



Staff FAQ

Answers to the questions parents are most likely to ask after your school mentions Present Parent. For anything not covered here, contact hello@presentparentapp.com.

What is Present Parent?

A mobile app that helps parents reduce their phone use during family time. Parents set a schedule and choose which apps to block. When a session is running and a parent tries to open a blocked app, the phone screen shows: "Look up." Simple, voluntary, and entirely parent-led.

Does it monitor my child or their device?

No. Present Parent runs on the parent's phone only. It doesn't connect to, monitor, or interact with a child's phone or any other device in the household. No data about children is collected at any point.

Is it safe? What data does it collect?

The app collects only what's needed to run the parent's own lock schedule. No children's data is collected or processed. Full details are in the privacy policy at presentparentapp.com/privacy.

What does it cost?

There's a three-day free trial. After the trial, there's a low monthly subscription, currently £4.99 per month, or £29.99 per year.

Does it work on both iPhone and Android?

Yes. Present Parent is available on iOS (App Store) and Android (Google Play).

What if a parent genuinely needs to be reachable for work?

Parents choose their own schedule and pick exactly which apps to block. Phone calls and texts can stay fully available.



What about single parents, or parents who are the only emergency contact?

The parent stays in full control of what's blocked and when. Phone calls can always remain unblocked. The lock is never a total communication blackout unless the parent deliberately sets it that way.

Will parents feel judged if we share this?

This is something the app's team has thought carefully about. The brand is built on the idea that parents already know they want to be more present - they don't need to be told off about it. All communications follow a "support, not shame" principle.

Is Present Parent affiliated with Smartphone Free Childhood or the Parent Pact?

No - it's a separate, independent product. It supports the same direction but there's no formal affiliation. Present Parent focuses specifically on the parent's behaviour, not the child's device.

Is this a charity or a commercial product?

It's a small independent commercial product, built by a UK parent. It's not funded or backed by a large tech company. There's no advertising in the app. Revenue comes from subscriptions.

What if a parent wants to speak to someone?

They can email hello@presentparentapp.com. The founders read and replies to every message personally.

Can our school be listed as a partner?

At this stage we're asking schools simply to mention the app - there's no formal partnership programme yet. If your school would like to be more involved, get in touch at hello@presentparentapp.com.
