



SMARTSEC
ACADEMY

Senior Online Safety

Media and Partner Information Pack

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A calm, behaviour-focused public-interest resource for helping older adults recognise scams, pressure, impersonation, urgency, and emotional manipulation.

SmartSec Academy | smartsecacademy.com | 2026

Media and Partner Information Pack

Senior Online Safety is a structured, non-commercial public-interest video series produced by SmartSec Academy.

It helps older adults recognise modern online scams and manipulation techniques through calm, behaviour-focused education rather than fear-based messaging.

The series is free to access and does not require registration, tracking, or payment. It has been created for broad public-interest use, responsible sharing, and institutional distribution.

What this initiative is

An educational awareness resource designed to strengthen judgement and confidence by explaining how scams operate at a human level.

What this initiative is not

It is not a marketing campaign, sales funnel, or data collection exercise. It does not provide personalised legal, financial, or technical advice.

Why It Exists

Older adults across Europe and the United Kingdom are increasingly targeted by fraud schemes that rely on urgency, authority, impersonation, and emotional pressure.

Public guidance in this area can be technical, fragmented, or alarm-driven. Senior Online Safety was developed to provide a calmer and more practical alternative: behaviour-based awareness designed to support judgement, reduce pressure, and encourage safer responses.

Audience and Distribution

The series is designed primarily for seniors and older adults. It is also suitable for the organisations that support them.

Intended audience

Seniors and older adults, plus councils, libraries, charities, banks, community centres, residential care providers, and similar organisations.

How it can be used

Shared through websites, newsletters, institutional channels, community screenings, public-sector websites, non-profit websites, and public-interest reporting.

Editorial and Journalistic Angle

Senior Online Safety reflects a broader shift in cybersecurity education from technical instruction to behavioural awareness.

Instead of focusing on systems and software, it addresses the human side of fraud: how manipulation works, why pressure is effective, and what practical habits help interrupt it.

Potential Coverage Themes

- The increasing sophistication of social engineering targeting older adults.
- Why fear-based cybersecurity messaging may be counterproductive.
- The importance of behavioural education in fraud prevention.
- The value of public-interest collaboration in protecting vulnerable groups.

Key Messages

Pressure, not carelessness

Scams succeed by creating pressure, not because people are careless.

Authority and urgency

False authority and urgency are common tools of manipulation.

Pause and step away

Pausing and stepping away can interrupt many scam attempts.

Verification is protective

Verification is a protective behaviour, not a sign of distrust. It creates distance from pressure and supports calmer decisions.

About SmartSec Academy

SmartSec Academy produces behaviour-focused cybersecurity education for organisations and public audiences. Its work emphasises judgement, decision-making, and clarity over technical configuration, with content designed to remain useful as technology and scam tactics evolve.

Disclaimer

This content is provided for general awareness and educational purposes only. It does not constitute personalised legal, financial, or technical advice.