

Do you know what your child is actually watching?

Not what you *think* they are watching. What is actually turning up on their phone right now, in a feed built just for them that you'll never see. It's not just reflecting who your child is. It's quietly shaping who they are becoming. The question isn't whether that's happening, it's whether you'll know about it before it matters.

Mostly steady. 3 things worth a look.

The rest of Maya's week looks steady.

● Maya (demo)

Serious - always shown

Something serious reached Maya's feed

At least one piece of serious self-harm & body image content reached Maya - the kind RedLens flags even once.

We can't always tell what was pushed and what was searched for - the build-up itself is the thing worth knowing.

More ›

Talk about it ›

See why ›

A real RedLens alert - the kind flagged even once, always shown, never buried in a weekly digest.

THE PROBLEM

The feed is invisible by design

Every child's feed, on whichever platforms they live on, is personalised to them alone. Nobody else, not you, not their teacher, not anyone who actually knows your child, sees what they see. You can ask them. You can look over their shoulder now and then. But the feed doesn't wait for you to catch up. It reshapes itself around whatever keeps your child watching, not around what is good for them.

That's not a parenting failure. It's the product.

WHAT REDLENS DOES

RedLens gives you that visibility back

RedLens connects to your child's YouTube and TikTok in minutes, and turns their feed into something you can actually understand and act on. Not a wall of raw data, not a spy log, just a clear picture and a way in.

- **See.** A clear, simple view of the themes, patterns and risks turning up in your child's feed, across 24 areas, from the obvious (violence, self-harm) to the ones parents don't always think to ask about (vaping, body image, extremism).
- **Talk.** Real conversation starters, built from the signals in their feed and tied to what is actually in the news, not an accusation, not "I've been checking your phone," just a natural way in.
- **Shift.** Real-world suggestions and activities that align with what they are watching, connecting with them through the things they love.

The impact is low.

Nothing is blocked, nothing is removed, and your child's feed keeps working exactly as it always has. The only thing that changes is what you can see, and how you're able to engage because of it.

A ban can't tell the difference

A blanket ban treats something useful or educational exactly the same as something actually harmful, and it shuts the conversation down instead of opening it up. RedLens doesn't shut the door. It gives you the signals to understand what is happening as it happens, and opens up the conversation at the right time.

Not surveillance. Not a ban. Just the visibility you never had.

Discussions

Talking about self-harm & body image

Guide · anchored to Maya (demo)'s feed this week

What's happening

This came up because self-harm & body image content has been rising in Maya (demo)'s feed - not because she's done anything. Self-harm & body image content crossed into the higher band in Maya (demo)'s feed this week - not a slow build like some other topics, more a handful of videos that landed heavier than usual. Worth a direct, gentle check-in now rather than waiting to see if it settles.

Where it might be coming from: This doesn't necessarily mean she went looking for it - self-harm and body image content spreads fast through recommendation feeds once it gets even a few seconds of engagement, and it often arrives dressed up as "relatable" or "recovery" content rather than anything that looks obviously alarming.

Why it matters

At 13, this kind of content is especially easy to stumble into and hard to unsee - much of it doesn't look graphic at first glance, which is exactly why it spreads so well. Ofcom, the UK's online safety regulator, has said repeated exposure to self-harm content can normalise it as a coping mechanism, even for someone with no personal history of it. That's why the goal here isn't to interrogate what she watched - it's to open a door, calmly and without alarm, so she knows she can bring this stuff to you rather than sit with it alone.

Four in ten UK teenagers (13-19) say images on social media have caused them to worry about their body image.

A real conversation starter - context and guidance, not just a topic to raise.

What this looks like in practice

One parent noticed her 14-year-old was starting to get curious about vaping. The signals in his feed showed a sudden, sustained pattern of vaping content: natural teenage curiosity taking hold. RedLens flagged it early, while the curiosity was still forming. It provided a conversation guide: insight into the dangers, how to have the discussion, and a link to a current news article on the trend. That gave her a natural way in over dinner, instead of a confrontation: not "I saw what you're watching," just "have you seen this?" No lecture. No drama. Just a way in, at exactly the moment it mattered.

What RedLens works with today

RedLens currently connects to **YouTube and TikTok**, with more platforms on the way. One platform we're being upfront about: **Meta (Instagram, Facebook, WhatsApp)** **does not currently give parents or tools like RedLens meaningful access to a child's data**, which is itself worth knowing.

Get early access

RedLens is close to ready for its first families. Early access is free, and there's no commitment.