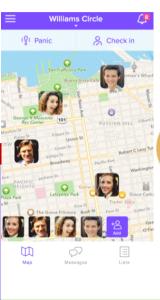
DIGITAL PARENTING MADE EASIER



Life 360 is an app where you as a close family or friendship group can share conversations with each other whilst knowing where each other is, live and at the time of chatting. The chats are "invite only" and the app is designed to bring people closer together and make some of your life automated. Additional features such as "accident alert" or "panic alert" have been added, where the app detects if you've been in an accident and will alert your friends.

Reporting within Life360 is complicated and appears to be difficult to do. Their support page has little in the way of how to report and the app has no obvious ways to report other users



27 MILLION MONTHLY USERS RELEASED 2009

ACCORDING TO LIFE 360'S OWN SURVEY, ALMOST 70% OF TEENS ARE OK WITH SHARING THEIR LOCATION WITH PEOPLE (NOT JUST YOU)

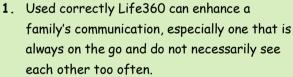




INVITE ONLY CHAT GROUPS



GOOD POINTS



- 2. The "circles" that you create are private and invite only, meaning random strangers cannot jump in and see your chat or location.
- 3. Several additional features are being added to the app such an alert system which detects if you have been in an accident and alerts your circle to your location.
- 4. The basic version is free, but the premium version has a subscription cost.



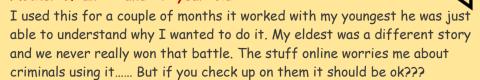
BAD POINTS

- 1. Being invite only does not protect the user completely as groomers use this feature to lock into private chats 1-2-1 whilst sharing your location.
- 2. Unsurprisingly there are many "hacks" that teens have discovered as work arounds to trick the system into giving a different location to their real one.
- 3. If you share your password with your child (some parents have the same password) they can undo everything you have setup without you realising.



Parent Opinion:

Mother of an 11 and 17-year-old





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