



javelin

# Child and Family Cybersecurity Study

Examine child identity theft, privacy risks, and transactional cybersecurity

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## Key Themes for 2024:

- **The impact of artificial intelligence.** Cybercriminals mimic children's personas to scam family members and cyberbully their victims. Heightened identity verification could protect children's identities.
- **The dangers of transactional scams.** Children are easy targets for scams involving gift cards and P2P transactions, which often lead to their becoming unwitting money mules for cybercrime.
- **The emotional and financial toll on families.** The cascading effects of child identity theft land on the entire family, not just the compromised child.
- **The increased risks for children of wealthy families.** These children are the most targeted by cybercriminals for a variety of reasons. What role should wealth management and financial institutions play in helping mitigate their above-average risk?

*Position your firm as a thought leader in fighting child and family cybercrime by becoming a research sponsor.*

# Sponsorship Opportunities

With Javelin, sponsorship is partnership. Our annual Child and Family Cybersecurity study is shared as a public resource to help consumers understand how they can best protect themselves and their children.

## What's included in a sponsorship?

- Exclusive sponsor-only presentation of key findings
- Public-facing Javelin-hosted webinar
- Co-branded, publicly available report
- National media exposure
- Social media exposure
- Press release mentions
- Exclusive syndicated distribution to Javelin clients
- Unique survey and study statistics
- Exclusive client-hosted webinar with Javelin speaker about child and family cybersecurity risks



## Child cyber safety and ID theft are hot topics

Major media outlets are coming to Javelin for our expertise and insights into how to keep children and families safe. Sponsoring this study helps to position your firm as a thought leader in fighting child and family cybercrime.

**TIME** BANKS AREN'T DOING ENOUGH TO PROTECT CUSTOMERS FROM SCAMS

HOW TO PROTECT YOUR CHILD AGAINST IDENTITY THEFT

**WSJ**

**FORTUNE**

PARENTS ARE STEALING THEIR CHILDREN'S IDENTITIES TO ACCESS DEBT—AND DESTROYING THEIR KIDS' CREDIT SCORES IN THE PROCESS

## About Javelin

Javelin Strategy & Research has served as a trusted source for independent financial services research and insights for two decades. Our clients depend on our sound advice, rigorous research, and objective approach to matters important to them. We pinpoint dynamic risks and opportunities and solve our clients' vital business challenges in the areas of digital banking, fraud & security, payments, and wealth management.

Visit [javelinstrategy.com](https://javelinstrategy.com) to learn how we help our clients make informed decisions in a digital financial world.

**Talk to us.**

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