Andrew Miller MP
House of Commons
London
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07 MAR 2014

Dear Andrew,

Thank you for your letter of 29 January to my predecessor James Brokenshire regarding the Cyber Streetwise campaign and the role of Get Safe Online (GSO). I am responding as the Minister for Modern Slavery and Organised Crime. I am sorry for the delay in replying.

Firstly, thank you for the positive feedback on the new campaign. Funded by the National Cyber Security Programme, the campaign reflects the strong focus on protecting industry and individuals as set out in the new Serious and Organised Crime Strategy, launched in October last year.

Your letter requested information on the Government's decision to use a new site to deliver the campaign, rather than directly through GSO.

GSO is an essential source of online safety information, which has provided a resource to the public for the past eight years. However, it is a privately owned company and therefore the extent to which the Government can influence the content of the website is limited.

Introducing cyberstreetwise.com has allowed us to target specific audiences, ensuring that the messaging and activities are designed to directly engage vulnerable groups identified and encourage them to change their behaviour to become safer online. The new site also acts as an aggregator, drawing together high quality advice, information and services. This includes information from GSO, with over 20 direct links to their content. Content is also derived from a wide range of other public, private and voluntary organisations.
Consequently, GSO has an important role in the campaign, helping to deliver the messages to the target audiences and as a "go-to" resource for advice and information. To support this, funding from the National Cyber Security Programme (NCSP) has been allocated to GSO to enable them to participate fully within the campaign. GSO will also continue to engage with private sector partners in a joined up manner with the campaign, reflecting the messaging and targeting of the wider government initiative.

Finally, your letter also requested information about the campaign's integration with Government Digital Service (GDS). We are working closely with GDS and will continue to work with them to ensure we fully support the Government's wider digital agenda.

I hope this response has helped to clarify the situation and I thank you for your interest in the campaign.

Karen Bradley