

Dear Ofcom Online Safety Team,

We are contacting you as representatives from several UK animal protection groups and members of SMACC (The Asia for Animals' Social Media Animal Cruelty Coalition). We are writing to show our support for Ofcom's inclusion of animal cruelty content as a harm to children in the current Consultation, "Protecting Young Children from Online Harms".

We agree fully with the addition of animal cruelty as a "violent harm" in section 7.6 and are also pleased to see the range of examples of animal cruelty as shown in table 8.8.4. The recognition of "Videos or images depicting an animal suffering from living in extremely neglectful conditions" is particularly welcomed as it acknowledges harm to animals that results from causes other than physical violence, and its harmful effect on children.

We also are pleased to note references to the upcoming Ofcom consultation specifically focusing on online animal cruelty content. We look forward to further engaging with Ofcom on this matter.

Yours sincerely,

Sarah Kite, Co-founder, Action for Primates

Gretchen Peters, Executive Director, Alliance to Counter Crime Online

Jan Creamer, President, Animal Defenders International

Dr Mark Jones, Head of Policy, Born Free Foundation

Emily Wilson, Head of Programmes & Campaigns, FOUR PAWS UK

Nicola O'Brien, Lead Coordinator, Social Media Animal Cruelty Coalition, Asia for Animals

Matt Browne, Wildlife and Countryside Link

Jessica Terry, External Affairs Manager, World Animal Protection UK

Dr. Rowan Martin, Director of bird trade programmes, World Parrot Trust

Nina Jackel, Founder, Lady Freethinker