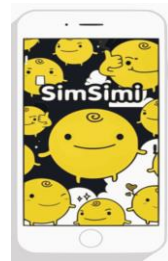




St Jude's Online Safety Newsflash



Sim Simi - a social networking app to be avoided

SimSimi is an Artificial Intelligence (AI) social networking chat bot app that learns from conversations, questions and user's responses.

This free app is full of pop ups and adverts, it asks personal questions and you can talk about anything and anyone and then share it publicly.

It is easy to see how and why users misuse this app for online bullying and can believe they are talking to a real person. It allows the user to ask the app to 'think for them' and creates a comment based on the conversation that is being had.

It is clear why this is attractive to younger users but it should be avoided by all.

