At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about

AI TOYS

This festive season, the newest toys on the shelves do not just blink or make noise; they listen. Many now come with artificial intelligence (AI), allowing them to talk, learn, and even respond to a child's emotions. These toys can be educational and engaging, but they also collect, store, and process information. This guide explains what that means for families and why it matters.

WHAT ARE THE RISKS?

TOYS THAT LISTEN AND LEARN

When a toy uses AI, it collects data such as voice recordings, interactions, and background sounds. This information is sent to remote servers, where it is analysed to improve responses. Your child's voice becomes training data, which may be stored indefinitely or shared with third parties.

WEAK SECURITY PROTECTIONS

Some AI toys have poor password protection or open network connections. Others may have microphones or cameras that stay on, even when the toy appears to be off. This can lead to recordings being made without your knowledge, including conversations unrelated to play.

ARTIFICIAL VOICES, REAL INFLUENCE

For very young children, an AI companion may become one of the first voices they interact with regularly. How that voice shows humour, empathy, or authority can shape how a child learns to communicate. If the model is artificial, then part of what is learned is artificial as well.

PRESSURE TO KEEP ENGAGING

Some toys reward repeated use or track engagement, encouraging children to interact more. When children compare how their toys perform, it creates pressure to play more often. This increases the amount of data collected and can make learning feel like competition.

MARKETING THROUGH PLAY

Toys that learn a child's preferences may feed that data into future advertising. A toy that knows a child's favourite colour or hobby could help a company design more targeted marketing to that child and their family.

PLAYTIME AS DATA TRAINING

The information collected from children helps train AI systems. Their voice, emotional responses, and behaviour shape how machines 'understand' people. Play becomes part of a much larger system that influences how future technologies behave.

Advice for Parents & Educators

START WITH A CONVERSATION

Talk to young people. Explain that some toys learn from what they say and do. Help them understand that even friendly technology should have boundaries, and to ask questions about it. Curiosity is healthy, blind trust is not.

SET LIMITS ON USE

Turn off Wi-Fi or Bluetooth when the toy is not in use. Check for updates regularly, as they can change privacy or safety settings. Treat connected toys like any smart device; they should be monitored, updated, and switched off when not in use.

MODEL DIGITAL AWARENESS

Children learn from adults. If they see you checking privacy settings, reading terms, and talking openly about online safety, they are more likely to do the same. Show them how to question technology in a healthy way.

RESEARCH BEFORE YOU BUY

Look for toys that work offline or store data locally. Check for a free or demo version so you can test how it behaves. Read privacy policies to understand what data is collected, where it goes, and whether it's shared with others.

REVIEW PRIVACY SETTINGS

Find out where the data is stored and who has access to it. Some companies sell or share data with advertisers. If the toy connects through an app, check what it requests access to and limit those permissions whenever possible.

BALANCE AI WITH REAL PLAY

AI toys can be fun and creative, but they are not a replacement for real human interaction. Encourage time away from technology with activities that foster emotional and social development. Use AI toys to support learning, not define it.

Meet Our Expert



Clara Hawking is Executive Director of Kompass Education. She advises governments, school trusts, and global organisations on AI governance and safeguarding, helping schools and families understand how technology shapes learning, wellbeing, and the digital future of children.

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