

OPSS launches Christmas online toy safety campaign

A Christmas online toy safety campaign has been launched today (30 November 2020) by the Office for Product Safety and Standards (OPSS), working in partnership with the Chartered Trading Standards Institute, the Child Accident Prevention Trust, and the British Toy & Hobby Association.

Groups, businesses, and individuals are encouraged to support the consumer awareness messages, on how to shop safely when purchasing Christmas toys online, by retweeting and posting them on social media, using the hashtag #shopsafely, or using the shared campaign materials.

Natasha Crookes, Director of Public Affairs, British Toy & Hobby Association, says; "The British Toy and Hobby Association is pleased to support the OPSS advice to help parents to shop from reputable sellers online, to ensure children get to enjoy safe playtime this Christmas".

Shop for Christmas toys safely online

OPSS has produced safety tips on how to buy Christmas toys safely online.

These are:

Buy toys from a reputable retailer

Check that there is a name and address for the manufacturer on the site and if this information is not available do not buy the toy. Read ratings and reviews to make sure the retailer has a good reputation for safe and reliable toys.

Always read the warnings and instructions

Heed the age restrictions: toys must be marked with age restrictions based on risks such as choking hazards.

Check that the toy is suitable for the intended recipient

Festive novelties can look like toys when they should be kept away from children. If a child has special needs, they may be more vulnerable to certain toys.

Ensure the toy has not been recalled

Check if the toy you are buying has been recalled at [Product Recall](#)

Check for button batteries

If a toy has button batteries make sure they are safely behind a screwed-down

flap.

Beware of potential toy hazards

Avoid buying toys with small parts as they can be a choking hazard. Think before buying toys and costumes with loose ribbons as they can pose strangulation risks to young children.

Buy genuine toys

Compare the toy's price with other retailers and sellers. If it is a fraction of the cost, it is likely to be counterfeit.

The campaign materials can be downloaded from the [Consumer safety awareness campaigns materials GOV.UK page](#)