

■ PABLOSKY STUDY · OCTOBER 2026

Children's privacy and digital exposure

How **1,126 parents in Spain** feel today about images of their children on the internet, on social media and in digital environments.

The Pablosky Commitment



■ THE STUDY AT A GLANCE

1,126

parents in Spain with children aged 0 to 13

online survey, October 2026

PROFILE

Aged 25 to 54

Average age of 39. 54% women and 46% men.

SCOPE

Spain

50% quota in Madrid and Barcelona; the rest distributed proportionally across the country.

MARGIN OF ERROR

±3.0%

For the total sample, at a 95.5% confidence level.

HOUSEHOLDS

€1,200/month or more

Monthly household income.

FIELDWORK

1 to 6 October

Online survey (CAWI) with the Toluna panel. 24 questions, about 8 minutes.

IN THIS REPORT

16 questions

Rounded percentages. Figures to one decimal place in the appendix.

HOW TO READ THE CHARTS

■ Clearest position ■ With nuances
■ Unsure or had not thought about it ■ Opposite position

■ KEY FINDINGS

Concern for children's privacy is no longer a hypothesis: it is a real sensitivity among families

Pablosky commissioned this study to understand how families experience children's privacy in an increasingly digital world. The results show a clear concern.

91%

believe sharing images may affect children's future privacy or do not rule it out. 65% are certain of it.

QUESTION 08

85%

believe adults are **creating a digital identity** for children before they can decide.

QUESTION 05

87%

say **artificial intelligence** has changed their perception of risk.

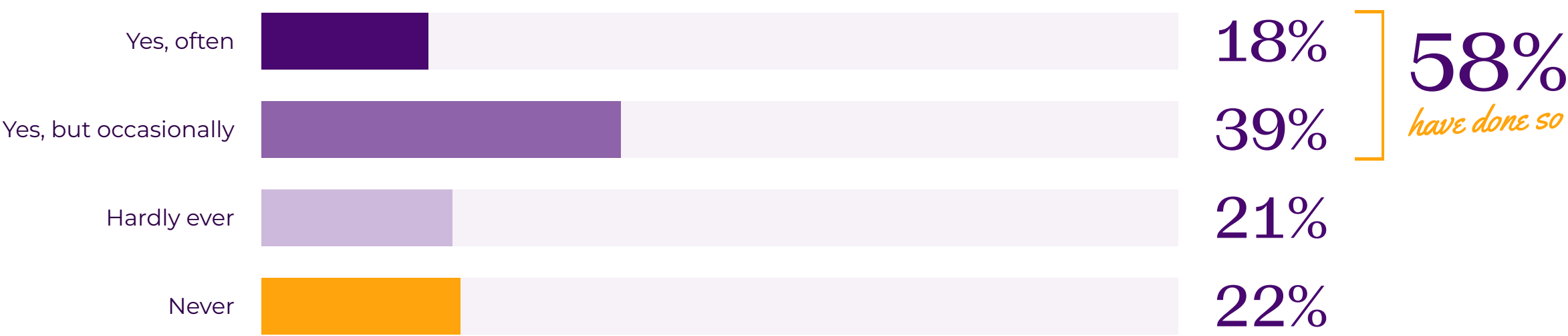
QUESTION 06

92%

see the decision not to show faces as **protection, responsibility or prudence**.

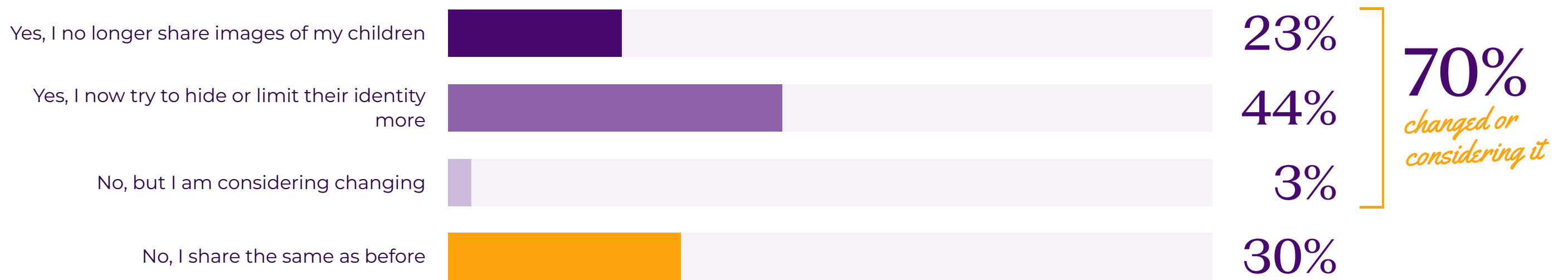
QUESTION 14

More than half of families have shared images of their children on social media or digital platforms



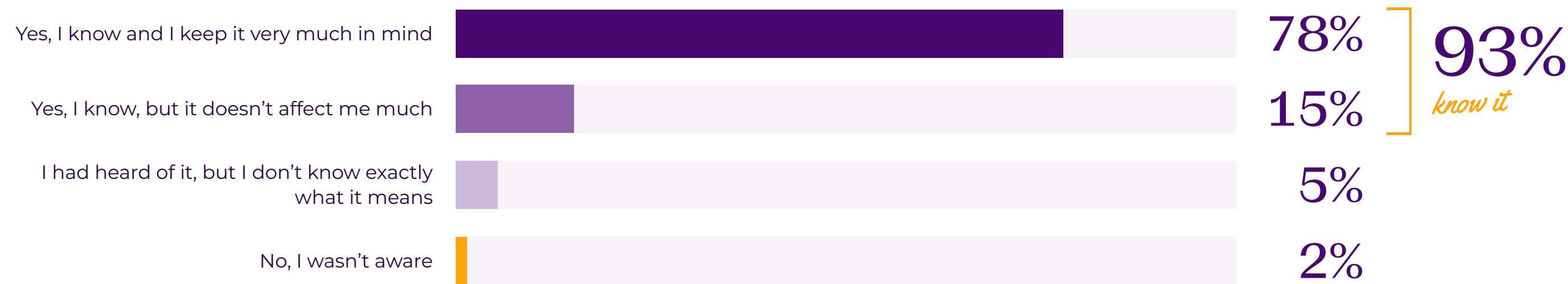
QUESTION “Have you ever shared images of your children on social media or digital platforms?”
Base: 1,126 parents · Single choice.

Nearly 7 in 10 families have changed, or are considering changing, the way they share images of their children



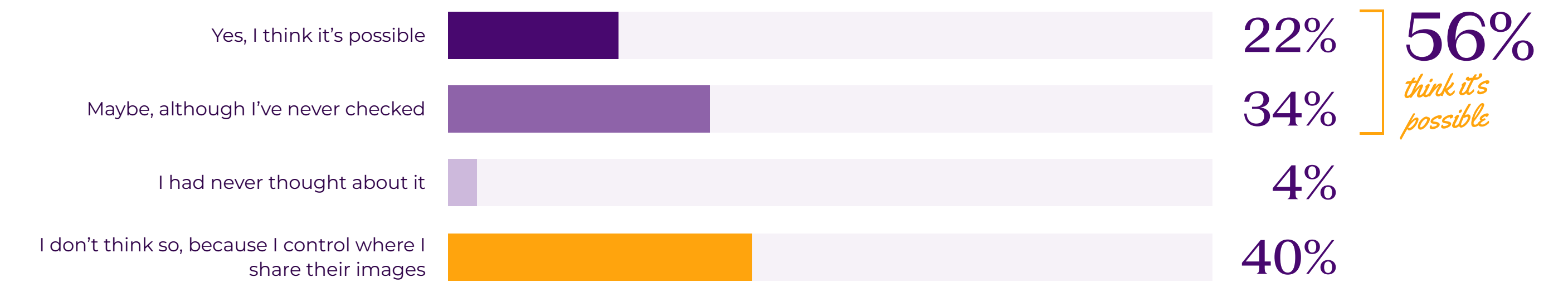
QUESTION “Have you changed the way you share images of your children in recent years?”
Base: 1,126 parents · Single choice.

9 in 10 families know that a shared image can end up outside its original context



QUESTION “Did you know that an image shared online can be captured, forwarded, saved or reused outside its original context?”
Base: 1,126 parents · Single choice.

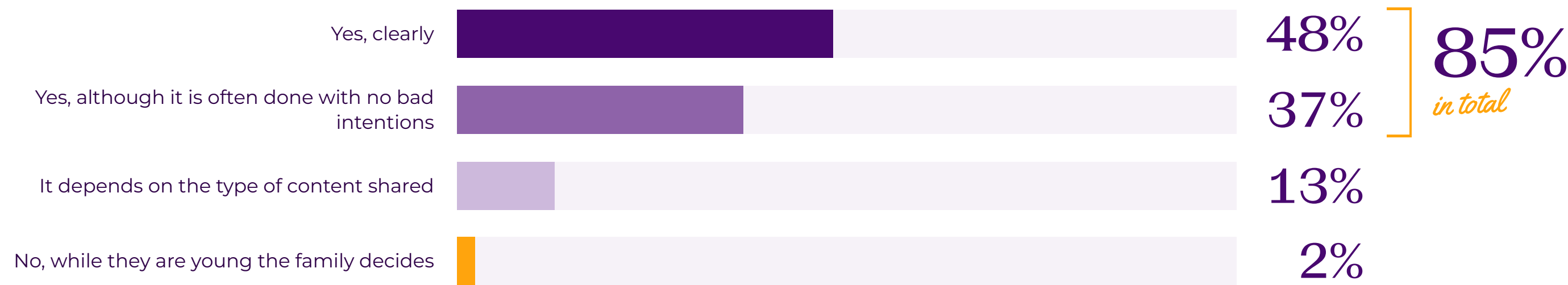
More than half think there could be images of their children circulating online without their knowledge



QUESTION “Do you think there could be any image of your child circulating on the internet, social media or platforms that you are unaware of?”

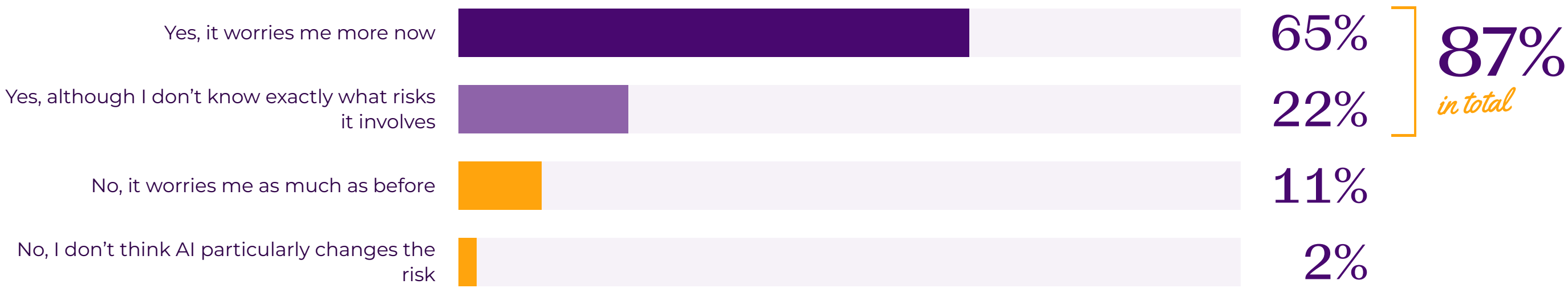
Base: 1,126 parents · Single choice.

85% believe adults are creating children’s digital identity before they are able to decide



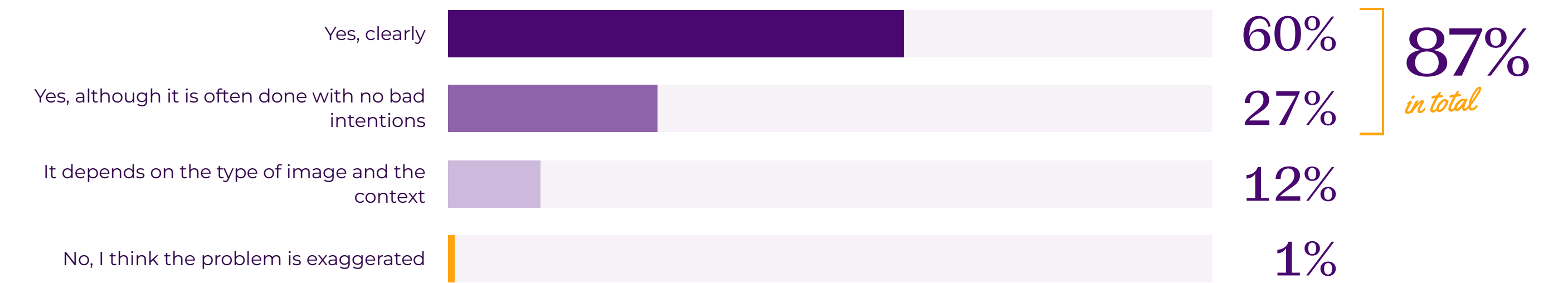
QUESTION “Do you think adults are creating a digital identity for children before they can decide about it?”
Base: 1,126 parents · Single choice.

Artificial intelligence has changed the perception of risk for almost 9 in 10 families



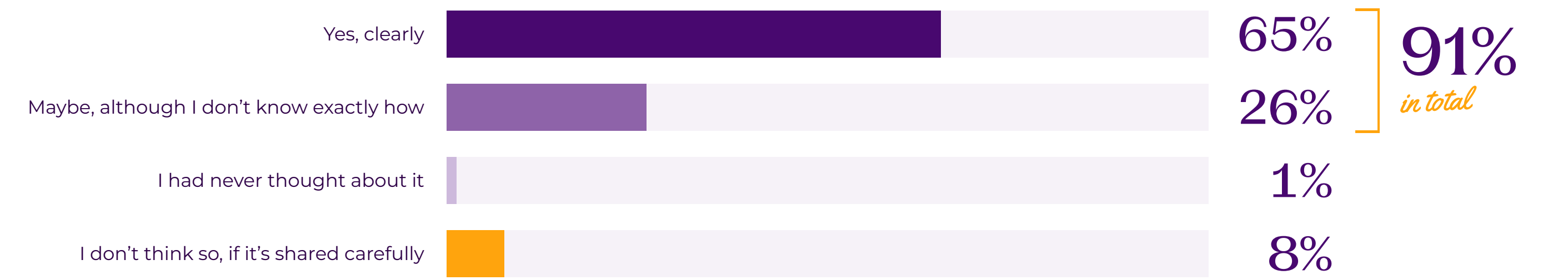
QUESTION “Have the new possibilities of AI changed your perception of the risk of sharing images of children?”
Base: 1,126 parents · Single choice.

87% believe we have become too used to seeing images of children on the internet



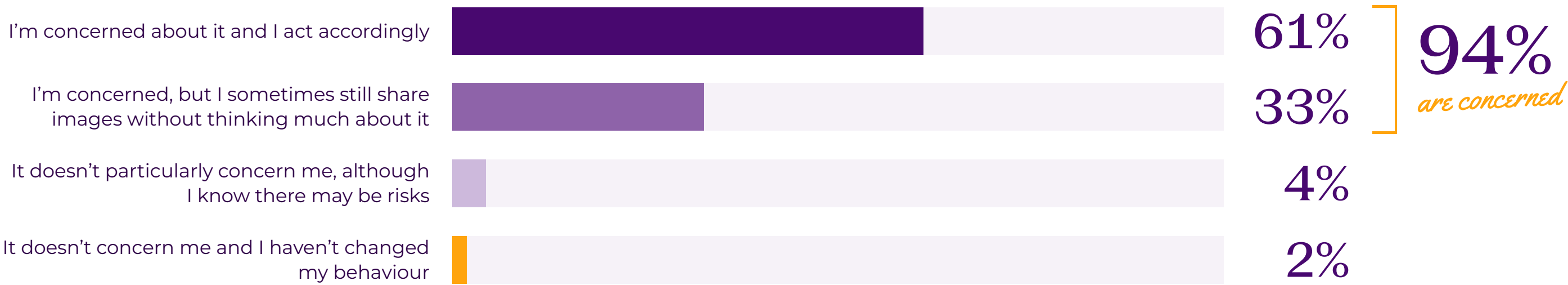
QUESTION “Do you think we have become too used to seeing images of children on the internet?”
Base: 1,126 parents · Single choice.

9 in 10 believe sharing images may affect children’s future privacy, and two in three are certain of it



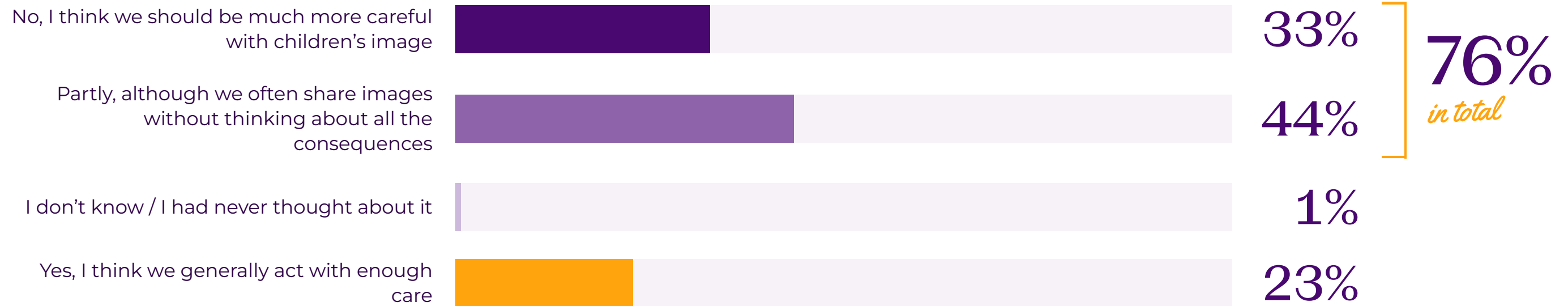
QUESTION “Do you think sharing images of children can affect their future privacy, even if it is done with good intentions?”
Base: 1,126 parents · Single choice.

94% are concerned, but one in three admits they sometimes still share images without thinking much about it



QUESTION “Which of these statements best describes your current situation regarding images of your children?”
Base: 1,126 parents · Single choice.

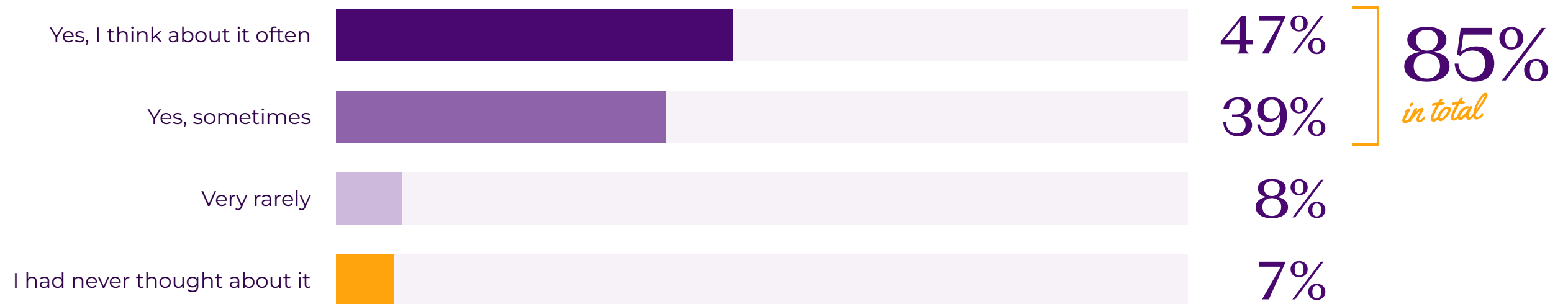
3 in 4 believe adults are not fully protecting children's image on the internet



QUESTION "Do you think that, as adults, we are protecting children's image on the internet enough?"

Base: 1,126 parents · Single choice.

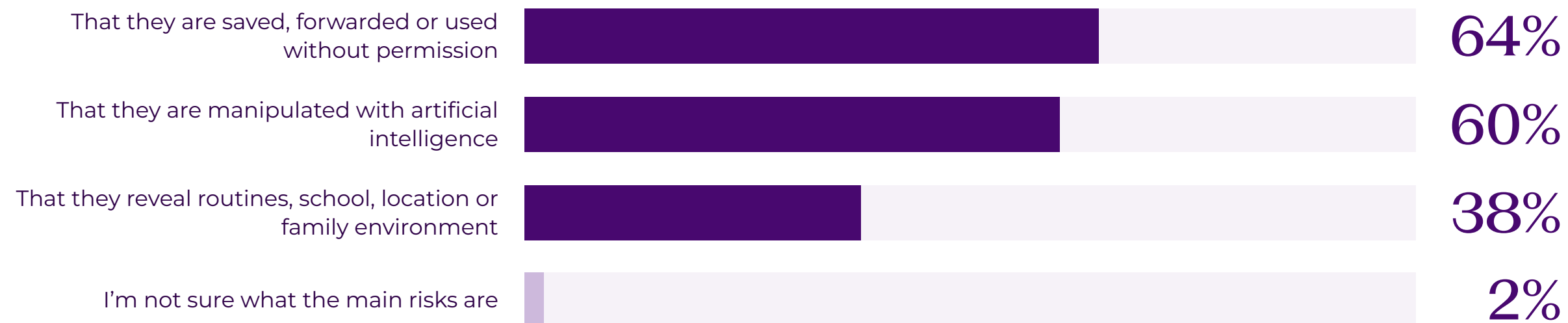
85% have considered that their child may not want, in the future, images of them to have been shared



QUESTION “Have you ever considered that, in the future, your child might not want some of their images to have been shared publicly?”

Base: 1,126 parents · Single choice.

The biggest fear is losing control: 64% worry that images may be saved, forwarded or used without permission

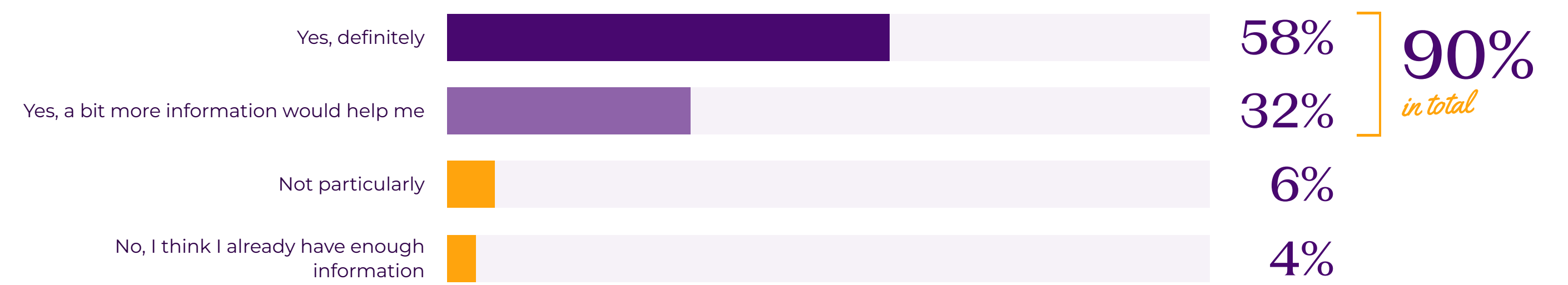


QUESTION
MULTIPLE

“Which of these risks worries you most when sharing images of children?”

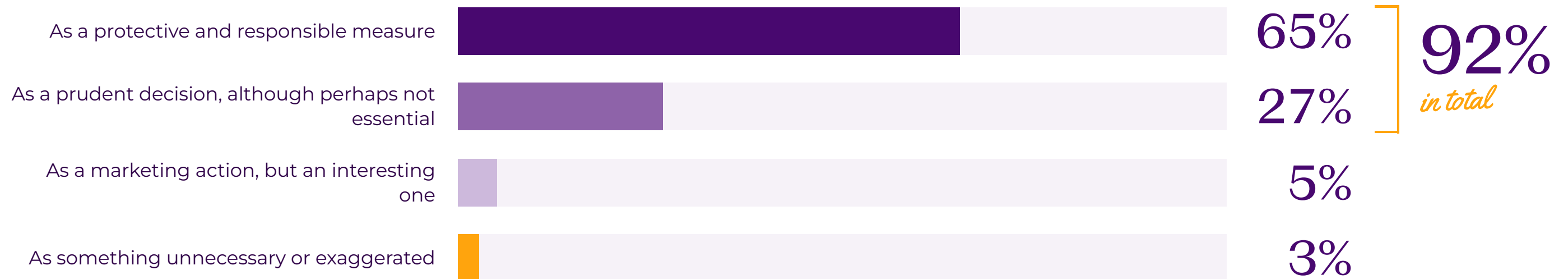
Base: 1,126 parents · **Multiple choice:** respondents could choose more than one option, so percentages do not add up to 100.

9 in 10 families want more information to protect their children’s digital privacy



QUESTION “Would you like more information on how to protect your children’s digital privacy?”
Base: 1,126 parents · Single choice.

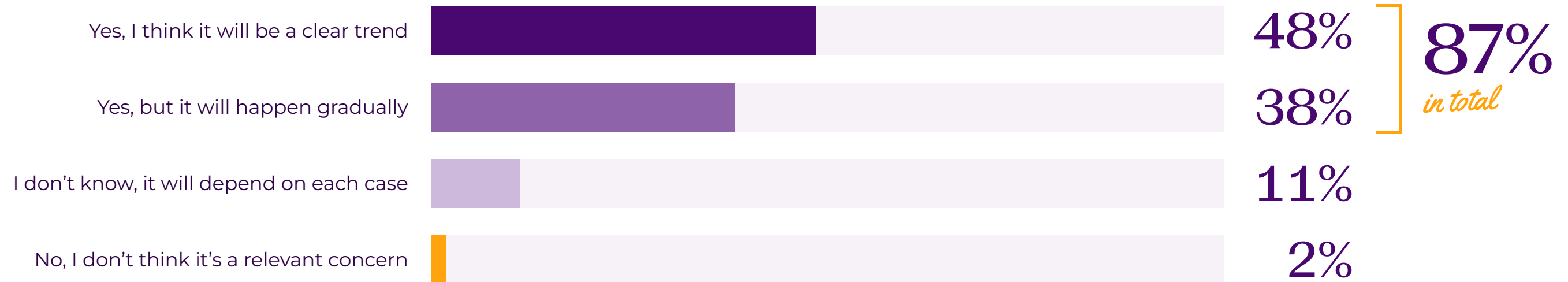
92% see a children's brand that stops showing children's faces as protection, responsibility or prudence



QUESTION "If a children's brand decides not to show identifiable faces of children, how would you interpret that decision?"

Base: 1,126 parents · Single choice.

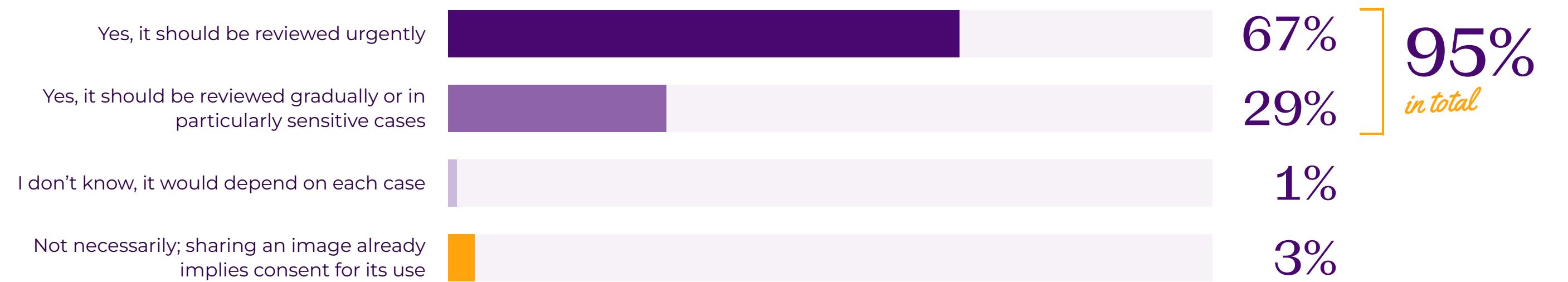
87% believe the use of children's images in digital environments will be regulated in the coming years



QUESTION “Do you think we will see regulation in the coming years on how images of children are used in digital contexts?”

Base: 1,126 parents · Single choice.

If their child’s image were used without permission, 95% would call for a review of how children’s images are published



QUESTION “If you knew that your child’s image was being saved, manipulated or reused without permission, would you call for a review and regulation of how children’s images are published?”

Base: 1,126 parents · Single choice.

When the context changes, **so do** our standards.

The data show that families are already rethinking their relationship with images of children on the internet. Children's privacy has become a **real, growing and shared concern**.

This is where **the Pablosky Commitment** comes from: a new way of portraying childhood that is more mindful, more prudent and more responsible.

A new perspective, the same care.



Technical specifications

COMMISSIONED BY	Pablosky
FIELDWORK	Toluna, online panel
UNIVERSE	Men and women aged 25 to 54 living in Spain, parents of children aged 0 to 13, with a household income of €1,200/month or more
SCOPE	National (Spain)
SAMPLE SIZE	1,126 interviews 54% women and 46% men; average age of 39
SAMPLE DESIGN	Quota sampling: 50% of the sample in Madrid and Barcelona and the rest distributed proportionally across the country

WEIGHTING	Unweighted data
DATA COLLECTION	Self-administered online interview (CAWI)
DATES	1 to 6 October 2026
QUESTIONNAIRE	24 questions, with an average duration of 8 minutes, administered in Spanish. This report presents 16, translated into English
SAMPLING ERROR	±3.0% for the total sample, at a 95.5% confidence level (two sigma) and p = q = 0.5, assuming simple random sampling
PRESENTATION	Percentages rounded to whole numbers. Combined totals are calculated from unrounded data, so they may differ by one point from the sum of their parts. The appendix shows the results to one decimal place

Results to one decimal place

Base: 1,126 parents. Data as collected, to one decimal place. Due to rounding, totals may vary by 0.1.

01	Have you ever shared images of your children on social media or digital platforms?
	Yes, often18.3%
	Yes, but occasionally39.2%
	Hardly ever20.8%
	Never21.7%
02	Have you changed the way you share images of your children in recent years?
	Yes, I no longer share images of my children22.7%
	Yes, I now try to hide or limit their identity more43.7%
	No, but I am considering changing3.1%
	No, I share the same as before30.5%
03	Did you know that an image shared online can be captured, forwarded, saved or reused outside its original context?
	Yes, I know and I keep it very much in mind77.9%
	Yes, I know, but it doesn't affect me much15.2%
	I had heard of it, but I don't know exactly what it means5.4%
	No, I wasn't aware1.5%
04	Do you think there could be any image of your child circulating on the internet, social media or platforms that you are unaware of?
	Yes, I think it's possible22.3%
	Maybe, although I've never checked34.2%
	I had never thought about it3.7%
	I don't think so, because I control where I share their images39.8%

05	Do you think adults are creating a digital identity for children before they can decide about it?
	Yes, clearly48.3%
	Yes, although it is often done with no bad intentions36.7%
	It depends on the type of content shared12.6%
	No, while they are young the family decides2.4%
06	Have the new possibilities of AI changed your perception of the risk of sharing images of children?
	Yes, it worries me more now65.4%
	Yes, although I don't know exactly what risks it involves21.7%
	No, it worries me as much as before10.7%
	No, I don't think AI particularly changes the risk2.3%
07	Do you think we have become too used to seeing images of children on the internet?
	Yes, clearly59.7%
	Yes, although it is often done with no bad intentions27.4%
	It depends on the type of image and the context12.1%
	No, I think the problem is exaggerated0.9%
08	Do you think sharing images of children can affect their future privacy, even if it is done with good intentions?
	Yes, clearly64.8%
	Maybe, although I don't know exactly how26.3%
	I had never thought about it1.3%
	I don't think so, if it's shared carefully7.5%

Results to one decimal place

Base: 1,126 parents. Data as collected, to one decimal place. Due to rounding, totals may vary by 0.1.

09	Which of these statements best describes your current situation regarding images of your children?
	I'm concerned about it and I act accordingly 61.1%
	I'm concerned, but I sometimes still share images without thinking much about it 32.6%
	It doesn't particularly concern me, although I know there may be risks 4.3%
	It doesn't concern me and I haven't changed my behaviour 1.9%
10	Do you think that, as adults, we are protecting children's image on the internet enough?
	No, I think we should be much more careful with children's image 32.9%
	Partly, although we often share images without thinking about all the consequences 43.5%
	I don't know / I had never thought about it 0.7%
	Yes, I think we generally act with enough care 22.9%
11	Have you ever considered that, in the future, your child might not want some of their images to have been shared publicly?
	Yes, I think about it often 46.6%
	Yes, sometimes 38.8%
	Very rarely 7.7%
	I had never thought about it 6.8%
12	Which of these risks worries you most when sharing images of children? (multiple choice: does not add up to 100)
	That they are saved, forwarded or used without permission 64.4%
	That they are manipulated with artificial intelligence 60.1%
	That they reveal routines, school, location or family environment 37.7%
	I'm not sure what the main risks are 2.2%

13	Would you like more information on how to protect your children's digital privacy?
	Yes, definitely 58.1%
	Yes, a bit more information would help me 31.9%
	Not particularly 6.3%
	No, I think I already have enough information 3.7%
14	If a children's brand decides not to show identifiable faces of children, how would you interpret that decision?
	As a protective and responsible measure 65.4%
	As a prudent decision, although perhaps not essential 26.7%
	As a marketing action, but an interesting one 5.1%
	As something unnecessary or exaggerated 2.8%
15	Do you think we will see regulation in the coming years on how images of children are used in digital contexts?
	Yes, I think it will be a clear trend 48.5%
	Yes, but it will happen gradually 38.4%
	I don't know, it will depend on each case 11.2%
	No, I don't think it's a relevant concern 1.9%
16	If you knew that your child's image was being saved, manipulated or reused without permission, would you call for a review and regulation of how children's images are published?
	Yes, it should be reviewed urgently 66.9%
	Yes, it should be reviewed gradually or in particularly sensitive cases 28.5%
	I don't know, it would depend on each case 1.1%
	Not necessarily; sharing an image already implies consent for its use 3.5%