

# Press & Media Fact Sheet

Detecting threats before they become tragedies.

## COMPANY AT A GLANCE

<b>Company</b>	CyberSafely.ai
<b>What it is</b>	A parental safety platform that helps parents protect their kids online.
<b>Tagline</b>	A Tool To Help Parents Protect Their Kids Online
<b>Category</b>	Child online safety, parental safety software, family tech
<b>Founded</b>	2022
<b>Headquarters</b>	Highland Heights, OH
<b>Leadership</b>	Neal Alexander, Founder & CEO
<b>Website</b>	<a href="http://www.cybersafely.ai">www.cybersafely.ai</a>
<b>Press kit</b>	<a href="http://www.cybersafely.ai/presskit">www.cybersafely.ai/presskit</a>

## ABOUT CYBERSAFELY.AI — BOILERPLATE

**Short version (one line).** CyberSafely.ai is a parental safety platform that alerts parents to online risks such as cyberbullying, sextortion, and self-harm in real time, before they become real-world harm.

**Standard version (for the bottom of an article).** CyberSafely.ai is an AI-powered parental safety platform built around a smart keyboard that replaces the standard keyboard on a child's device. As a child types, the technology checks content in real time for risk signals such as cyberbullying, sextortion, drug references, and self-harm language, across every app the child uses. When a risk is detected, parents receive a color-coded alert with the context they need to act. The platform is built privacy-first: it surfaces flagged moments rather than retaining a record of a child's day, never collects passwords, and does not store browsable conversation histories. CyberSafely.ai works with families, school districts, and state agencies to make early intervention possible at scale.

*Use the standard version as the company description in any coverage.*

## HOW IT WORKS

**The keyboard.** A CyberSafely keyboard is installed on the child's device and works just like a normal keyboard. It checks typed content as it is written.

**Real-time detection.** The technology identifies risk signals across every app, including messaging, social, and games, not just one platform.

**Parent alerts.** When something concerning is detected, the parent dashboard shows a color-coded alert with context, at the detail level the parent has chosen.

**Early intervention.** Parents can step in before an online risk becomes real-world harm.

### ● Acceptable

Normal, non-harmful communication, such as coordinating a gaming session.

### ● Questionable

Context-dependent, and the parent decides — for example, a message referencing a party with drugs or alcohol.

### ● Critical

A real-time push notification is sent — for example, self-harm language, sextortion, or a direct threat.

## The Privacy Model

CyberSafely.ai's guiding principle is to surface risk, not run surveillance. Parents see the messages the technology flags as a risk, with parent-chosen detail; routine, non-flagged typing is checked and discarded, not logged or shown. There is no browsable transcript of a child's day — alerts are separate events, not a feed. Passwords are never collected or stored, and parents are notified if the keyboard is disabled, so coverage gaps are never silent.

*"We surface risk, we don't retain a record."*

## TRACTION & MILESTONES (2026)

**Missouri state partnership:** 300,000 free licenses available to families statewide.

**Active state pipeline:** Ohio, Georgia, Iowa, and Michigan.

**Primary focus:** K-8 families.

**Flagship content:** *The Parent's Playbook* podcast, launched February 10, 2026 on Safer Internet Day.

**Advocacy network:** NFL athletes engaged as fathers and mentors.

## THE POLICY MOMENT

**KIDS Act (June 2026).** House negotiators reached a bipartisan agreement combining KOSA, COPPA 2.0, and more than a dozen child-safety bills into a single package headed for a full House floor vote.

**Sammy's Law.** This advancing measure would have platforms work with third-party child-safety software to screen minors' accounts for dangerous communications such as self-harm or drug use, and alert parents. It mirrors the early-intervention model CyberSafely.ai already provides.

**Gaming under scrutiny.** A wave of state attorney-general lawsuits and multi-million-dollar settlements has moved "gaming as a hunting ground" from a fringe worry to a mainstream story.

## WHY NOW: THE 2026 LANDSCAPE

The need for tools like CyberSafely.ai has grown sharply. The data below is current and citable, and sources are named so reporters can verify and attribute independently.

THE NUMBER	WHAT IT MEANS	SOURCE
<b>518,720</b>	Online enticement reports to NCMEC in the first half of 2025, up from 292,951 in the same period of 2024.	NCMEC, mid-year 2025 CyberTipline data
<b>440,419</b>	GenAI-related child sexual exploitation reports to NCMEC in the first half of 2025, up from 6,835 a year earlier.	NCMEC, 2025
<b>~100/day</b>	Reports of financial sextortion NCMEC now receives every day. Teen boys are the most common targets.	NCMEC, 2024 data
<b>13,842 → 23,593</b>	Financial sextortion reports rose about 70% from the first half of 2024 to the first half of 2025.	NCMEC, mid-year 2025
<b>36</b>	Teenage boys NCMEC is aware of who have died by suicide after being victimized by sextortion since 2021.	NCMEC, 2024
<b>62,891</b>	Child sex trafficking reports to NCMEC in the first half of 2025, up from 5,976 a year earlier — the sharpest increase of any category.	NCMEC, mid-year 2025
<b>46%</b>	U.S. teens (13 to 17) who have been bullied or harassed online.	Pew Research Center
<b>93%</b>	Mass attacks preceded by threatening or concerning communication — the most consistent commonality among attackers.	U.S. Secret Service, NTAC
<b>250+</b>	Open FBI cases tied to the "764" violent online network, which targets minors across Roblox, Discord, and other gaming platforms.	FBI / reporting, 2025

**Note for editors:** NCMEC released mid-year 2025 figures earlier than usual because of how sharply the numbers rose. Some growth reflects expanded mandatory reporting under the federal REPORT Act (2024), and the figures still represent real children being targeted.

## APPROVED QUOTES

*"CyberSafely is a major piece of the puzzle to keep our kids safe in the quickly changing landscape of social media. CyberSafely protects our children and prevents the evolving social media dangers. It also helps the conversation with our children, the human connection that we sometimes lack but need in today's world."*

**Michael Nutter**

Superintendent, Bethel Local Schools

*"CyberSafely has given me real peace of mind as a parent. I really appreciate being able to see if my kids are saying something concerning, especially when it comes to their mental health or if they're sending mean or harmful messages through their phones. It helps me step in early and have important conversations before small issues turn into bigger ones. This tool makes it so much easier to stay informed while still supporting my kids in a healthy way."*

**Kayla Flowers**

Director of Operations and Care Management, AACM

*"I get calls from people selling me stuff, claiming they save lives. I believe CyberSafely.ai might actually be able to do that."*

**John McDonald**

Co-founder, The Council for School Safety Leadership

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Fact sheet current as of June 2026. Statistics cited to their original publishing organizations.

[cybersafely.ai/presskit](https://cybersafely.ai/presskit)  
CyberSafely.ai · Parental Safety Solution  
Logos, screenshots, and documents available in the  
online press kit.