



TWISTED TOYS

TOYING WITH CHILDREN'S LIVES



Welcome to the World of Twisted Toys, a wonderland of excitement, experiences and exploitation. We pride ourselves on making toys that are addictive, risky and put you completely under our control.



SHARE BEAR



HAHA! I HEARD THAT

Share Bear is the cuddly companion who just loves to share. He wants to know your favourite colour, your best friend, your immigration status, sleep patterns, sexual preferences, the economic indicators of where you live and every other data point that can be exploited for profit. What a cutie! And don't worry, he doesn't keep your secrets in his little head. Your data is shared and used by billion dollar tech companies!

INCLUDES:
Poor data practices,
insatiable appetite to
extract information,
and zero privacy.
Right to an inner
life sold separately.



SAFETY WARNINGS

- 100% of the largest 12 social media companies with the most worldwide active users track your location data.¹
- Tech companies such as Facebook² and Netflix³ know what your sexuality is before you tell your parents.
- Recommendation algorithms can use a child's information to suggest which weapon they should purchase.⁴
- 72 million data-points will be collected on a child before they turn 13 years old.⁵
- In 2019, 76.04% of the most popular web pages for mental health information contained third-party trackers for marketing purposes.⁶



TAKE SCREEN TIME TO THE EXTREME

The Eye-Con 3000 is the eyeball tracking, retina scanning, handheld device kids just can't put down! Literally. Stop looking at its military grade camera for even a split second, and your character dies. It's the age old battle of man vs machine, child vs addiction, corporate greed vs the human need to exist and interact with other living things. Eye-Con 3000 is easy to play but impossible to win. Do you have what it takes?



Warning

1 in 4 young people mimic behaviour that mirrors that of addiction, development of psychopathological behaviours, depression, anxiety, high levels of perceived stress, and poor sleep.⁷ **Requires: Your undivided attention (not included).**

Wakey Wakey

LOOK OUT SLEEPY HEADS!

Wakey Wakey Night Light wants your attention around the clock. It's the all-new, all-consuming algorithmically automated device designed to keep you updated on everything you don't need to know about 24/7. Young people are driven wild by the adrenaline rollercoaster of over-stimulation and sleep deprivation. With lights, vibrations and over 50 alert sounds - you just can't say no to these notifications!



Never
Feel Rested
Again!



- Young people lose 60 minutes of sleep per night to digital devices.⁸
- Proven difficulties concentrating and doing well at school.⁹
- Guaranteed anxiety and impact on mental health.¹⁰

POCKET TROLL

Pocket Troll scrutinises every minute of your existence, then torments you with personalised comments and mild psychological torture. These trolls do it all; body shaming, racism, homophobia... Plus everything is public, nothing gets forgotten and somehow you'll still feel lost without it in your pocket. Pocket Troll comes with a book of Community Guidelines - but don't worry, we never enforce them.

*Content moderation and 2 x AAA batteries sold separately.

"IS THAT REALLY WHAT YOU'RE WEARING?"



INCLUDES:
Public profile
by default

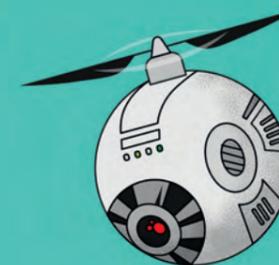


- 1 in 5 (20%) children in England and Wales experienced cyber bullying in 2019.¹¹
- In 2019 half of 12- to 15-year-olds saw something hateful about a particular group of people in the last year, up from 34% in 2016.¹²
- 58% of girls and young women have been harassed or abused online.¹³
- 32% of LGBTQ 13- to 18-year-olds have been sexually harassed online.¹⁴



Sign your life away!

My First T&Cs is essential reading for any child. Lose yourself (and your rights) in a few thousand pages of legally impenetrable small print. It's long, incomprehensible, unfair, and deliberately obscure - almost like it was designed not to be read...



REQUIRES:
A university graduate reading level
(not included)



- 15 of the top websites used by children had terms and conditions more complicated than Charles Dickens' Tale of Two Cities.¹⁵
- The average person would need to set aside almost 250 hours to properly read all the terms and conditions they accept while using digital services.¹⁶
- 73% of young people do not read any terms and conditions on any platform they use.¹⁷

STALKIE TALKIE

"ARE YOUR PARENTS HOME?"

Stalkie Talkie is the hand held, hi-tech toy that uses algorithms which match children with adult strangers. Press the button then just sit back and wait for billions of unknown people to find you... How do you tell if they're a friend or a predator? We don't know either!

*3x AAA batteries and 24/7 parental surveillance sold separately



LOW PRIVACY!



SAFETY WARNINGS

- 61% of children online report being contacted by strangers while playing a game.¹⁸
- 29% of children give out their personal details to people they meet online, including their mobile number and home address.¹⁹
- 10% of primary-school aged children have been asked to remove their clothing during video calls with strangers.²⁰
- In 2016, 64% of people who joined an extremist group on Facebook did so because the algorithm recommended it to them.²¹
- 1 in 10 private messages flagged by children on TikTok are due to inappropriate adults messaging.²²

MYSTERY FRIENDS

HOW MANY FACES IN YOUR BOOK?

Mystery Friends is the never-ending sticker collection kids can't wait to get stuck into. With billions of new friends to add, there's no telling who you're gonna get; a new BEST friend? Or a pesky predator?? Whatever you do, just keep coming back for more!



SAFETY WARNINGS

- In 2019, Instagram's algorithm had been found to steer paedophiles specifically towards profiles of children.²³
- 75% of the most popular social media services in 2020 use automated decision making to recommend strangers to all users.²⁴
- During a 12-month period, 28% of 12-15 year olds experienced unwelcome friend/follow requests or unwelcome contact/messages from strangers.²⁵

Fishing For Likes

Fishing for Likes is the game that makes your popularity our top priority. Compete against your 'friends' to score the most likes, use them to distort your self worth and judge others. Do whatever it takes to get more... take off your clothes, say something extreme, you can even pay to get more likes! It's compulsive, obsessive, destructive fun for the whole community.



SAFETY WARNINGS

- 10 of the 12 most-used social platforms globally in 2020 contain visible popularity metrics by default.²⁶
- Far-right misinformation has been found to give you 65% more engagement per follower than other types of far-right content.²⁷
- Children aged 7 to 10 years old are being coerced and deceived into sexual activity on live streaming sites, often in exchange for "likes" or other rewards.²⁸
- Children feel that building up a high number of followers gives them social status.²⁹

REQUIRES: Popularity
(included for some but not for others)

PAY AS YOU YOYO



MEGAFUN WITH MICROTRANSACTIONS!

Pay as you Yo-Yo is the revamped classic you've just got to take for a spin. Set up your account with Mum or Dad's credit card, then get ready to throw down high scores (and even higher bills). With contactless technology we charge your card every time the Yo-Yo touches your hand. You won't even notice it's happening. The scores are low to begin with, but wow do they add up fast!



REQUIRES:
Working credit
or debit card
(not included)



SAFETY WARNINGS

- 80% of the top 50 mobile games in the UK Apple App Store for children 5 & under contain in app purchases.³⁰
- Average in-game spend per person is £500 - £600 per year.³¹
- 1 in 10 children have accidentally spent money on in-app purchases.³²

Share Bear

¹ Of the 12 largest social media companies in 2020, all 12 track users' location data in some capacity. Facebook, Instagram and Messenger obtain location information from a user's GPS location, YouTube determines a user's location from GPS, IP address, sensor data from a user's device and information about things near a user's device such as Wi-Fi access points, cell towers, and Bluetooth-enabled devices. WhatsApp use IP addresses even when a user does not use location-related features. WeChat uses location data derived from GPS, Wi-Fi, compass, accelerometer, IP address, or public posts that contain location information. TikTok automatically collects IP address and geolocation-related data including location information based on a user's SIM card. Snapchat collect location information using methods that include GPS, wireless networks, mobile towers, Wi-Fi access points and other sensors such as gyroscopes, accelerometers and compasses. Twitter collect information about a user's location from IP address or device settings. Reddit collects information about the specific location of a user's mobile device (for example, by using GPS or Bluetooth), or may derive approximate location from other information about a user, including their IP address, and Pinterest use IP address to approximate a user's location, even if a user does not share their precise location with Pinterest.

² See Facebook Ads Outed Me. Into, May 2018 and Facebook Knew I was Gay Before My Family Did. BuzzFeed News, March 2013.

³ Source: Netflix's Algorithm Just Nearly Outed a Gay Teenager. Men's Health, November 2019. www.menshealth.com/sex-women/a29712873/netflix-algorithm-nearly-outed-gay-teenager/

⁴ Amazon's 'frequently brought together' feature suggests 14-year-old buys knife with his school rucksack. The Telegraph, September 2019. www.telegraph.co.uk/news/2019/09/06/amazons-frequently-bought-together-feature-suggests-14-year/

⁵ How much data do adtech companies collect on kids before they turn 13? SuperAwesome, December 2017.

⁶ Privacy international study shows your mental health is for sale. Privacy International, September 2019.

Eye-con 3000

⁷ Prevalence of problematic smartphone usage and associated mental health outcomes amongst children and young people: a systematic review, meta-analysis and GRADE of the evidence. BMC Psychiatry, Samantha Sohn, Philippa Rees, Bethany Wildridge, Nicola J. Kalk, and Ben Carter, November 2019.

Wakey Wakey Night Light

⁸ Children who used their phone at bedtime reported approximately 1 hour less of sleep than those who did not. Children who used a computer at bedtime were reported to have approximately 60 minutes less sleep than those who did not and were more likely to have trouble falling asleep. Source: Bedtime Use of Technology and Associated Sleep Problems in Children, Caitlyn Fuller, Eric Lehman, Steven Hicks, Marsha B. Novick, October 2017. www.ncbi.nlm.nih.gov/pmc/articles/PMC5669315

⁹ Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity. Journal of the Association for Consumer Research, April 2017.

¹⁰ 'I worried people would forget about me': can teenagers survive without social media? The Guardian, June 2016.

Pocket Troll

¹¹ Around one in five children aged 10 to 15 years in England and Wales (19%) experienced at least one type of online bullying behaviour in the year ending March 2020, equivalent to 764,000 children. Source: Online bullying in England and Wales: year ending March 2020. Office for National Statistics, November 2020. www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/onlinebullyinginenglandandwales/yearendingmarch2020

¹² Children and parents: Media use and attitudes report 2019. Ofcom, February 2020. www.ofcom.org.uk/research-and-data/media-literacy-research/childrens-and-parents-media-use-and-attitudes-report-2019

¹³ Free to be Online? A report on girls' and young women's experiences of online harassment. Plan International, October 2020. <https://plan-international.org/publications/freetobeonline>

¹⁴ Out Online: The Experiences of Lesbian, Gay, Bisexual and Transgender Youth on the Internet. GLESEN, 2013. www.glsen.org/sites/default/files/2020-01/Out_Online_Full_Report_2013.pdf

My First T&Cs

¹⁵ Social site terms tougher than Dickens. BBC, July 2018. www.bbc.co.uk/news/business-44599968

¹⁶ Visualizing the Length of the Fine Print. for 14 Popular Apps. Visual Capitalist, April 2020.

¹⁷ National Online Harms Consultation Responses. Catch 22, August 2020. <https://spark.adobe.com/page/xPdStG4uBOP6l/>

Stalkie Talkie

¹⁸ 61% of children said that a stranger had tried to contact them in an online game. Source: Annual Report 2019, CyberSafe Ireland, September 2020. www.cybersafekids.ie/wp-content/uploads/2021/02/csi-annual-report-2019.pdf

¹⁹ 29% of children aged eight to 13 have given out personal details to people they've met online. Source: Children as young as eight giving out their personal details to people they meet online. O2 and NSPCC, August 2019 <https://news.o2.co.uk/press-release/children-as-young-as-eight-giving-out-their-personal-details-to-people-they-meet-online/>

²⁰ Source: Livestreaming and video-chatting. NSPCC. <https://learning.nspcc.org.uk/media/1559/livestreaming-video-chatting-nspcc-snapshot-2.pdf>

²¹ Source: The Verge, May 2020. www.theverge.com/2020/5/26/21270659/facebook-division-news-feed-algorithms

²² How TikTok banned paedophiles for just a week if they are caught messaging children. The Telegraph, July 2020. www.telegraph.co.uk/news/2020/07/19/revealed-tiktok-banned-paedophiles-just-week-caught-messaging/

Mystery Friends

²³ Instagram sends paedophiles to accounts of children as young as 11. The Times, December 2019. <https://www.thetimes.co.uk/article/instagram-sends-predators-to-accounts-of-children-as-young-as-11-j2gn5hq83>

²⁴ Safeguarding in the digital age: Protection of children from online harms 'an unregulated disaster'. Children & Young People Now, January 2021. www.cypnow.co.uk/news/article/safeguarding-in-the-digital-age-protection-of-children-from-online-harms-an-unmitigated-disaster

²⁵ Internet users' concerns about and experience of potential online harms. Ofcom and ICO, May 2019. www.ofcom.org.uk/_data/assets/pdf_file/0028/149068/online-harms-chart-pack.pdf

Fishing for Likes

²⁶ Based on the top 12 social media platforms with the most worldwide active users in 2020, 10 out of 12 have visible popularity metrics by default. These platforms are: Facebook, YouTube, Messenger, Instagram, TikTok, LinkedIn, Snapchat, Twitter, Reddit, Pinterest. Source: most popular social media networks (updated for 2020) – digital marketing's most powerful tool, revive.digital, 2020. <https://revive.digital/blog/most-popular-social-media/>

²⁷ Far-right news sources on Facebook more engaging. Cybersecurity for Democracy, March 2021.

²⁸ Annual Report 2019, Internet Watch Foundation, April 2020. www.iwf.org.uk/sites/default/files/reports/2020-04/IWF_Annual_Report_2020_Low-res-Digital_AW_6mb.pdf

²⁹ Children's Media Lives – Year 3 Findings. Ofcom and Revealing Realities, November 2016. www.revealingreality.co.uk/wp-content/uploads/2017/03/Childrens-Media-Lives-Year-3-report.pdf

Pay as you yo-yo

³⁰ Figure obtained from Top Charts for Kids on UK Apple App store, designated by the age ranges 5 and under. Last measured 4th January 2021.

³¹ A survey conducted by the Safer Online Gambling Group finds that 1 in 2 young people aged 11 to 18 had used a loot box recently, and the average spend on in-game content per person was estimated at £500-600 per year. See more from: Young People Losing Millions to Addictive Gaming – REPORT. Safer Online Gambling Group, August 2019.

³² 1 in 10 children report making in-app purchases accidentally. Young People Losing Millions to Addictive Gaming – REPORT. Safer Online Gambling Group, August 2019.

The toys in this catalogue are not real. But the behaviours and practices which inspired them are. Each toy represents an aspect of everyday business for tech companies, from data harvesting to algorithm biases, they are shocking and harmful and used against children on a daily basis.

These toys show us what growing up in a digital world which doesn't respect your rights and needs is really like.

Today, nearly a billion children across the globe are participants in the digital world. Isn't it about time it was designed with them in mind?

Baroness Beeban Kidron

Baroness Beeban Kidron
Chair 5Rights Foundation



 **5RIGHTS
FOUNDATION**

Building the digital world that young people deserve.
www.5rightsfoundation.com