

ABOUT THE SAFE AI FOR CHILDREN ALLIANCE (SAIFCA)

Protecting Children in the Age of Artificial Intelligence



Updated November 2025

Who We Are

The Safe AI for Children Alliance (SAIFCA) is an independent, non-profit CIC dedicated to protecting children from AI-related harms and ensuring their safety remains central to AI development and governance.

Founded and directed by Tara Steele, a former UK Intelligence Officer with expertise in AI safety and governance, SAIFCA develops policy, builds coalitions, and advocates publicly to embed child protection into AI regulation and design.

Our Purpose

We work to establish enforceable global standards that prevent AI systems from exploiting, manipulating, or endangering children. Our approach combines policy development, coalition building, and public advocacy to ensure children's safety is built into AI systems *before* harm occurs.

Current Work

The Global Non-Negotiables for Children Campaign

Our flagship initiative establishes three absolute protections that AI systems must never violate:

- AI must never create fake sexualised images of children
- AI must never be designed to make children emotionally dependent
- AI must never encourage children to harm themselves

To achieve these protections, we have developed a comprehensive **Four-Layer Policy Framework**, now being shared with legislators, regulators, and policymakers worldwide.



Our Reputation

In its first year, SAIFCA has achieved global recognition as a leading voice in AI safety for children:

- Invited to join national education initiatives in the UK and Canada
- The Policy Framework was discussed at Google's San Francisco office within days of publication
- Received public endorsement from Sir Stephen Fry
- Established strong working relationships with major international AI safety organisations
- Earned a reputation for credible, principled advocacy on children's AI safety

We expect our impact to grow significantly in year two. SAIFCA is strategically positioned to drive major progress in how children are protected from AI-related harms.

Our Independence

SAIFCA operates as an independent CIC, free from corporate and political influence. We are building a sustainable funding base to scale our work while maintaining strict independence from AI industry interests.

We collaborate with governments, technology companies, civil society organisations, and international bodies – but our advocacy is guided solely by children's safety and wellbeing.

Geographic Scope

Based: United Kingdom

Focus: Global AI governance and child protection

Approach: Supporting national implementation while promoting international coordination

Our Expertise

Director: Tara Steele

Former Intelligence Officer (UK law enforcement)

First-Class Law degree with certifications in AI governance, ethics, and safety

Council Member, International Association for Safe and Ethical AI

Strategy Panel Member, AI in Education (UK)

Named one of the *2025 Leading Women in AI* (ASU+GSV)

Spoken in UK Parliament on AI risks

Our Commitment

Every action we take is grounded in our commitment to creating a brighter AI future for children. We believe technological progress and child safety are not competing values – they are inseparable requirements for a responsible AI future.