



NETFLIX FOR
FAMILIES

NETFLIX



NETFLIX FOR **FAMILIES**

Movies and TV shows have been entertaining families for decades, and Netflix is continuing that tradition on our service.

At Netflix we do one thing - entertainment - and we aim to do it really well. As a global subscription service, we offer a wide range of TV series, films, documentaries and animation.

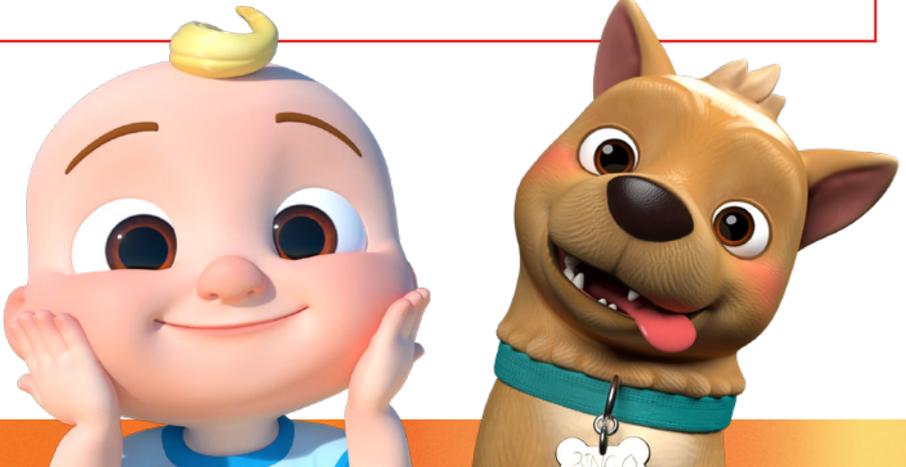
We offer families a large catalog of great kids and family shows and movies, made by the world's best creators.

Whether it's bringing the whole family together for quality time, unlocking a preschooler's imagination or inspiring them with characters and cultures all over the world, there's something for everyone.

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As a leading voice in family online safety worldwide, FOSI is glad to see streaming services like Netflix taking a proactive approach to best practices when it comes to online safety. Netflix provides parents with three layers of protection - professionally created movies and TV shows, clear ratings information, and robust parental controls which empower parents to manage their children's experiences, and help keep them safe.

- Stephen Balkam, Founder & CEO, Family Online Safety Institute

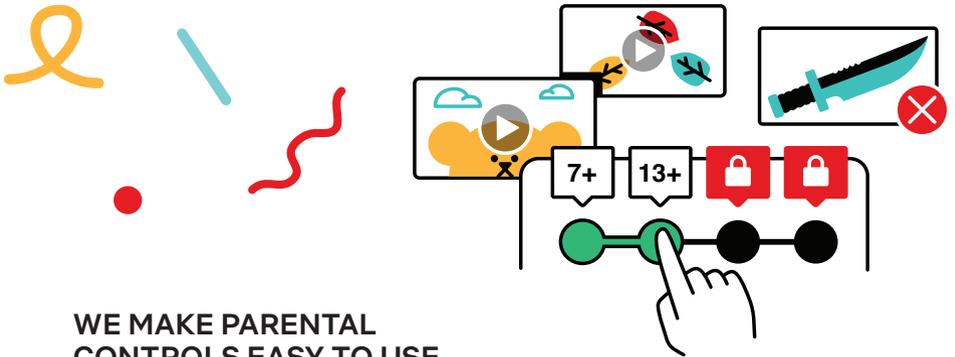


PARENTAL CONTROLS & TOOLS

Together with our easy-to-use parental control tools, parents have a safe and trusted space for their families to relax, play, learn, and explore alongside their favorite characters.

WE PUT PARENTS IN CHARGE

- Netflix has age ratings and advisories on all our movies and TV shows, so that parents can decide what's suitable for their kids.
- Parents can set up to 5 profiles that can be customized for each member of the household, including kids.
- Parents can remove titles from recommendations, or thumb up or down titles to indicate their preferences.



WE MAKE PARENTAL CONTROLS EASY TO USE

- Our user interface is simple and easy to navigate, so parents can access all controls and settings in the central Profile Hub.
- Parents can set passwords and PIN locks, disable autoplay to manage their children's viewing, and check viewing histories.
- They can also restrict content based on age ratings, as well as block specific titles.

KIDS STAY SAFE AND HAVE FUN!

- Netflix Kids profiles are fun and engaging, with age-appropriate content just for kids.
- There is no user-generated content, just a library of great TV shows and films for the family.
- Parents get bi-weekly Kids Activity Reports that offer insight into their kids' favorite stories and characters, along with printable coloring sheets and suggested shows for the family.



SAFETY

At Netflix, we take a Safety-by-Design approach to ensure families get the best of their online experience on Netflix. Parental controls are an integral feature of our service, developed and informed by research and perspectives from parents, kids and experts.

PROFILE HUB

On the Profile Hub on the account settings page, parents have a centralized location to access and adjust all profile settings including parental controls, disable autoplay and content restrictions, and have visibility into the viewing history of each profile.

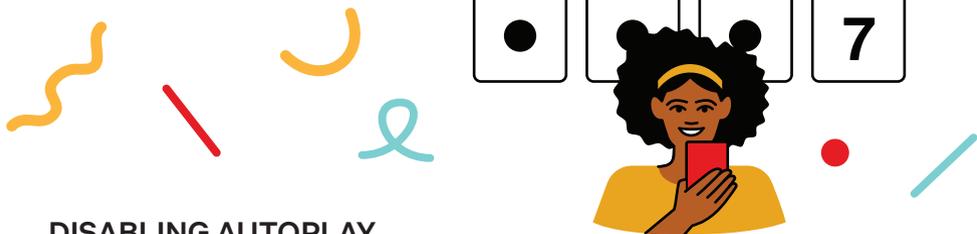
VIEWING RESTRICTIONS AND RATINGS

Members can set each profile to recommend content based on age levels, as well as block specific titles from showing up in the profile. All content on Netflix is rated using the US TV and MPA ratings system, to provide parents with the appropriate context to make decisions on what their children watch.



PIN CONTROLS

In addition to setting a password for the account, Netflix members also have the ability to lock individual profiles. Once locked, a PIN code is required to access viewing in a profile. Parents also have the option to require a PIN in order to create a new profile.



DISABLING AUTOPLAY

Parents have the option to disable the autoplay function to manage their children's viewing. In addition, after watching 3 episodes of a TV show or after 90 minutes of uninterrupted watching, we pause to ask if members would like to continue watching. Disabling autoplay is complementary to other time control features that are available on most devices.

KIDS PROFILES

Netflix members can create different profiles for each member of their family. Each profile can be adjusted to a specific age rating. Accounts have a default Kids profile, which enables a kid-friendly user interface that parents can quickly identify. All programming available in a Kids profile is curated to be age appropriate.

KIDS ACTIVITY REPORT

Parents receive a bi-weekly Kids Activity Report that provides parents with the option to gain more insight into what their children love to watch. These emails highlight a profile's favorite movies and TV shows as well as common themes, and unique activities for family time such as printable coloring sheets.



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