

Claudiu Popa introduces the 7 Principles of Cybersafety by Design at Provincial Advocate Forum on Social Media Safety for Youth

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TORONTO, May 12, 2014 /CNW/ - The unintended consequences, benefits and dangers of social media are often misunderstood, sometimes leading to tragic consequences. Despite hundreds of groups and organizations actively involved in combatting bullying and online abuse, Canada lacks an effective, unified method for the adoption of safe online practices.

The Provincial Advocate for Children & Youth, Irwin Elman, is hosting #ABetterNet: A Forum on Social Media at the Munk School of Global Affairs. The conference features prominent speakers including Ontario's Information and Privacy Commissioner, Dr. Ann Cavoukian and children's author, lecturer and singer, Raffi Cavoukian.

Claudiu Popa is the author of the 7 Principles of Cybersafety by Design: a standardized approach to keeping children and youth safe on the Internet. A prominent security & privacy expert, Popa conducts seminars and workshops that help advocacy and support groups adopt a common language. The Cybersafety by Design Principles serve as a solid framework for all organizations responsible for protecting children's information and the integrity of emerging technologies.

1. Anticipate and defuse online threats
2. Cybersafety must be the default
3. Embed integrity into design
4. Optimize for safety
5. Embrace clarity and simplicity
6. Promote vigilance & awareness, not Fear, Uncertainty & Doubt
7. Responsibly protect & encourage free expression

Cybersafety by Design (CbD) is the long-awaited blueprint to online safety from an authoritative source, published by the KnowledgeFlow Educational Foundation whose mission is to educate the public and disrupt malicious activities against vulnerable audiences.

The full document is **freely downloadable** from <http://popa.ca/CbDPrinciples> and includes templates & checklists to help parent councils, educators, student groups, Web developers and activist organizations get up to speed with the protection of cybersafety on a large scale.

About the Company:

KnowledgeFlow.ca is Canada's only cybersafety education initiative built on a solid backbone of professional expertise in security and privacy. Parent firm Informatica is Canada's leading provider of standardized information risk assessments and audits.

Informatica is a recognized **Privacy by Design Ambassador** by Ontario's Office of the Information and Privacy Commissioner and member of Canada's largest-ever pro-privacy coalition with **OpenMedia.ca**.

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