

## **A Guide to Snap's Transparency Reports**

**Snap Inc.**



# What are Transparency Reports and Why Do They Matter?

Snapchat is a visual communications app designed for people ages 13 and up. It is very popular among teenagers, who primarily use it to talk with their close friends, similar to the ways other generations use text messaging or the phone. Our goal is to make Snapchat a safe and positive experience for everyone, and we continually work to improve the safeguards and protections we offer our community.

As part of this goal, we publish “transparency reports” twice a year that provide data about the content on our platform, including what is reported by our community as potentially harmful, and the enforcement actions we take. These reports include a lot of information, and we know they can sometimes feel challenging to understand for parents, caregivers and other stakeholders who care deeply about the safety of our community.

That’s why for the first time, we are creating this explainer guide to accompany our [latest report](#) so you can better understand how we compile these reports and easily compare what’s new across reporting categories.

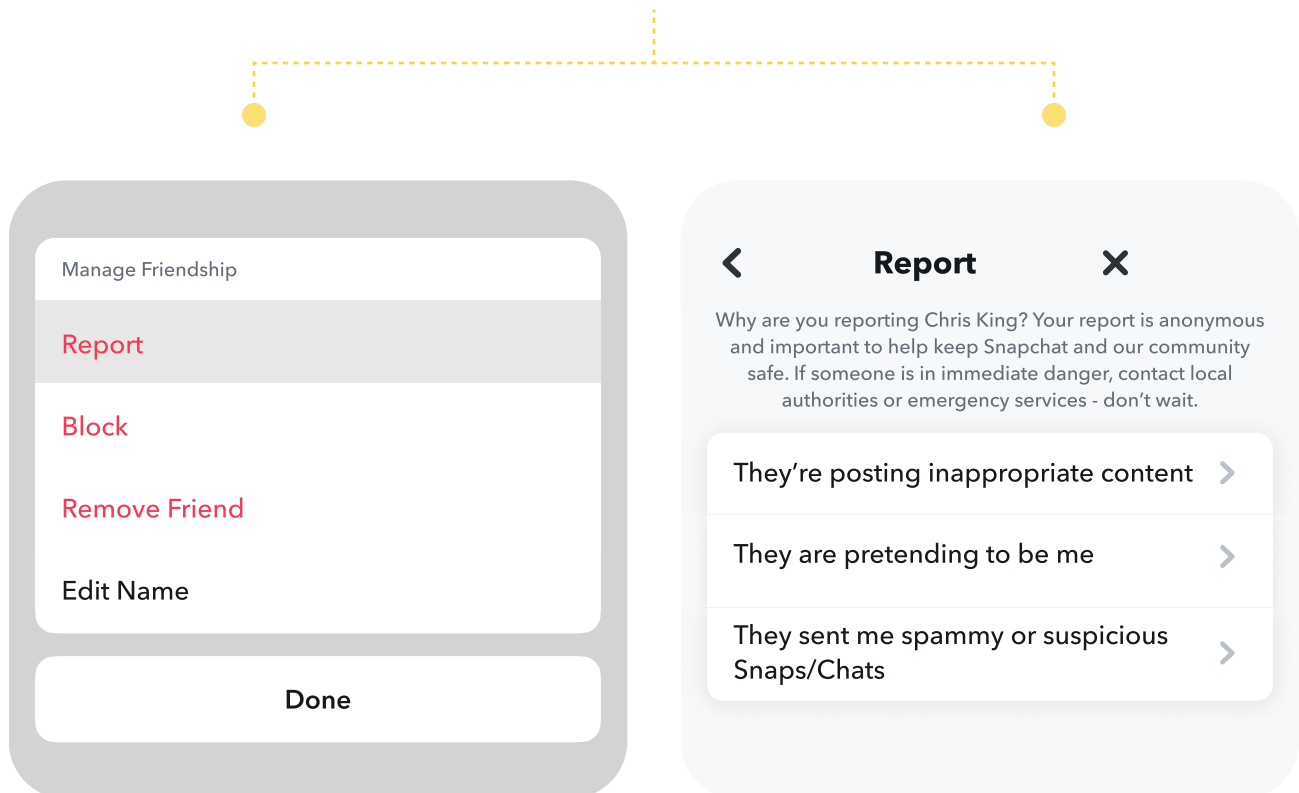


# Safety on Snapchat

Safety on Snapchat starts with our [Community Guidelines](#), which outline the types of content and behaviors that are strictly prohibited across our whole platform. If you are a parent or caregiver for example, it's good to be aware of them and discuss them with your teen.

We offer a number of in-app protections and safeguards, which you can learn more about [here](#). To help keep our community safe, we offer easy to use in-app reporting tools that Snapchatters can use to flag content or an account that might violate our guidelines. Reporting is confidential – and you don't need a Snapchat account to do it. We also offer online reporting tools that parents and other stakeholders can use, which can be found [here](#).

Once we receive a report, our 24/7 global Trust and Safety team investigates the content or account in question to determine if it is a violation of our rules, and take appropriate action. If the content or account is a violation, we “enforce” against it, which can vary based on its severity. Our enforcement actions can range from deleting a piece of content and warning the user, to deleting the account, or referring the matter to law enforcement. While Snaps delete by default, we regularly support law enforcement investigations and alert authorities when we learn of content suggesting an emergency situation or that someone is at risk of imminent harm.





In each transparency report, we provide information about:

- The content that is reported to our Trust and Safety Teams as potential violations;
- What percentage of total content enforcements each category of violation comprises;
- How we respond to requests for assistance from law enforcement and government organizations; and
- The enforcement actions we take against Snapchatters who break our rules.

We also provide detail on how we define our policies and various types of harmful content like “sexual content,” “hate speech” or “bullying and harassment.” This, and all other terms used in the transparency report, can be found in our [Transparency Report Glossary](#).

Beyond simply reporting data, we also share insights into our safety principles, policies, and practices, as well as links to safety resources. Those resources can be found on our [About Transparency Reporting Page](#).

You will see the full transparency report is broken into different sections. Here’s a quick overview of the different categories and what each entails.

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## Overview of Content and Account Violations

This section breaks down the total amount of content and number of accounts globally that violated our policies, which can lead us to remove content or terminate accounts. You can also see the “reason” listed for each enforcement, which could include violations related to things like “drugs,” “harassment and bullying,” “threats & violence” or more. We also include the turnaround time in minutes, which is the amount of time it takes for our Trust & Safety team to respond to an in-app report of abuse. You can see the glossary for the full list of violating categories and terms in our report.

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## Analysis of Content and Account Violations

This includes takeaways on how our data has changed since the previous reporting period. The goal is to call out major changes in data, and provide context as to why those changes may have occurred. For example, during the most recent reporting period, we introduced an update to our in-app reporting menu which resulted in increases in our reporting and enforcement metrics.



## Combating Child Sexual Exploitation & Abuse

Preventing, detecting, and removing Child Sexual Exploitation and Abuse Imagery (CSEAI) is a top priority and something we continuously work to prevent on our platform. You can see the number of content and accounts we enforced related to CSEAI.

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## Terrorist and Violent Extremist Content

We remove any terrorist and violent extremism content, and we work closely with law enforcement to address this type of content that may appear on our platform.

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## Self-harm and Suicide Content

When our Trust & Safety team recognizes a Snapchatter in distress, they can forward self-harm prevention and support resources, and notify emergency response personnel where appropriate. The resources we share are available on our [global list of safety resources](#), and these are publicly available to all Snapchatters.

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## Country Overview

Our Guidelines apply to all content on Snapchat — and all Snapchatters — across the globe, regardless of location. This section provides an overview of the enforcement across each country we operate in, including the total number of accounts and content reports, the total number of enforcements, and the reasons for those enforcements.

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## Government Requests and Copyrighted Content Takedown Notices

A big part of making Snapchat safer is cooperating with law enforcement to fulfill valid requests for information to assist in investigations. While most content on Snapchat deletes by default, we have the ability to preserve content existing in an account when law enforcement sends us a lawful request for assistance with an investigation. In this section, we provide a breakdown of the types of requests we support from law enforcement including things like subpoenas and summons, court orders, search warrants, and emergency disclosure requests.



## Additional Resources

We regularly work with leading experts to understand new risks and identify additional tools and resources that can better support Snapchatters. For more updates on our ongoing safety work and tips for families, please see below for additional resources.

### **Safety Center**

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Snapchat is a platform for teens aged 13 and over, and we want to help both users and their parents understand how to use our app safely and critical protections they should be aware of. Our Safety Hub includes insights into our safety policies, a list of safety resources, guidance on how to report concerns on Snapchat, and resources for parents and caregivers. Additionally, it includes information about the Snapchat Family Center, our system of parental controls.

### **Family Center**

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Family Center is our in-app parental control tool, which helps parents get more insight into who their teens are friends with on Snapchat, and who they have been communicating with, without revealing any of the substance of those conversations.

### **Safety & Impact Blog**

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We have a dedicated blog that regularly shares news and educational information about our ongoing work to support the safety, privacy and well-being of our Snapchat community.

### **Here for You**

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To provide engaging and high-touch resources for our community, we have developed in-app tools like Here for You, which provides proactive in-app support to Snapchatters who may be experiencing a mental health or emotional crisis.

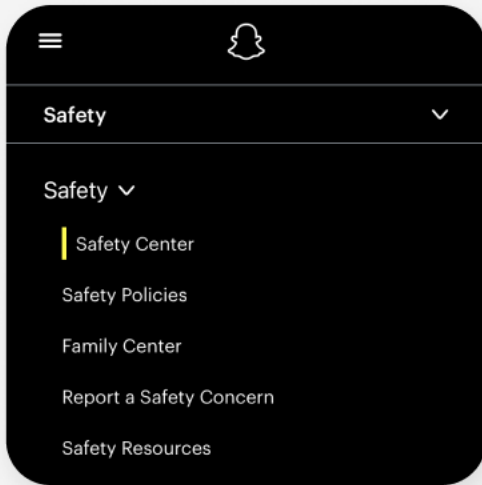
### **Heads Up**

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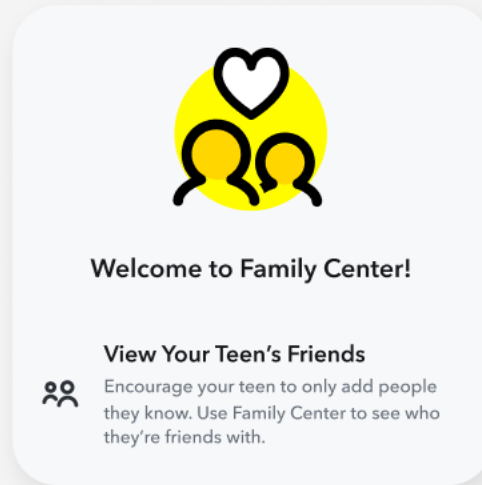
We provide in-app information and support to Snapchatters who search for drug-related terms through our educational portal, Heads Up.



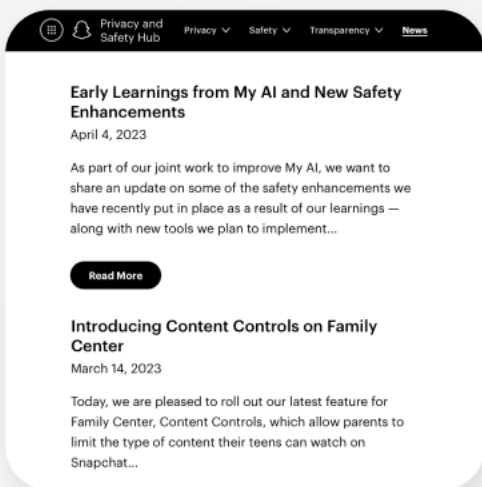
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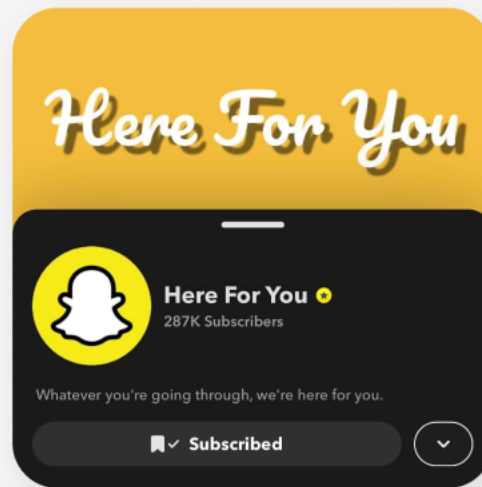
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