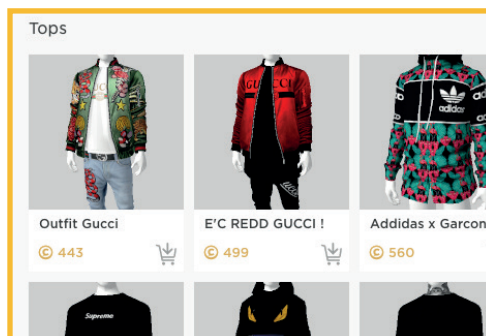
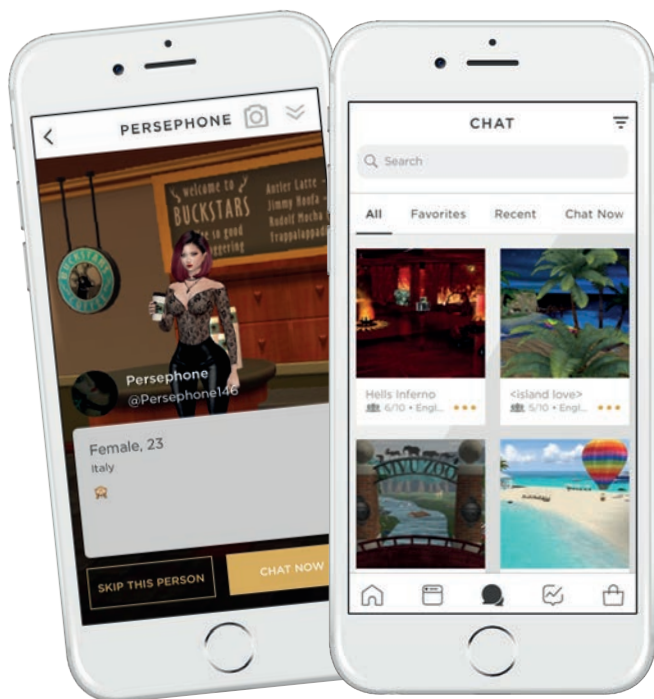




What is IMVU?

IMVU is an online social environment in which players design their own 3D characters (or avatars) and explore an online world with more than 50 million active users and three million monthly active users. The app promises players that they will 'never run out of new people to meet' and have the chance to 'discover dressing up, chatting and having fun' and 'celebrate' as 'anything could happen'.

What does it look like?



Main Concerns for Parents



Meeting strangers in the 'chat now' feature

The 'chat now' feature allows two people to be randomly put together in a chat. They can then post images of their avatars and send text to each other. As you can imagine, this is potentially dangerous as ANYONE could be talking to your child. Predators could use the app to talk to your child and try to obtain their personal details to send them pictures outside of the platform.

In-app purchases

With 'free games', such as Imvu, there are options for players to pay money for extra features that make the experience more 'personal and unique'. Shopping is a huge part of the IMVU platform and some users even bully others who don't spend real money for better clothes or furniture for their avatar.

The app is not for under 17s

While anyone 13 and over is ALLOWED to create an account for IMVU, the advised age is actually 17. It's worth noting that, according to Imvu, its core demographic is players aged 18 to 24 with seven per cent aged 35 and over. Consider if your child is 'mature' enough for this.

No chat filter

This means that while in discussion with people on the platform, there is nothing to prevent your child from being exposed to swear words or sexually explicit conversation, or keep them from giving out personal information.



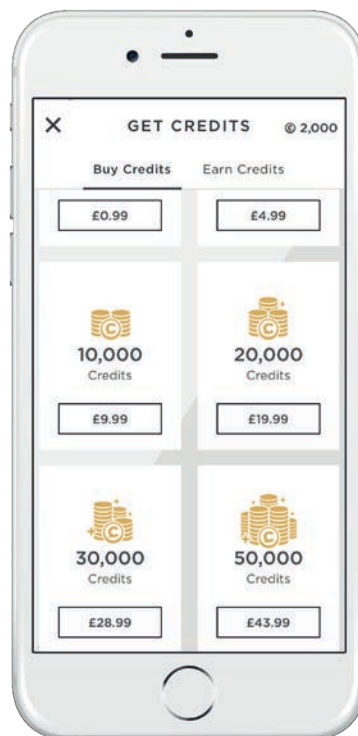
Talk to your child about the difference between 'online friends' and real friends

If your child talks to strangers on IMVU's 'chat now' feature, make sure they understand the difference between people they meet online and real-life friends. Teach them to never arrange meetings with these people in real life or to give away any personal information. They should feel comfortable to approach you or another responsible adult if they see anything distressing.



Encourage them not to spend real money

It is important to teach your child that it can be dangerous to spend money on IMVU and even seen as underage gambling. Ensure that no payment methods are stored within the app or on your device and you and your child shouldn't have any risk of accidentally buying something off the app.



Look out for scams

'Phishing' is a particularly common danger on IMVU as scammers can easily claim to be someone they're not (eg. a well-known website, company or even a friend) to lure you into sharing personal information like your password and username. So, ensure that you and your child are educated about the signs of these scams and know how to avoid them. If someone ever asks your child for personal information, teach your child to come to you or stop talking to that person.

Flag offensive 'Badges'

Users have the freedom to create their own badges to give to their friends on IMVU. These are created by uploading jpg images, which means any photo can be uploaded including offensive imagery. To report an offensive badge (you can only report an offensive badge on the desktop version of the app) which will be reviewed by IMVU:

- Click on the badge (on the offender's avatar card).
- Click on Flag for review.

Report inappropriate behaviour in chat

If your child sees something offensive or inappropriate in a chat, discuss with them the importance of reporting this. To report a chat:

- Click the person's avatar and then click the Flag button. This will send the conversation to the IMVU customer service for review.
- IMVU claims to check all reported messages within 24 hours, so if a conversation is in violation of the Terms of Service, a message will be sent to its homepage and appropriate action will be taken further.

