

Internet Dynamics & Grooming

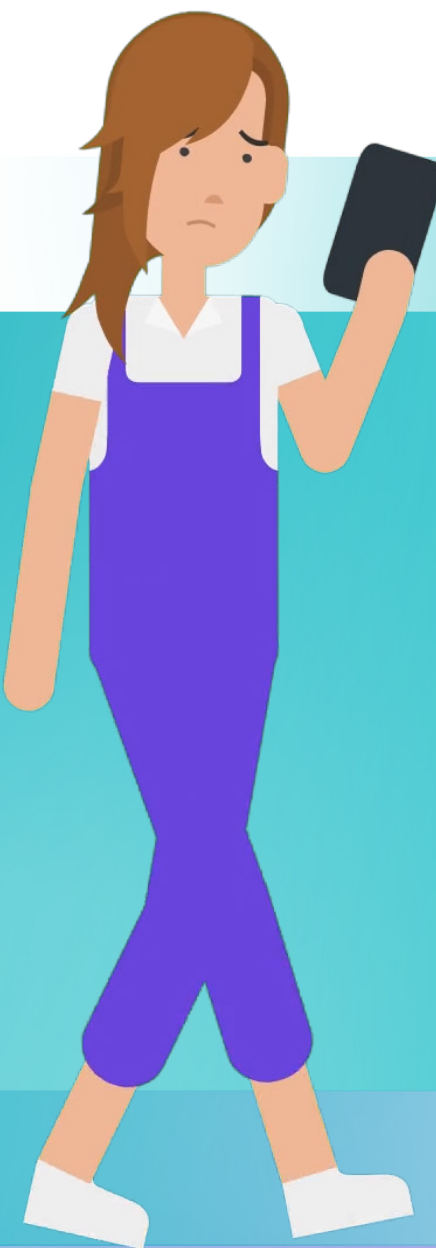
Luring or grooming...
what's the difference?



Luring is a crime that refers to someone conversing with a minor digitally in order to sexually exploit them.



Grooming is the relationship and trust building process that comes after connecting with a youth.



How do you know if you're
being groomed online?

Someone is acting **SUSS**:



STUFF:
Someone is offering you stuff online: modeling opportunities, money for your photos, gifts, gaming or social media rewards.



UNHEALTHY AGE GAP:
When deception is not involved, someone who is more than 4 years older.



SEXUAL:
Someone is asking you for nudes or sexual livestream within 48 hours.



SWITCH:
Someone is asking you to add them on a different platform.

S U S S

Did you know?



make up the majority of victims of online child sexual offences.¹

The average age of people who are luring and grooming is:



Over the last five years, **Cybertip.ca** has received an

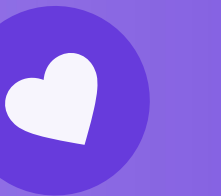


815% increase

in online luring reports.²

With social media and online platforms being used to meet needs such as:

SELF ESTEEM
BELONGING
POPULARITY
FAME & FORTUNE
LOVE...



...predatory people will try to meet those needs as a **lure into exploitation.**