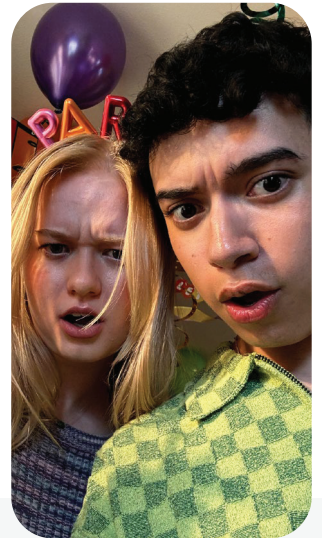


Working to provide a safer, healthier, and happier online experience



In 2011, when Snapchat was founded, an entire generation was growing up with social media, spending more time online.

People were photoshopping blemishes and detagging Facebook photos before job interviews. The photo apps on the market at the time were advertising ways to make photos prettier or more stylized. That's when our co-founders realized there was an opportunity to do something different - so they created a product that offered people a new way to communicate, to share the moment in the moment, and to help people feel together even when they are physically apart.



Today, more than 100 million Americans, including over 20 million teenagers, use Snapchat because it helps them strengthen relationships and allows them to communicate in a way that sparks joy.

Bringing you closer to friends and family

Something our founders thought about early on was how time, content, and interactions online impacted real-life relationships. They intentionally designed the app to make the experience feel different.



Focus on friendship, not vanity metrics

Snapchat opens to the camera to encourage self-expression, visual communication and authentic, real-time conversations instead of endless passive consumption and amassing likes.



Less social pressure

By deleting messages by default, we gave Snapchat the lightness and impermanence of a phone call or face-to-face, real-life conversation. But people can also save their messages if they want to by enabling infinite retention for individual conversations.



Private by default

Similar to conversations between close friends and family, people need a two-way connection to communicate. They either have to opt in to add friends or the person must already be a contact. There are no public friends lists and privacy settings are set to strict standards.



Pre-moderated content

We pre-moderate public content before it can be recommended to a broad audience to help cut down on the spread of potentially harmful content.

Addressing online risks

Snapchat has always tried to make it difficult for bad actors to infiltrate our community. But we recognize the evolving risks associated with people intent on exploiting platforms like ours. That's why we built additional safeguards for teens, support families with parental controls and educational tools, collaborate with safety experts and law enforcement, and back effective public policy.



Strict settings for teens by default

We have strict settings for teens to keep the focus on connecting with friends, not strangers, and to ensure an age-appropriate content experience. These protections cannot be turned off:



Strong default settings

In real life, friendships should come with a sense of safety, security, and privacy, and we apply that same principle to Snapchat. That's why we default **key safety and privacy settings** — such as location sharing and public profiles — to the strictest standards for teens.



Protections against unwanted contact

We make it difficult for teens to interact with strangers. We block teens from showing up in search results unless they have multiple mutual connections. They have to be mutual friends or an existing phone contact before they can communicate directly.



Age-appropriate content experience

We work to ensure teens have an age-appropriate experience by pre-moderating public content before it can be recommended to a broad audience, and by proactively finding and cracking down on public accounts that try to market inappropriate content to teens.

We recognize that these efforts cannot prevent all instances of criminal or potentially harmful activity on our platform. That's why we offer easy ways to confidentially report safety concerns, either directly in the app or through our support website for those not on Snapchat. Reports go directly to our 24/7 safety teams.

Supporting families with parental controls and educational tools

Parents play a critical role in shaping how their children use technology. Snapchat is a 13+ platform and we encourage families to discuss and decide together whether their teens are ready to use it.

Our **Safety Hub** contains educational programming, insights, and controls to support families by facilitating conversations about how to stay safe online. Within this hub is information

about **Family Center**, our in-app parental tools, where parents can see who their teens are communicating with, report concerning accounts, and request their teen's live location. It's also where you can find **The Keys: A Guide to Digital Safety**. The Keys is an interactive safety program designed specifically for teens and their parents, focusing on bullying and harassment, intimate images and nudes, sextortion, and illicit drug activity, including the risk of fentanyl.

Collaborating with safety experts and supporting law enforcement

We work with law enforcement and safety partners to protect our community. While Snapchat messages delete by default, we retain data when we take action against illegal content to support investigations. Snapchatters can now also choose to enable **infinite retention** for individual conversations to save their messages. We proactively scan for known child sexual exploitation and abuse imagery, illicit drug-related content, and other types of illegal and potentially harmful material, removing violations, deactivating accounts, and preserving data. Our dedicated Law Enforcement Operations team works with local, state, and federal agencies to hold bad actors accountable. Last year, we hosted nearly 3,500 officials at our fourth annual law enforcement summit to enhance how we can work together.

We regularly consult with our Safety Advisory Board made up of safety experts, technologists, researchers, parents, and survivors of online harms. We also have partnerships with dozens of other global organizations that we leverage for feedback on key internal policy and product changes. Organizations like Safe and Sound Schools, The Family Online Safety Institute, and Common Sense Media, help us reach other key groups.

Supporting effective public policy

We work closely with governments to identify and support effective public policy approaches. We were the first major tech company to support the Kids Online Safety Act (KOSA). We're also working with lawmakers on legislation to help combat the fentanyl epidemic through increased cooperation with law enforcement, and to prevent the proliferation of non-consensual intimate imagery, including deepfakes. We are also actively engaged with policymakers on issues like age verification, parental consent, and notifications.

We will continue to improve our platform safety and actively seek collaboration with parents, policymakers, law enforcement, and industry partners to help create a safer ecosystem, knowing that collective efforts lead to greater impact.