

Setting up parental controls on Amazon Prime

This is the second in a series of handouts for parents looking at how to set up parental controls on video on demand services online, and how to prevent young people spending money on the service without their knowledge.

We previously looked at Netflix. In this handout, we look at Amazon Prime.



Amazon Prime is a video on demand service offering unlimited streaming of films and TV shows as part of Amazon's paid-for Prime service, available through annual subscription.

You can access it on multiple devices including online via Amazon.co.uk, iOS and Android devices via the Amazon Prime app, PS4, Wii, Xbox, some smart TVs, as well as Amazon's own products, including Fire tablets and phones.

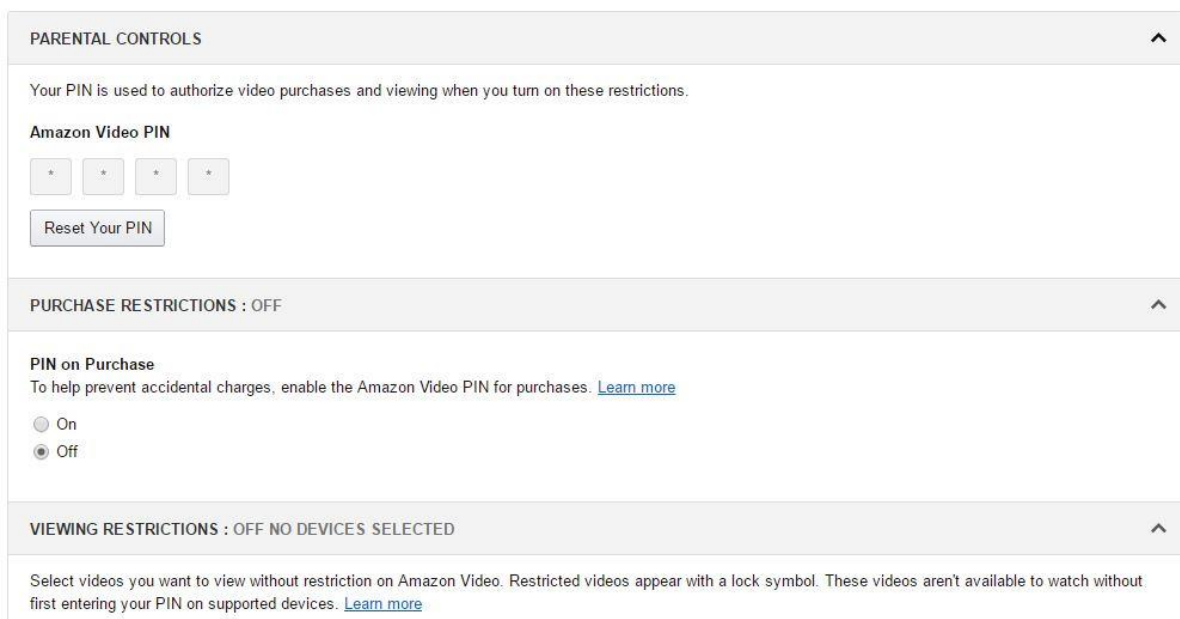
Users get access to free content, but you can also purchase one-off movies for an extra charge.



To set parental controls

There are various ways to set parental controls on Amazon Prime and all take some time.

On the website, the quickest way we have found is to click on **Your Account** on the top right of the black navigation bar at the top and choose **Your Prime Video** from the drop down menu. Click **Settings** and this will take you to the page shown below. If you're not already logged in, you will be asked for your password before you can access the Settings page.



The screenshot shows the Amazon Parental Controls settings page. It is divided into three main sections: PARENTAL CONTROLS, PURCHASE RESTRICTIONS, and VIEWING RESTRICTIONS. The PARENTAL CONTROLS section includes a heading, a note about the PIN, and a form for setting an Amazon Video PIN with four input fields and a 'Reset Your PIN' button. The PURCHASE RESTRICTIONS section is currently 'OFF' and includes a 'PIN on Purchase' toggle set to 'Off'. The VIEWING RESTRICTIONS section is currently 'OFF NO DEVICES SELECTED' and includes a note about selecting videos to view without restriction.

Click on [Learn more](#) under **Viewing Restrictions**. This takes you to the **Set Parental Controls** page.

This provides instructions on how to set controls for both purchasing and viewing restrictions by creating a PIN code. If you don't want your child to be able to change the parental controls you set, keep this PIN to yourself.

For **purchasing restrictions**, you can set restrictions centrally for some devices but not all.

The following have to be set on the devices themselves: Android devices; Fire phone; Fire tablets; Amazon Fire TV; Fire TV Stick; Xbox; Amazon Underground app for Android phones.

Viewing restrictions give you the option to block playback of videos by age ratings. You can choose which ratings categories you'd like to restrict and on which of your registered devices you'd like these restrictions to apply. Log in and go to **Amazon Video Settings and Devices**.

When you have viewing restrictions on, a 'lock' symbol appears on videos with ratings in your restricted categories. If you try to watch them, you're prompted to enter your Amazon Video PIN before playback can begin.