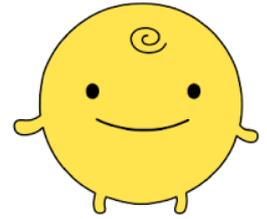


What is SimSimi?

SimSimi is an artificial intelligence chatting robot also known as a chatbot. The messenger app currently has a rating of 16 on the Google Play and iTunes stores. Chatbots are computer programmes that simulate human conversations on the internet.



Why do young people like it?

The popular app encourages users to continue conversations by using playful language, however much of the language on the app is offensive or contains sexual content. SimSimi is also anonymous, making it easy for users to leave hurtful comments about others.

How does it work?

- Using artificial intelligence, users can begin a conversation with the chatbot. Users can ask **anything** and the chatbot will respond. The responses can range from a helpful reply to offensive content.
- **Users can also 'Teach' the chat bot responses and replies.** Users can input any text/phrases/response they wish, the chatbot may then use this as a response to other users if the asked that particular question. *This particular function is what is causing concern among schools and parents, with many young people being able to view anonymous responses about themselves when they type their name into the app.* **Much of the content on the app contains offensive language and sexual content may cause upset for some users.**



What can parents do?

For concerned parents, we recommend talking to your child about the apps and social networks they use. We strongly advise the supervision of the removal of this app from your child's mobile phone and any other home device.

Please speak to your child about the emotional damage cyber-bullying, and all other forms of bullying, can cause. All forms of bullying hurt, all cause pain and all should be stopped. By stressing this to your child – and by enforcing the importance of not standing by while someone else is being bullied – it will encourage their responsible internet use.

If, as a parent/guardian, you are concerned about the impact that this app may have had on your child's health and well-being, please contact a member of the Safeguarding / e-Safety team.

