

Top tips for Kindle Fire HD and Kindle Fire HDX

This guide provides specific tips to help you support your child to use their Kindle Fire safely and responsibly. For general advice about safe use read our **parents' guide about tablet devices**.¹

The Basics

What do young people do with Kindle Fires?

A Kindle Fire is a mini tablet computer version of Amazon.com's Kindle e-book reader. Kindle Fire users can browse the internet, play games, listen to music, go on Facebook, email, take pictures and videos, and watch TV and videos.

Are there parental controls?

Kindle Fires have robust parental control settings, but these need to be activated. All children are different and as a parent or carer you need to think about what would help your child stay safe when using their Kindle Fire.

How do I find the Kindle Fire parental control settings?

Parental control settings for the Kindle Fire are all in one place. To enable parental controls:

- » Swipe down from the top of the screen to show Quick Settings and press **More**.
- » Tap on **Parental Controls** and then tap **On**.
- » Set a **password** of at least 4 characters and confirm it.
- » Tap **Finish** to close and parental controls will be activated.

Parental controls can be customised with options that include restricting content or web browsing. When you install parental controls on your Kindle Fire, a **padlock** will appear at the top right hand of the screen.

Watch a **how-to video to install parental controls on your Kindle Fire**.²

6 safety tips for the Kindle Fire

1. Kindle Fire Free Time

All new Kindle Fire tablets come with Amazon FreeTime, a free feature which allows you to choose content you have purchased to create a personalised experience for your child.³ By doing this, you have complete control over what films, books, apps or TV shows your children can access on their tablet.

To create or edit a FreeTime personal profile for your child:

- » From **Home**, tap **Apps** and then tap **Amazon FreeTime** to view the **Parental Controls** screen.
- » To add a new profile, tap **Manage Child Profiles**.
- » Enter your parental controls password and tap **OK**.
- » Tap **Add New Profile** and enter your child's name, birthdate and gender and then tap **Next**.
- » Should you wish to edit a profile to add or remove content, click on **Manage Child Profiles** and then **Manage your Content**.
- » You can set **Daily Goals** and **Time Limits** on their profiles to have more control on how long they spend on their device.

2. Think about Apps

Familiarise yourself with the Amazon store so you know what apps are like and what apps are out there for the Kindle Fire HD. There are sections in the Amazon App store for 'Education' and 'Games'. Every app should have an age rating and customer reviews. It's worth remembering that app age ratings are provided by the app developer and there are four to choose from: **All Ages**, **Guidance Suggested**, **Mature Audience** and **Adult**. There is a brief description of what each rating means although they may not always be equivalent to standard ratings such as the BBFC ratings for films or the **PEGI rating for games**.⁴ Decide with your child which apps are suitable for them to download and use.

Alternatively, there are parental controls on your Kindle Fire which can help you.

Prevent 'in-app purchases'

In-app purchases often occur in games, but young people may not be aware this is a 'real money' purchase. You can turn off in-app purchasing on your Kindle Fire.

- » Swipe down from the top of the screen to show **Quick Settings**, and then tap **More**.
- » Tap **Applications**, and then tap **Apps**.
- » Tap **In-App Purchasing** and uncheck the box next to **In-App Purchasing**.

¹ UK Safer Internet Centre: <http://tinyurl.com/lk4355c>

² How-to install tutorial video: <http://tinyurl.com/lnzmyg>

³ Amazon Freetime: <http://tinyurl.com/o2vzpa0>

⁴ PEGI ratings: <http://tinyurl.com/da3s8g>

3. Surf the Internet Safely

Like all tablets, the Kindle Fire has internet access, and users can browse the web using the web browser. In the same way that some parents choose to use filters on computers, there are many options for limiting internet access. You can speak to your home internet provider to see if they have any options for filtering internet access. Have a look at our **guide to installing filters**.⁵ There are also some apps designed to help filter web access. However, filtering isn't always 100% effective and should not replace a conversation between parents/carers and children about safe and responsible internet use and knowing what to do if something goes wrong.

See the **FAQ about internet access in our How to Stay Safe Guide**⁵ for more information.⁶

There is also a parental control setting on the Kindle Fire that blocks the use of the internet altogether.

- » **Web browsing:** Choose to not allow your children to browse the web on their Kindle Fire

4. Communicate safely

While tablets don't allow texting and calling in the same way as phones, these devices do provide a wide range of communication channels – instant messaging apps, social networking, video calling, chatting to other players in games and emailing to name a few. Talk with your child about how they use their Kindle Fire to communicate. Encourage your child to think about what they say, send or post when using their device; once it has been sent, they are no longer in control. The internet is the same whether accessed through a tablet, phone or from a computer – so internet safety rules like the **SMART rules** apply to the Kindle Fire too.⁷

There are parental controls settings on Kindle Fires that can put restrictions on how your children communicate on the tablet. For example:

- » **Email, contacts and calendar Apps:** When this is blocked, this restricts your children receiving any emails
- » **Social Network Sharing on Kindle Fire HDX:** When this is blocked, your children can't share their social network
- » **Prevent your child from sharing their location:** It is important to keep personal information safe. Location services allow applications such as maps and social networks to pinpoint your exact location by using Geolocation. You can disable Location-based services on your parental controls.

5. Understand access to Music, Films and TV

On the Kindle Fire, the Amazon App store allows you to purchase music, films, TV programmes and music videos. Some of this may not be appropriate for children (and there may be costs) so there are some settings which can help with this (though note that these settings only work for content at the Amazon App store, not all content available online).

On the Kindle Fire there are parental controls which can help you:

- » **Prevent your child purchasing films, TV or music from the Amazon App store:** Find the parental control settings and select Block for Amazon App store. This setting switches off the Amazon App store so that your child cannot buy any new Films, TV or Music.
- » **Prevent your child from playing Amazon Instant Video and Prime Instant Video:** This setting switches off Amazon Instant Video so your child can't watch these videos or TV shows.

If you forget your Kindle Parental Controls password, you will need to reset your Kindle Fire to factory defaults. By doing this, it erases your parental controls settings so make sure you remember to **re-install your parental controls settings again**.

6. Mayday (for Kindle Fire HDX only)

If you own a **Kindle Fire HDX** then you can get personal help from an Amazon Tech Advisor by using the **Mayday** button from the Quick Settings.⁸ This will then start a video call with a Tech Advisor who you will be able to see on screen, but they will not be able to see you. They will be able to guide you through any process on the Kindle Fire HDX or have access to the tablet to perform the actions for you.

It is important to make children aware that in most cases it is more suitable for an adult to use this feature, and for children to always ask permission from an adult if they are going to use this feature themselves.

Further Information

Find out about apps in the Amazon Appstore:
www.amazon.co.uk/gp/feature.html?docId=1000644603

Read Amazon's advice about Kindle Fire's parental restrictions: www.amazon.co.uk/gp/help/customer/display.html?nodeId=201303770

Video games trade body UKIE offers advice about how to play games safely and sensibly www.askaboutgames.com

Visit the Pan European Game Information website:
www.pegi.info/en/index to find out more about age ratings.

To find out more about social networking sites like Facebook, see Childnet's hot topics section:
www.childnet.com/parents-and-carers/hot-topics

For more resources on how to keep your children safe online, look at the resources section of the Childnet website:
www.childnet.com/resources

⁵ How to install filters: <http://tinyurl.com/d6z6y74>

⁶ UK Safer Internet Centre: <http://tinyurl.com/lk4355c7>

⁷ SMART rules: <http://tinyurl.com/ku7jm7>

⁸ Amazon Mayday: <http://tinyurl.com/m73u4kg>

