

AirDroid Parental Control Launches 2026 Back-to-School Safety Campaign

Campaign combines arrival alerts, online safety, homework focus and bedtime support, plus 40% off the annual plan through September 20.

NEW YORK, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [AirDroid Parental Control](#) today launched its [2026 Back-to-School campaign](#), helping families support children through four everyday transitions: arriving at school, navigating online interactions after class, staying focused during homework and winding down at bedtime.



AirDroid Kids' Focus Mode helps children manage app distractions independently during homework and study time.

The campaign's "Safe Arrival. Better Focus." message organizes AirDroid Parental Control's tools around the questions parents are most likely to ask during the school day — without turning every concern into another call, text or blanket restriction.

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A safer school year starts with more than knowing a child has arrived. It also means supporting focus, healthy routines and age-appropriate independence.”

*Bailey Morgan, Head of
Family Digital Safety Content
at AirDroid*

The launch follows AirDroid's recent analysis of aggregated and anonymized trends from hundreds of thousands of managed devices worldwide. In June, devices managed through AirDroid Parental Control averaged 257.5 minutes of daily app use — more than four hours per device — while nine in ten recorded activity between 10 p.m. and 6 a.m. at least once during the month. The findings point to the value of restoring school-year routines gradually rather than expecting summer habits to reset overnight.

This emphasis on context rather than screen time alone is consistent with UNICEF Innocenti's 2025 Childhood in a Digital World report, which found no

clear evidence that screen time alone directly harms children's mental health and highlighted the importance of what children do online, the content they encounter and the experiences they have.

Four moments that shape the school day

□ School arrival: Live Location, Route History, and geofence alerts help parents confirm when a child arrives at or leaves school, reducing the need for repeated "Are you there yet?" messages.

□ After school: Social Content Monitoring can alert parents when selected keywords related to concerns such as bullying are detected in supported social apps, helping families decide when a conversation may be needed.

□ Homework time: Children can activate Focus Mode to temporarily reduce app and notification distractions when they need to concentrate.

□ Bedtime: Downtime lets families schedule app restrictions for school nights, supporting a more predictable evening routine without taking the phone away entirely.



AirDroid Parental Control's Downtime feature helps families establish consistent overnight device routines on school nights.

A safety net for greater independence

The campaign also includes an interactive planning experience that invites parents to identify which milestones they feel comfortable letting their child handle more independently — from traveling to school or after-school activities to completing homework with fewer reminders. Each selection connects independence with a practical safety or focus setting.

"Parental-control technology should not be measured by how many restrictions it can impose," said Bailey Morgan, Head of Family Digital Safety Content at AirDroid. "Its real value lies in whether it helps families reduce conflict, improve understanding, and prepare children to manage technology for themselves. Effective digital parenting means parents gradually move from protectors to guides, while children move from passive compliance to active responsibility."

Back-to-school offer available through September 20

For the campaign, AirDroid Parental Control is offering [40% off](#) its annual plan through September 20. The discounted plan is available for \$35.99 per year, equivalent to \$3.00 per

month when billed annually, and supports binding up to 10 devices. Feature availability may vary by device, operating system, region, and required permissions. Families can also try AirDroid Parental Control free before subscribing.

Explore the Back-to-School campaign: <https://www.airdroid.com/parental-control/back-to-school/>

Read AirDroid's summer device-usage findings: <https://www.einpresswire.com/article/930167864/kids-devices-averaged-4-hours-of-daily-app-use-this-summer-9-in-10-devices-active-after-10-pm-airdroid-data-finds>

About the Data

The findings referenced above are based on aggregated and anonymized app-usage trends from devices managed through AirDroid Parental Control across global markets. The analysis did not include names, messages, photos, contacts, or other personally identifiable information. The late-night figure refers to devices that recorded app activity between 10 PM and 6 AM at least once during June; it does not mean those devices were active during those hours every night.

About AirDroid Parental Control

Developed by Sand Studio, AirDroid Parental Control is a family digital-safety solution that helps parents support children's online and offline safety while guiding them toward healthier, more balanced and responsible digital habits. Features include location and route tracking, geofencing, social content monitoring, Focus Mode, Downtime, app and screen-time management, and family safety alerts.

Elsa Miller

SAND STUDIO PTE. LTD

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