



Dear Prime Minister,

Like many parents watching Molly Vs the Machines you will likely have been left with a sense of shock, sadness and even anger.

One thing we have been left with is the knowledge that this cannot continue any longer.

Molly's death was preventable but she is one of many. In the UK a young person dies by suicide every single week where technology plays a role.

The time to act is now and your Government has the opportunity to take decisive action off the back of the National Conversation into social media and online harm.

It is crucial that you harness parents' demand for change with evidence-based solutions that are in the best interests of children.

That means forcing tech companies to design out the harm on their products and making safety and wellbeing the price of admission to the UK market.

We urge you to act swiftly to strengthen the Online Safety Act so it delivers what Parliament intended; robust safety for children that is strongly enforced by Ofcom.

But you can and must go further if we are to change the business models of Big Tech that led to Molly's death.

Decisive action is needed that targets the addictive and aggressive algorithms that cause so much harm and is driving parental concern, alongside laws to make sure the apps children use are age-appropriate or not available to them.

Robust new laws that target wellbeing as well as safety can ultimately ensure children can grow up with the benefits of technology without its risks.

This requires ambition and political will to take on Big Tech to ensure young people are safe online wherever they are, from gaming to social media and messaging apps or using AI chatbots.

Online harm is not inevitable, but the fix needed couldn't be more urgent.

If you act strongly, quickly and decisively we, the UK public, will back you.