

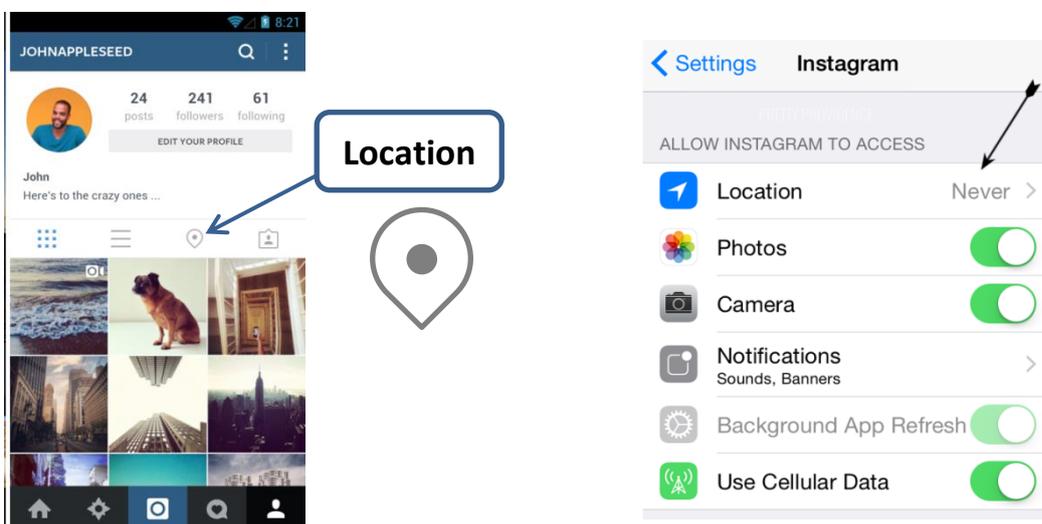
A geotag identifies the location of the 'tagged' item on a digital map – in the case of Instagram it identifies where the photo was taken. From the digital map **anyone** can look for patterns of activity ie where you are likely to be at 4pm on a weekday, where you like to meet friends and, crucially, it can be incredibly simple to pinpoint your home ... it will probably be the cluster with the most photos!

Few people realise that Instagram is performing this geotagging in the background. I have been talking to some of our older students who had no idea that Instagram was essentially drawing up what has been described as 'a stalker's treasure map', which is why we are alerting parents and asking them to talk to their daughters about privacy and security settings on their devices.

To remove geotags from existing Instagram pictures:

- Open the Instagram home page
- Click on the location button shown in the image below to show any 'geotags' on existing images.
- Choose 'edit' and remove the geotags

To ensure future Instagram photos are not tagged, girls should ensure they have location services turned off, this varies from device to device but in Apple products it is in 'Settings', 'Privacy' – although you can choose to switch off location services for just Instagram if you wish.



**One more point about locations** – Instagram is owned by Facebook and the messaging part of Facebook allows users to send 'stickers/funny pics'. Facebook Messaging is widely used by young people as there is no cost associated with the message because it uses Wifi.

Girls should be aware that if they are answering a message via Facebook Messenger and it is someone they don't know ('know' in the real-life sense, not in the virtual sense!!!), they should turn off Location Services on their phone before replying as **the person who receives the message can click on it and retrieve details of where it was sent from.**