you:

- use the **Report** button in the app; or
- email us at **safeguarding@ednaimo.com**.

Please include the lesson or profile name and, if possible, a screenshot or the lesson link. You do not need to investigate the concern yourself.

6. What happens next

- 1 We acknowledge reports as soon as possible and within one working day.
- 2 The Safeguarding Lead triages the report and decides whether to restrict content or access immediately.
- 3 We investigate, involving technical, content and (where required) legal advice.
- 4 We take action: removing content, suspending accounts, strengthening a control, or escalating to the relevant authority where there is a risk to a child.
- 5 We tell the reporter the outcome where it is safe and lawful to do so.

Our internal escalation steps, response times and record-keeping requirements are set out in our Child Safeguarding Standard Operating Procedure, available to partners and auditors under NDA.

7. Our team

Everyone working on Ednaimo must read and follow this policy. Staff and contractors are screened before working with children's data or content, and safeguarding responsibilities are included in onboarding.

8. Review

This policy is reviewed at least every six months, after any serious incident, and whenever we launch a major new feature that affects children.

Safeguarding Lead: [Name / role]

Contact: safeguarding@ednaimo.com

This is a draft policy and is pending legal review. It does not replace statutory child-protection duties in any jurisdiction.