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### **“I HAD MY PHONE SWIPED BY A TODDLER”**

- **One in four parents report their toddlers have damaged their smartphones and tablets, often by swiping them off a table**
- **27% of smartphone users do not have cases to protect their devices from clumsy toddlers**

Having your phone ‘swiped’ used to mean that it had been stolen, but now a new culprit, the toddler, is engaged in a different type of swiping. An increasing number of parents are reporting that their toddlers are trying to use the touchscreen gestures that are required to work the devices and are clumsily sweeping them off the table in the process. Claims submitted to protection plan provider SquareTrade show a steep increase in the number of swiping-related breakages.

A recent YouTube video with almost 5 million views shows a baby using swiping gestures on a magazine, demonstrating the speed with which children are learning to use the new hand movements.

Slippery fingers, dribble and over-enthusiastic swiping have also brought about the demise of many expensive – and often uninsured – gadgets. The toilet, the rocking chair and the kitchen floor – these are just three methods young children have found to destroy smartphones and tablets, according to UK parents who told the global protection plan provider SquareTrade.

One in four parents polled by SquareTrade reported that their child has broken an electronic device, causing them to pay out to get it fixed or replaced. Despite this, 27% of smartphone users do not currently use any kind of case to protect their phone from damage.

Parents reported the number of strange ways in which children have managed to destroy their tech. One child was sitting on a rocking chair playing on a smartphone when the phone slipped out of his fingers and he rocked over it. Squabbling siblings caused the demise of another smartphone when a brother and sister fought over whose turn it was next and dropped the phone on the kitchen floor. One parent told how he had to fish his tablet out of the toilet after his son dropped it.

Teething toddlers are often drawn to smartphones and tablets as something to chew on. One parent commented that his son is often attracted by his BlackBerry: "It goes straight in his mouth and I get a soggy keyboard for his efforts."

Another parent said: "We've all heard of 'technobabble'. In our house, it's 'technodribble'. I left my phone in the pram and came back to find my son sucking on the corner of the phone where the microphone must be. How do I know? I called my boss and she said it sounded like I was calling underwater. Never again."

While older children may be trusted not to start chewing on their tech, increasingly they are taking tablets and smartphones into schools where they often get damaged. One in three schoolchildren now take smartphones, tablets and other devices into schools with a total cost of £1.5bn of tech being taken into British schools every day. Only half of this technology is insured, meaning every day in the UK, children are carrying around £750m of uninsured devices.

Kevin Gillan, European managing director for SquareTrade said: "With smartphones and tablets becoming increasingly common in UK schools, accidents are bound to happen. Half of the devices in our schools are currently uninsured which can lead to misery and inconvenience should disaster strike."

SquareTrade protects mobile devices, laptops and tablets, and other consumer electronics and appliances from malfunctions, accidental damage and life's frequent mishaps. Unlike old-fashioned warranties, SquareTrade is designed for today's



consumer and uses innovative technology to deliver a zero hassle claims process. You can find SquareTrade at Tesco stores, or for more information, go to [www.squaretrade.co.uk](http://www.squaretrade.co.uk).

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### **About SquareTrade**

SquareTrade is the top-rated protection plan trusted by millions of happy customers for its fast and exceptional service. SquareTrade protects mobile devices, laptops and tablets, and other consumer electronics and appliances from malfunctions, accidental damage and life's frequent mishaps. Unlike old-fashioned warranties, SquareTrade is designed for today's consumer and uses innovative technology to deliver a zero hassle claims process. SquareTrade has more than 200,000 fans on Facebook, consistently wins industry awards and receives thousands of 5-star reviews for its legendary customer service. Top retailers around the world offer SquareTrade, achieving significant sales growth and happier customers. Privately held, SquareTrade's investors include Bain Capital and Bain Capital Ventures. SquareTrade is headquartered in San Francisco and London. For more information, go to [www.squaretrade.com](http://www.squaretrade.com).