BEAT THE CYBER BULLY

Protect the business. Support the families behind it.

Online-safety and digital well being talks for UAE companies, from the team behind Beat the Cyberbully.



SINCE	WHERE	AS FEATURED IN
Founded in Dubai in 2012	Talks delivered across the UAE, Middle East, Asia and UK	The National, Dubai Eye and Gulf News

SOME BUSINESSES WE'VE SUPPORTED **HSBC** **Standard Chartered** **Boston Consulting** **Du**

THREE REASONS COMPANIES CALL US

1

Fraud

In a 2026 KnowBe4 survey, 52% of UAE and Saudi employees admitted a deepfake scam at work could trick them, and 88% said fake voice and video is so realistic that it is impossible to know what to trust.

2

Working parents

In June 2026 the UAE Cabinet approved a rule that children under 15 cannot hold personal social media accounts, with 12 months for platforms to comply. Your employees with children will have questions.

3

Wellbeing

Young people are turning to AI chatbots for emotional support. The American Psychological Association has warned that chatbots cannot replace a trained clinician, and HR teams will be asked what to do.

WHAT WE OFFER IN 2027

Deepfake and AI Fraud Awareness

How fake voices and videos work, a routine that stops urgent-payment scams, and how to check a rumour before forwarding it.

Digital Parenting for Working Parents

Our parent session as a lunch and learn: the under-15 rule, first phones, screen time, and what to do when something goes wrong.

AI and the Human Workforce

For HR and leaders: AI companions and "AI therapy" apps, what they cannot do, and how to point staff to real support.

Focus and Digital Wellbeing at Work

The design tricks that eat the working day, and team habits that protect focus and sleep.

Ho'okele for families

Our parent app: 300+ short videos,audio and PDFs on children and technology, with new content every month. Ask about employee family access for your company.

Sponsor a School

Fund a student session, a parent session and Ho'okele access for a whole school community. You get a visible community project and an impact summary for your CSR report. Ask for a CSR proposal.

Beat the Cyberbully is a Dubai-based online-safety and digital wellbeing initiative, led by **Barry Lee Cummings**. Barry worked at Microsoft and EMC, then founded his own digital marketing consultancy, and has since co-founded digital platforms CoBabble and Contractors Direct. He turns that knowledge into plain language for families.



Book a 10-minute discovery call.

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Helping businesses lead online.

Sources: KnowBe4 and Vanson Bourne survey, reported by Khaleej Times, 30 Jun 2026 (UAE and Saudi respondents). UAE Cabinet rule as reported by The National, 15 Sep 2026.
American Psychological Association advisory on AI and young people, as summarised by the JED Foundation, 24 Nov 2025.