



# TELUS WISE<sup>®</sup> seniors

Helping keep seniors safer online



[telus.com/wiseseniors](https://telus.com/wiseseniors)

# Introducing TELUS WISE

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Wise

Internet

Smartphone

Education



Offered free-of-charge, TELUS WISE® engages Canadians of all ages in a discussion about Internet and smartphone safety to help keep ourselves, our families and communities safe from online criminal activity such as financial fraud and cyberbullying. **To date the program has reached almost 2.5M Canadians across the country!**

# TELUS WISE program elements

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## FOR ADULTS



### TELUS WISE

[telus.com/wise](http://telus.com/wise)  
[telus.com/averti](http://telus.com/averti)



### TELUS WISE seniors

[telus.com/wiseseniors](http://telus.com/wiseseniors)  
[telus.com/avertior](http://telus.com/avertior)

## FOR STUDENTS



### TELUS WISE footprint

[telus.com/wisefootprint](http://telus.com/wisefootprint)  
[telus.com/cyberfute](http://telus.com/cyberfute)



### TELUS WISE in control

[telus.com/wiseincontrol](http://telus.com/wiseincontrol)  
[telus.com/pleincontrole](http://telus.com/pleincontrole)

## FOR EVERYONE



### TELUS Learning Centres

1:1 smartphone sessions

# Program history

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- TELUS WISE launched in October 2013 and was endorsed by the **Canadian Association of Chiefs of Police** in 2014.
- **TELUS WISE seniors** launched in August 2016.
- We have partnered extensively to deliver this important program. Some of our partners include:
  - Amanda Todd Legacy
  - MediaSmarts
  - PREVNet
  - CACP
  - Get Cyber Safe
  - Canadian Centre for Child Protection
  - Bullying.org
  - Hockey Canada
  - RCMP Youth Division
- Over 300 TELUS WISE Ambassadors (including Youth Ambassadors) host TELUS WISE workshops across Canada.



# The program in action

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Oak Bay Lawn Bowling Club attend a TELUS WISE Seniors workshop



Dean Donnelly with students at Norquay School



A TELUS WISE youth ambassador, hosts his first TELUS WISE seniors session for his grandparents



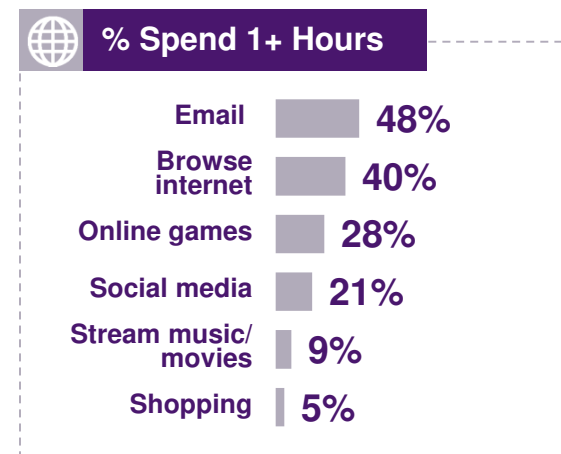
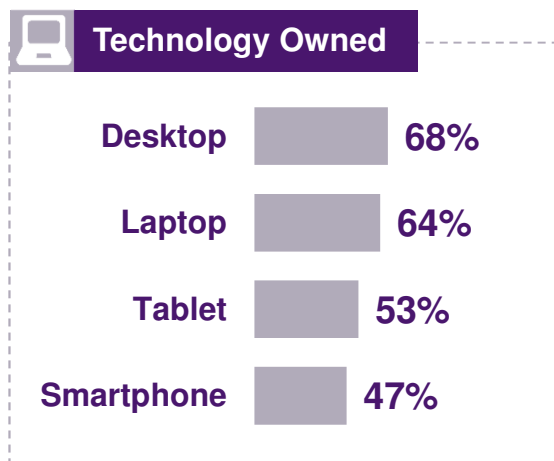
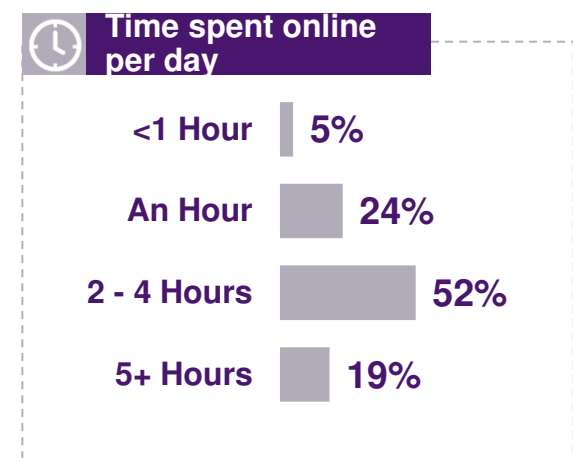
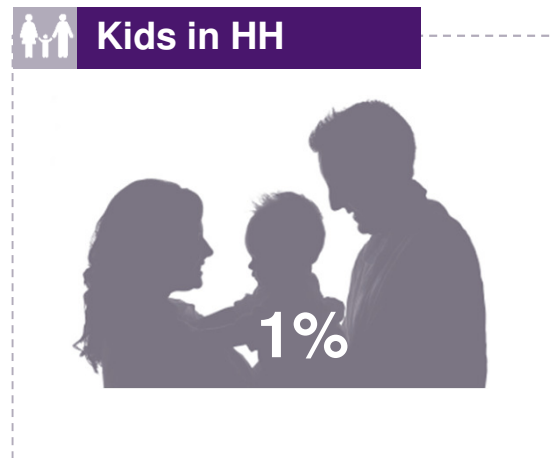
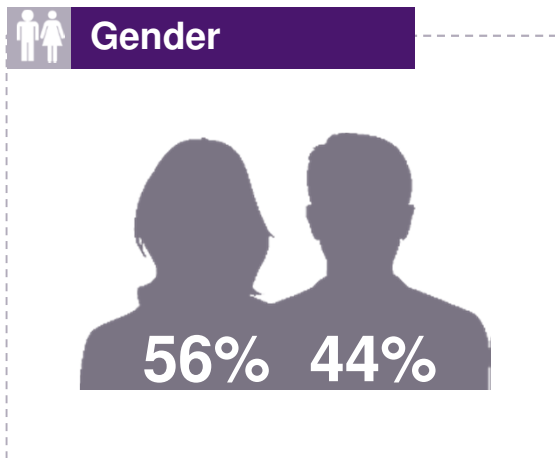
Fred Haiderzada and Vancouver Chief of Police Palmer at the TELUS WISE booth



Why do seniors need digital literacy education

# Seniors are connected

2017 research to better understand Seniors' online activity; n=229)



# Concerns are real

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- **83%** of seniors indicated that they are concerned about privacy when online (ensuring people can't access/steal personal information)
- **84%** of seniors indicated that they concerned about their security when they're online (ensuring computer is safe from harmful attacks)
- Common barriers to staying safe online include **difficulty remembering passwords (26%), staying logged in for convenience (14%), not knowing how to manage social media settings (14%), or forgetting to log out (12%)**
- **36%** reported getting a computer virus in 2017
- **2%** reported having their information stolen in 2017 (17% know a victim)
- **55%** said they not at all or not very likely to read online terms and conditions before agreeing





## A closer look at TELUS WISE seniors

# Workshop overview (~2 hours)

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- An Internet safety program for Canadian seniors (60 or 65 years and up) – the workshop empowers Seniors to get the most out of the Internet, safely
- Ideal for those who are already using the Internet (e.g. email, surfing the Internet); it is not a training session on how to use a computer or the Internet
- Ambassador(s) and participants engage in a dialogue by walking through the contents of the workbook/guide together
- The workbook has large font for easy reading and space for notes; participants can take the book home with them to refer to as a resource

TELUS WISE seniors

Helping Canadian seniors  
navigate their digital world



# TELUS WISE seniors: areas of focus

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- How connected are you?
- General internet safety
- Smartphone safety
- Social networking
- Protecting against identity theft
- Online dating
- Online gaming

Even if they just use email and/or surf the web, then they are active members of our digital society and need to know how to stay safe online

## Do you use any of these?

- Email .....  Yes  No
- Twitter .....  Yes  No
- Facebook .....  Yes  No
- Instagram .....  Yes  No
- YouTube .....  Yes  No

Do you **text**? .....  Yes  No

## Do you **download applications**

(e.g. games, mapping) to use on your computer or smartphone .....  Yes  No

Do you **bank online**? .....  Yes  No

Do you **shop online**? .....  Yes  No

Do you **share photos online**? .....  Yes  No

Do you **enter contest online**? .....  Yes  No

Do you participate in **online games** with others (social gaming)? .....  Yes  No

Do you use the **Internet for research** (e.g. travel, health care)? .....  Yes  No

# General internet safety tips

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- Setting strong passwords
- Software upgrades for your smartphone, tablet and computer
- Creating google alerts for your name
- Keeping your browser in check
- Being careful about sharing personal info online
- Thinking before you click
- Shopping online
- Taking and sharing photos



# Smartphone & social networking safety tips

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## Smartphone Tips

- Turning off geo-tagging
- Installing or activating remote locate/lock/wipe software
- Being careful using free Wi-Fi in public places
- Wiping your phone before recycling it or giving it away
- GPS

## Social networking tips

- Permission vs privacy settings
- Thinking twice before connecting or posting
- Choosing applications carefully
- Not forgetting to log off
- Keeping your digital household clean



## More information

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- Visit [telus.com/wiseseniors](https://telus.com/wiseseniors)
- Email [wise@telus.com](mailto:wise@telus.com) to request a workshop  
(please provide date, time, location, estimated number of participants)



Questions?