User Safety

yubo

Company

Some Metrics about Yubo

2016

Creation

🇫🇷

Nationality

46

Staff members

Product Today

Find your Tribe

Socialize online

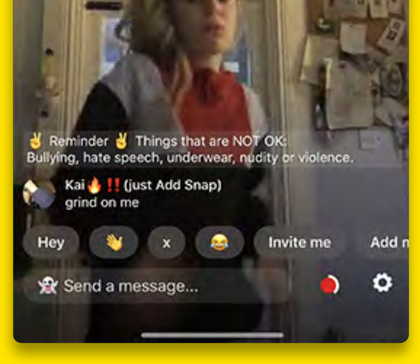
Discover new people from all over the world (languages, communities, interests, etc.)

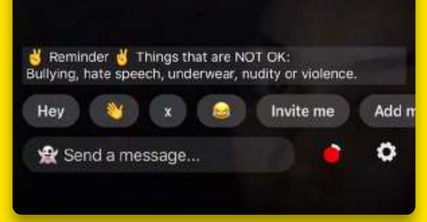
Group Live stream

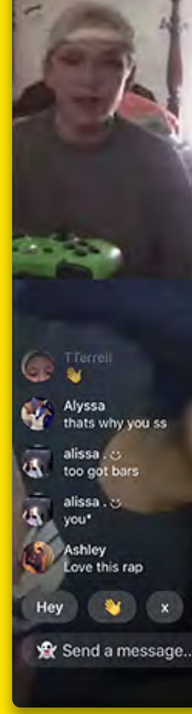
Join groups of people based on the streamers' profiles

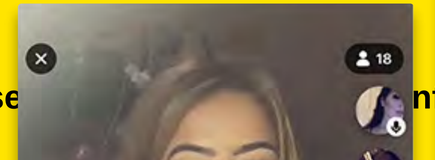
Messaging

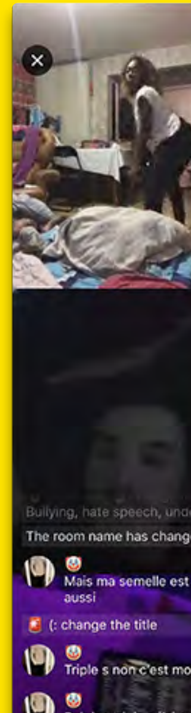
You can talk to your friends in private text messages





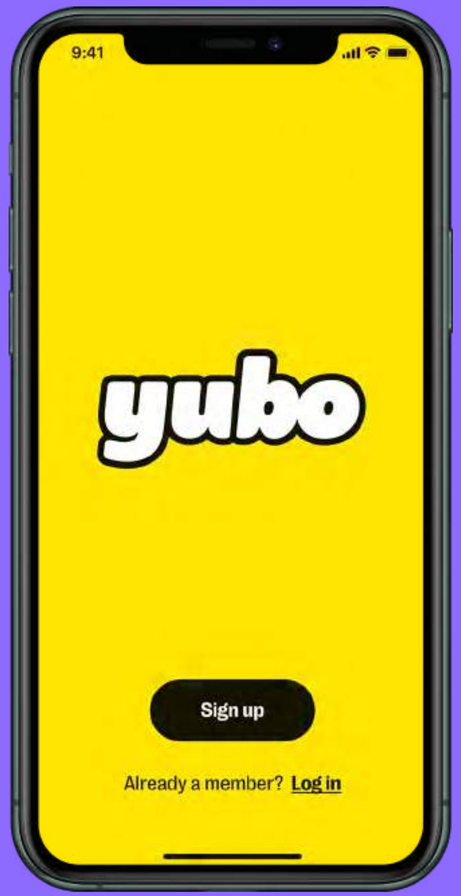


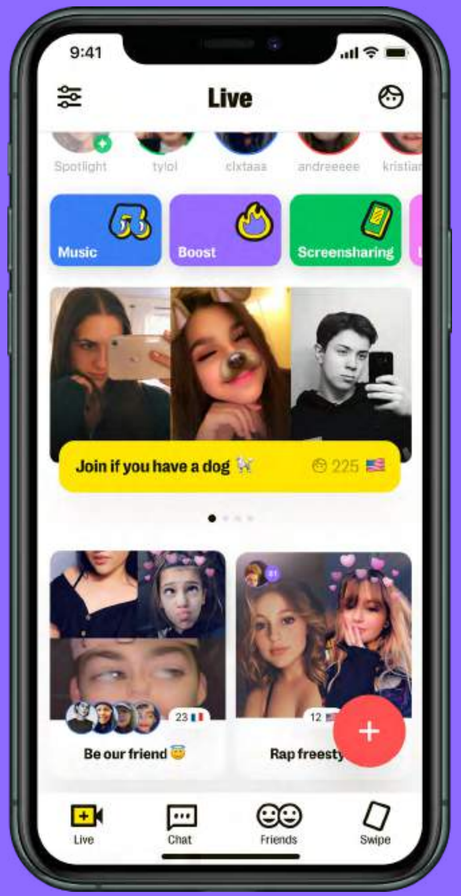


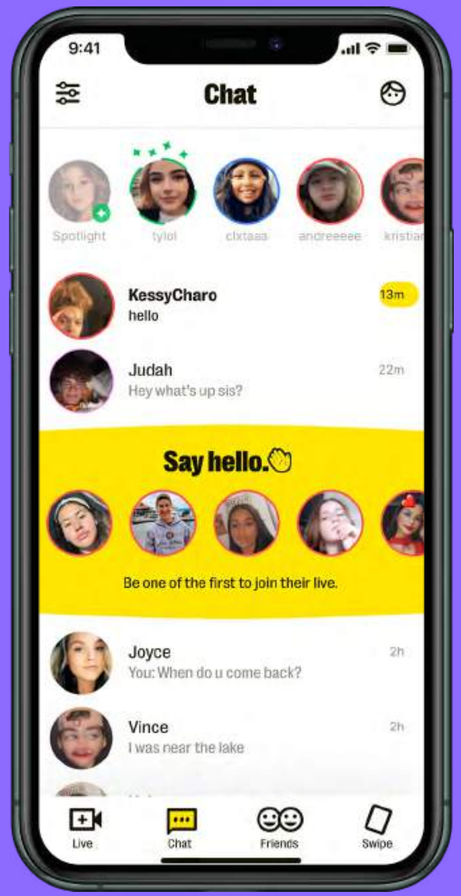


yubo

How does it Work?



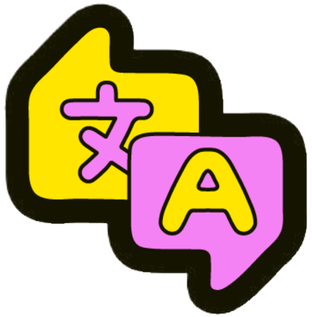




Some Metrics about Yubo

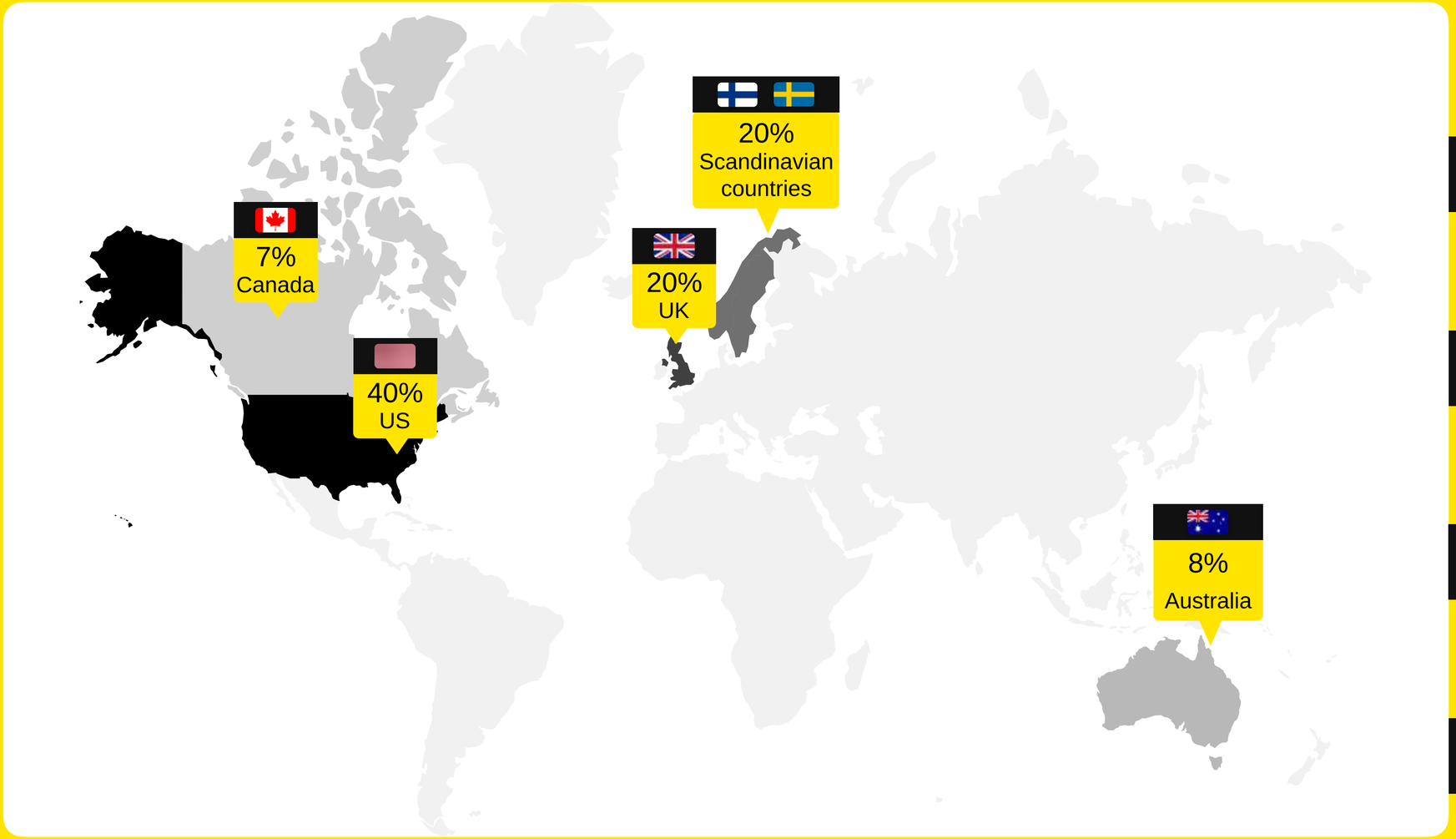
45m
users worldwide

+100m
live videos

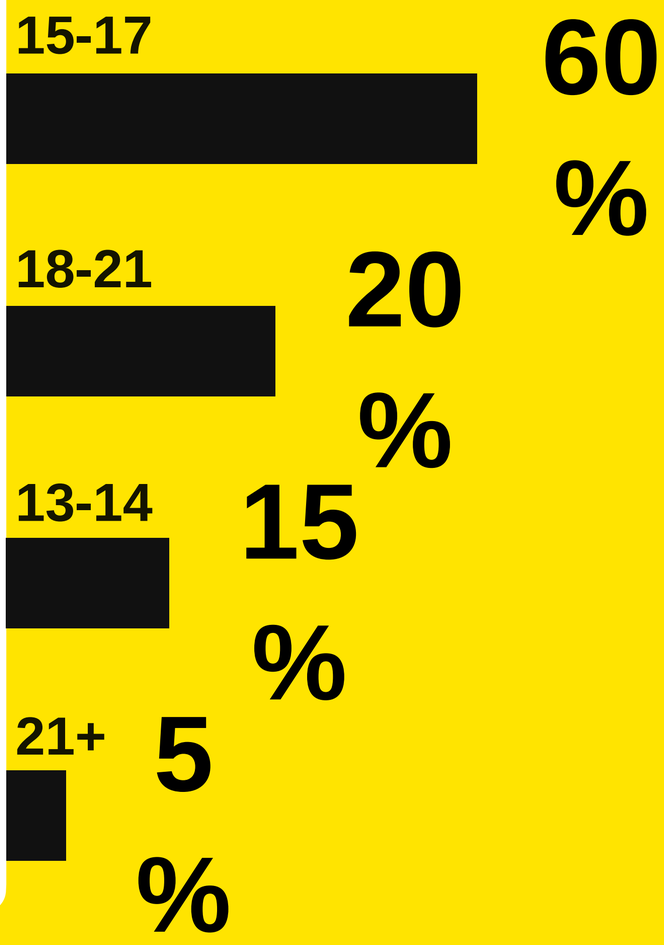


+10b
messages sent

Our User Base



AGE SPLIT



Safety

Some Difference with Other Platforms

STRICT GUIDELINES

We have put in place stricter guidelines and block content including shirtless pictures, underwear, weapons or drugs.

INTERVENTIONS IN REAL TIME

We send real time alerts to users when we feel they are not using the app safely (underwear, shirtless, etc.)

AGE GATES

We have created age gates to prevent 18+ users sending friend requests to younger users under 18 and vice versa

Our Safety Framework

MODERATION TECH

Building machine learning algorithms to scale moderation and help make good decisions.

REPORTS

Treat report in a very fast, efficient and smart way.

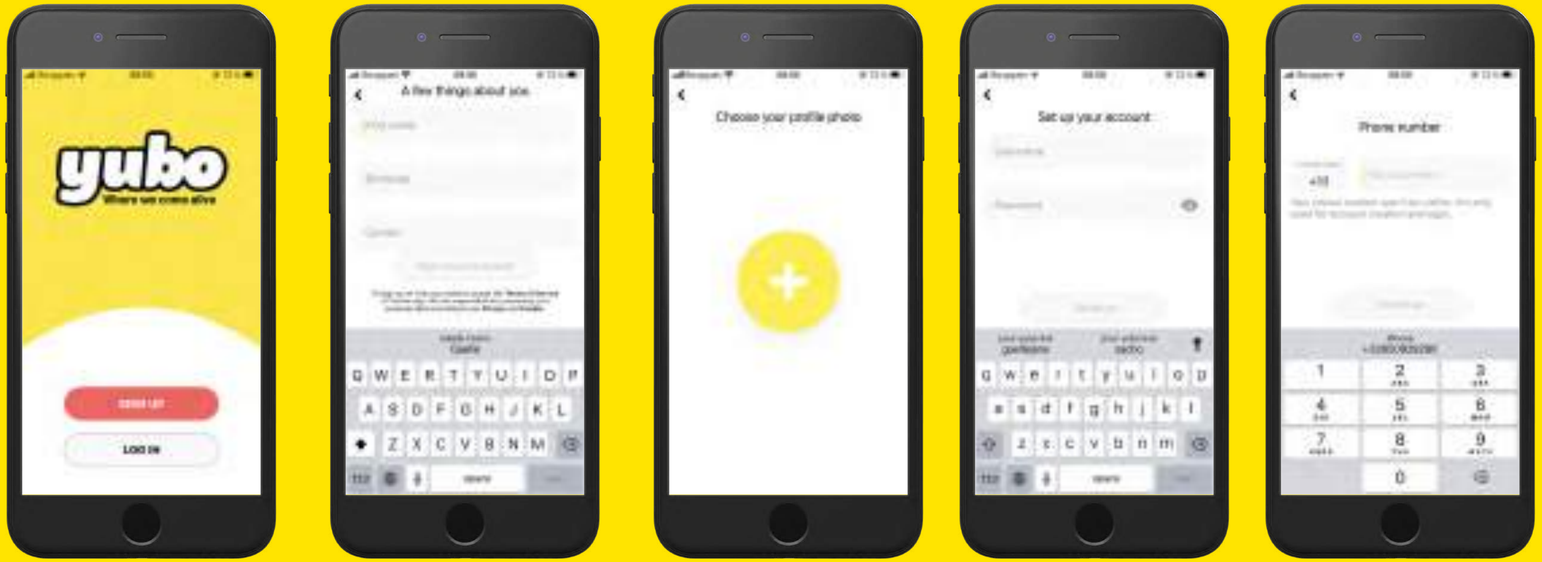
MODERATION TEAM

We have local moderation teams 24/7. They check profiles, content and live streams.

EDUCATION

Giving users the best tools to protect themselves before we intervene

What's Behind?



Usernames

We use our word filtering algorithm to keep users from using inappropriate words in their usernames

Age YOTI

We analyze your profile picture and try to estimate your age. Under 13 users will have their devices blocked.

Profile pictures

We analyze your pictures and video with our NSFW algorithm and reverse search it on Google Image.

Multiple accounts

We check if you have already created multiples and spot it if there are age or gender variations.

Phone numbers

We scrape everyday websites with fake phone number so you can't register with them.

Flagging (🚧)

We can consider your profile as « unsafe » and double-check it. Before checking, it will be hidden from the app

Real Identity

Trust

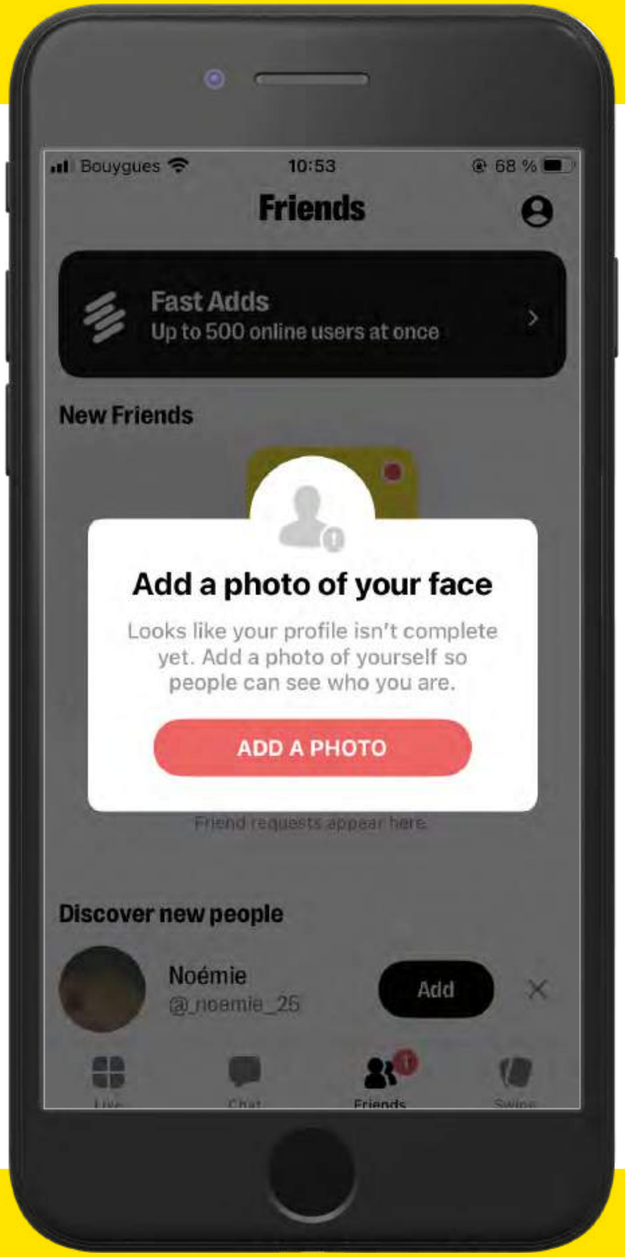
To make new friends, you have to trust the people you are interacting with

Real identity

We ask our users for real information and a photo when they set up their profile and we don’t allow them to be anonymous.

Face detection

Our algorithms detect pictures with real faces. If you don’t upload a real picture, you won’t be able to access the App’s features.



Safety

Profile and Video Detection

Inappropriate pics

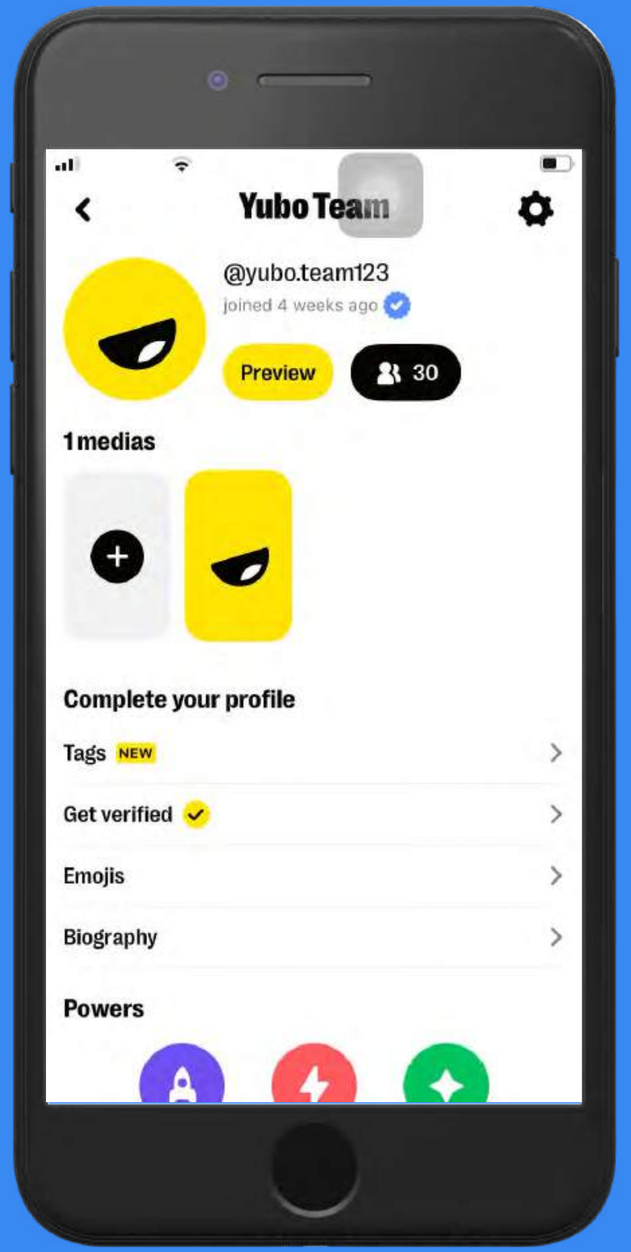
You cannot upload nudity pictures when detected. If the picture is detected as suggestive (shirtless, underwear, etc.), you receive a popup alert.

Prevention

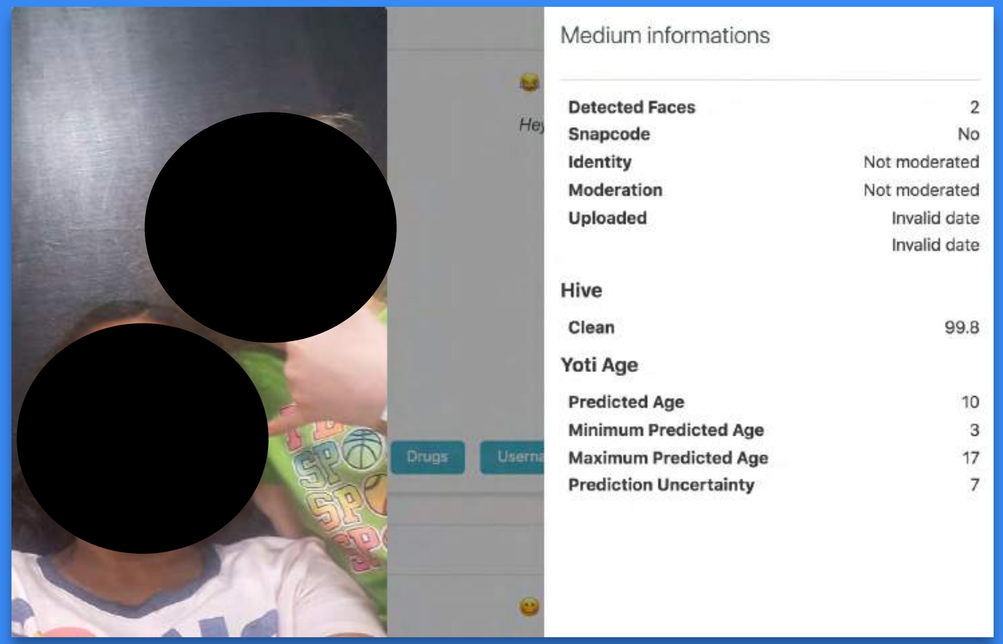
25% cancel their content upload when they receive this alert.

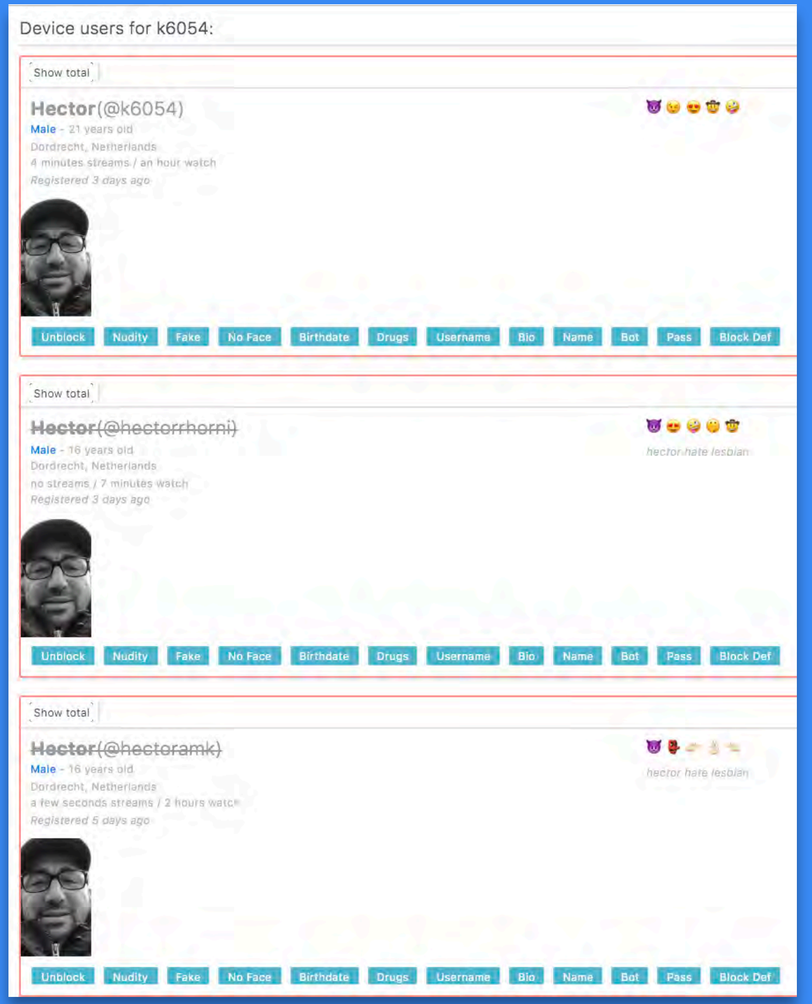
Human Moderation (H24)

If the user uploads the picture, it will be then double-checked by our review team and the picture removed if it breaks our guidelines.



Identify and Age Verification are big Challenges





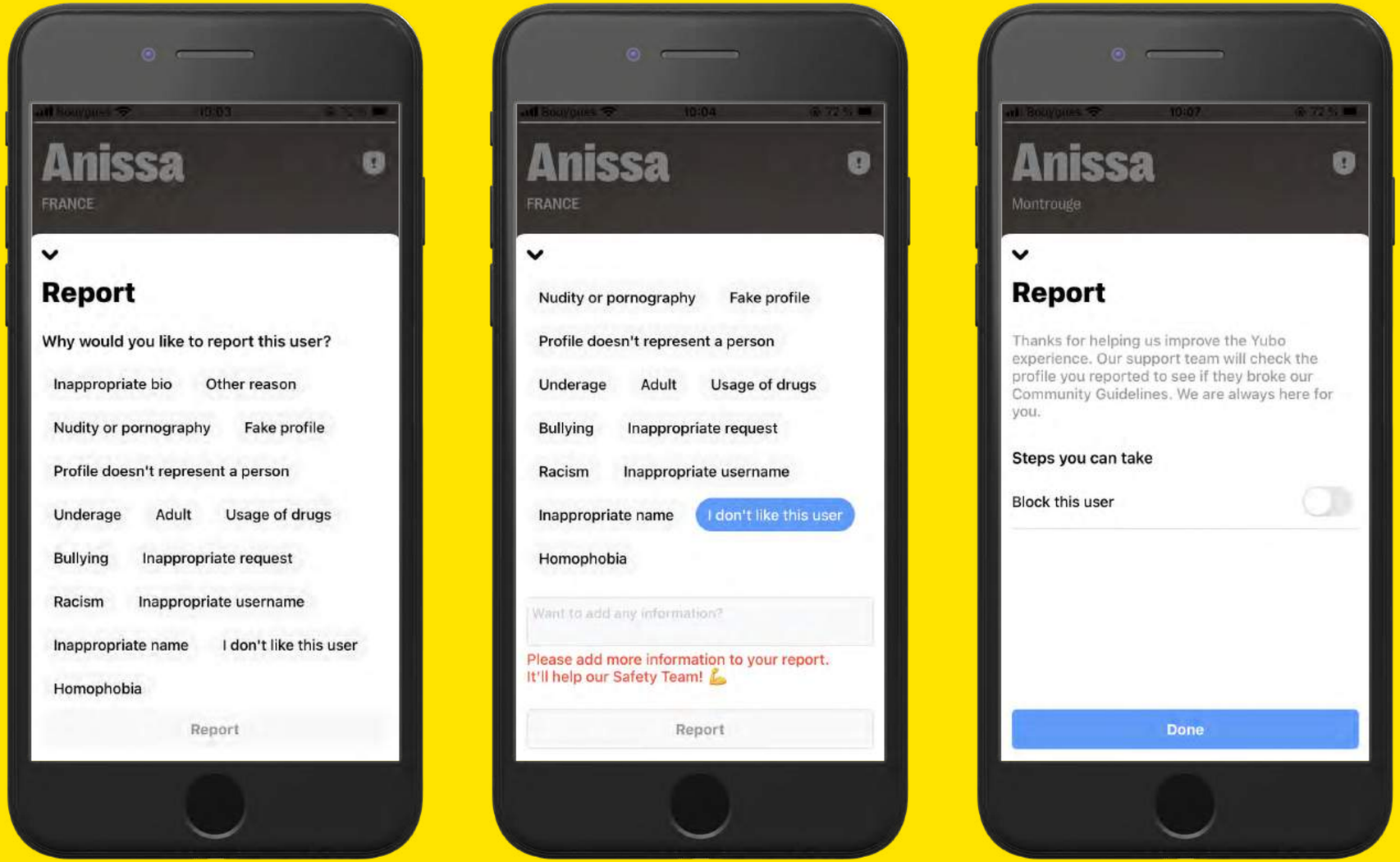
Yubo x Yoti

Confirm your identity
Your Yubo account has been locked for security reason, please verify your identity to unlock your account.
1 Download Yoti
Download Yoti on the App Store to check your identity. It's free and secure.
Get Yoti on the AppStore
2 Login with Yoti
Once you created your profile on Yoti. Login with your Yoti account to get verified.
Login with Yoti

CANADA
GA108188
P<CANKOLNER<<GAVIN<<<<<<<<<<<<<<<<<<<<<<<<
GA108188<8CAN7306228M2310255<<<<<<<<<<<<<<06

My Yoti
Welcome
SHARE
Personal details
ID documents
Passwords
Have your say
Tell us what features you'd like.

Our Reporting Process



Real Time Intervention

Detection

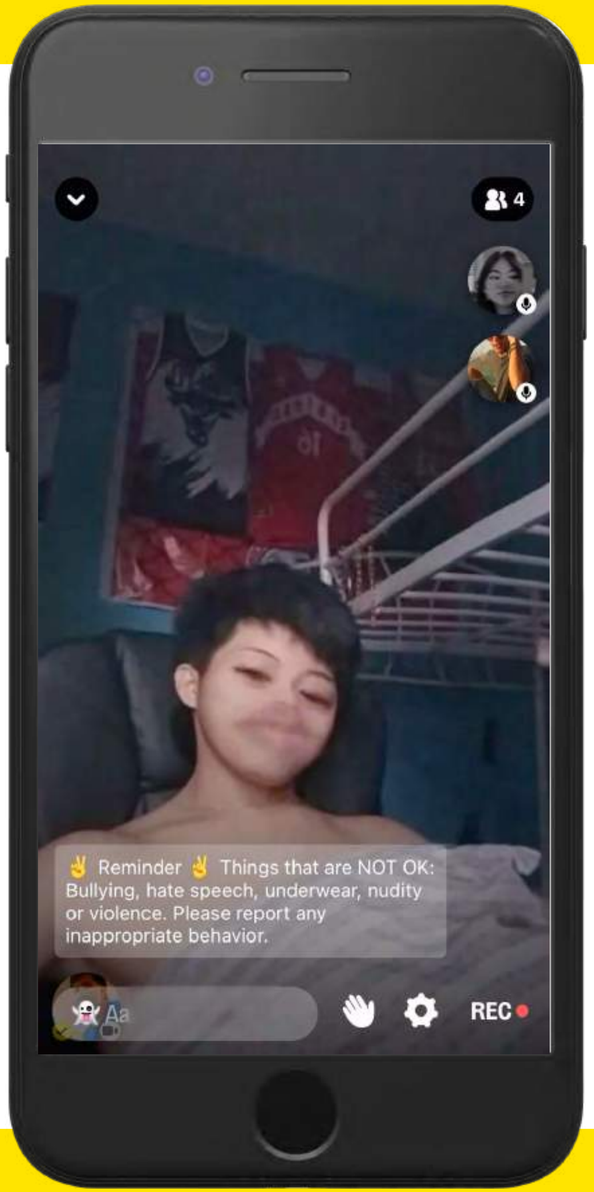
Our algorithms automatically close live streams with a high certainty of nudity. We send push notification to our moderation team in other cases.

Intervention

We send alerts to users if they break our rules. More than 95% of users comply when getting alerts and learn our community guidelines.

Action

Our team works 24/7 to send alerts to users and close lives. We can block devices definitely or temporary.



Title

Suicide Alerts

Detection

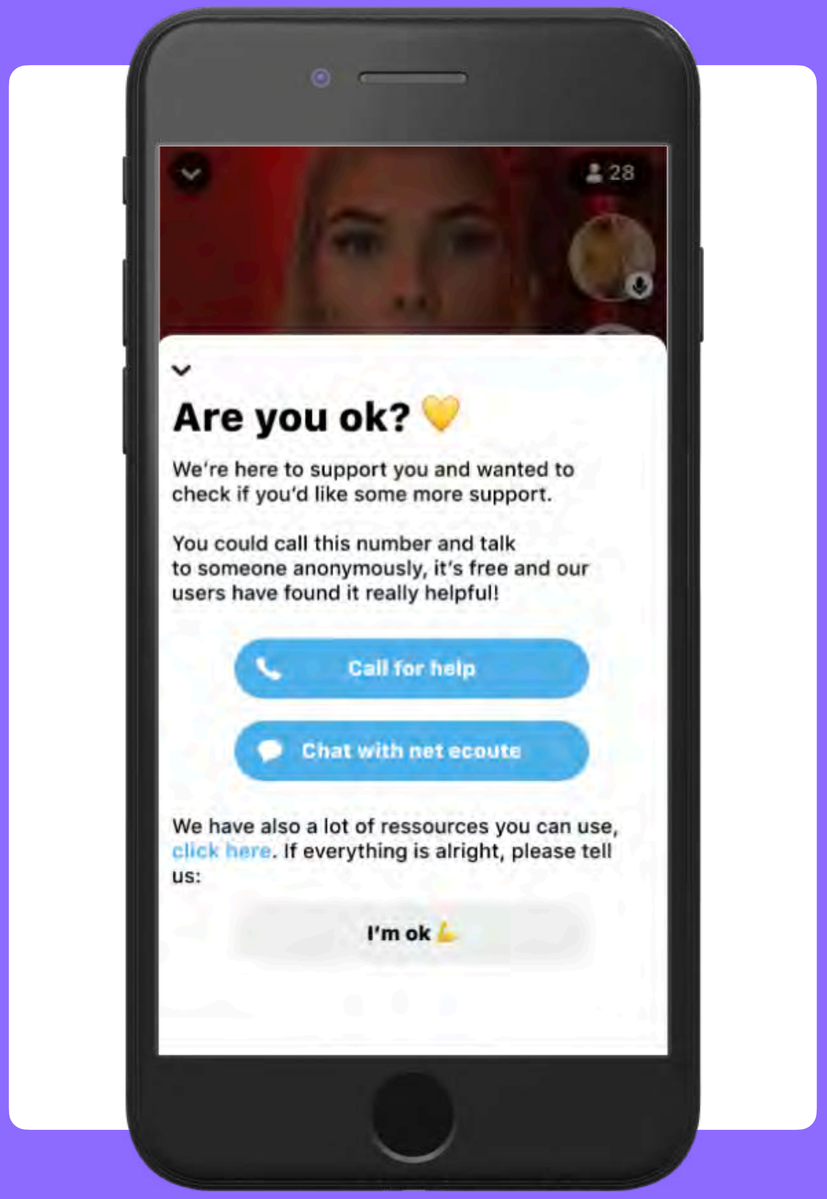
Our team check all « Suicide » reports from our community and our algorithms are able to detect blood (self-harm).

Prevention

When we detect a suicidal or depressed user, we send them a popup with a message and a local phone number to call

Action

We also send the user data to local enforcement so they can make sure the user is safe and that parents are aware of the situation



Safety

Private Conversations

Risks

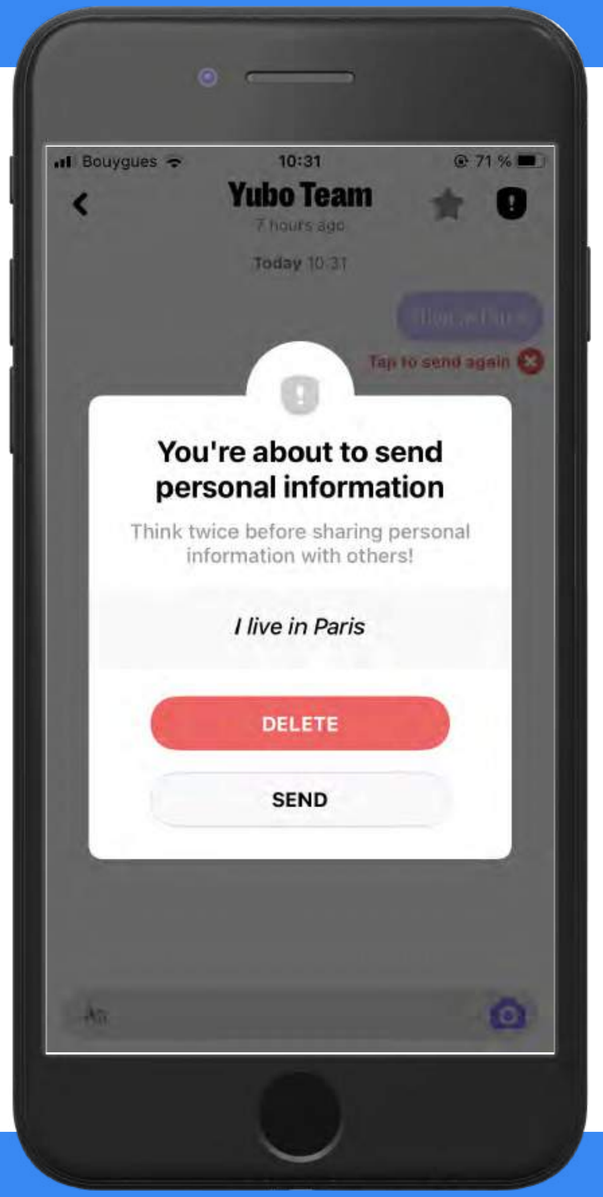
Private messaging can be useful but also risky for communications as it is a less controlled area.

Compliance

We need to find a way to deal with user privacy and safety.

Personalization

We are thinking about solutions to help users personalize their messaging experience in a safe way.



Law Enforcement

Process

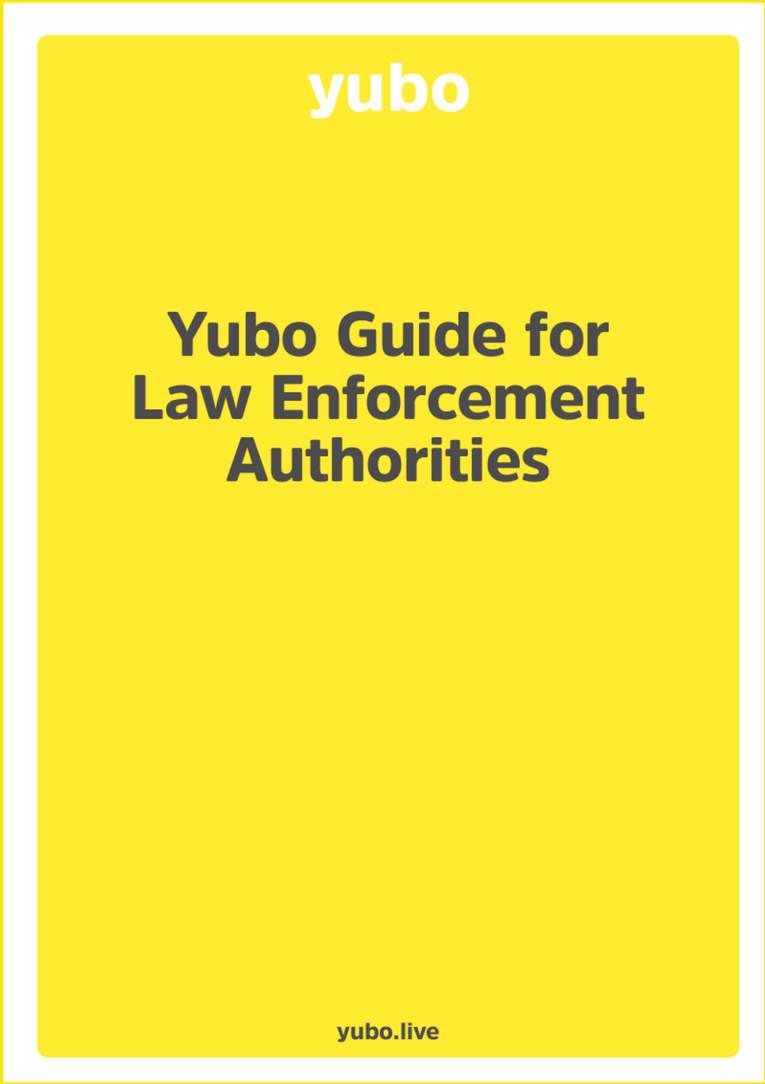
We created a dedicated law enforcement guide available in the safety Center as part of our process. As we are based in France, you'll need to send request to French law enforcement.

Data

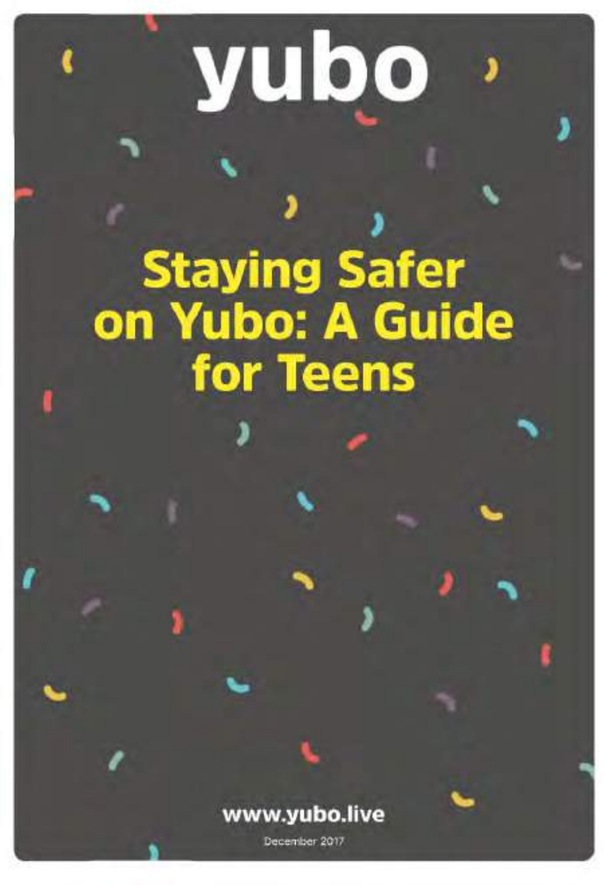
We send a HTLM page where you can navigate among profiles, messages and content created by the user. Despite requests, we also send regular reports.

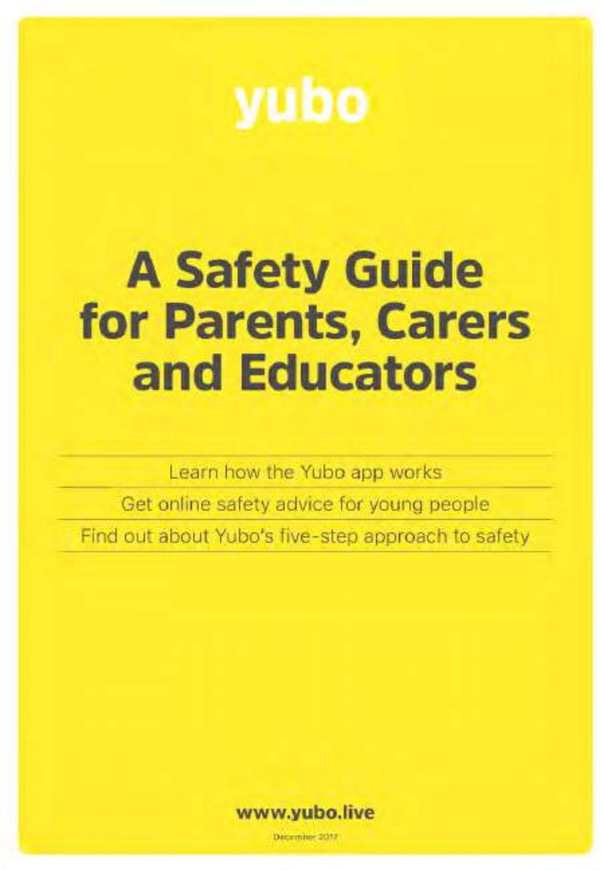
Emergency situations

We can directly send data to law enforcement if necessary.

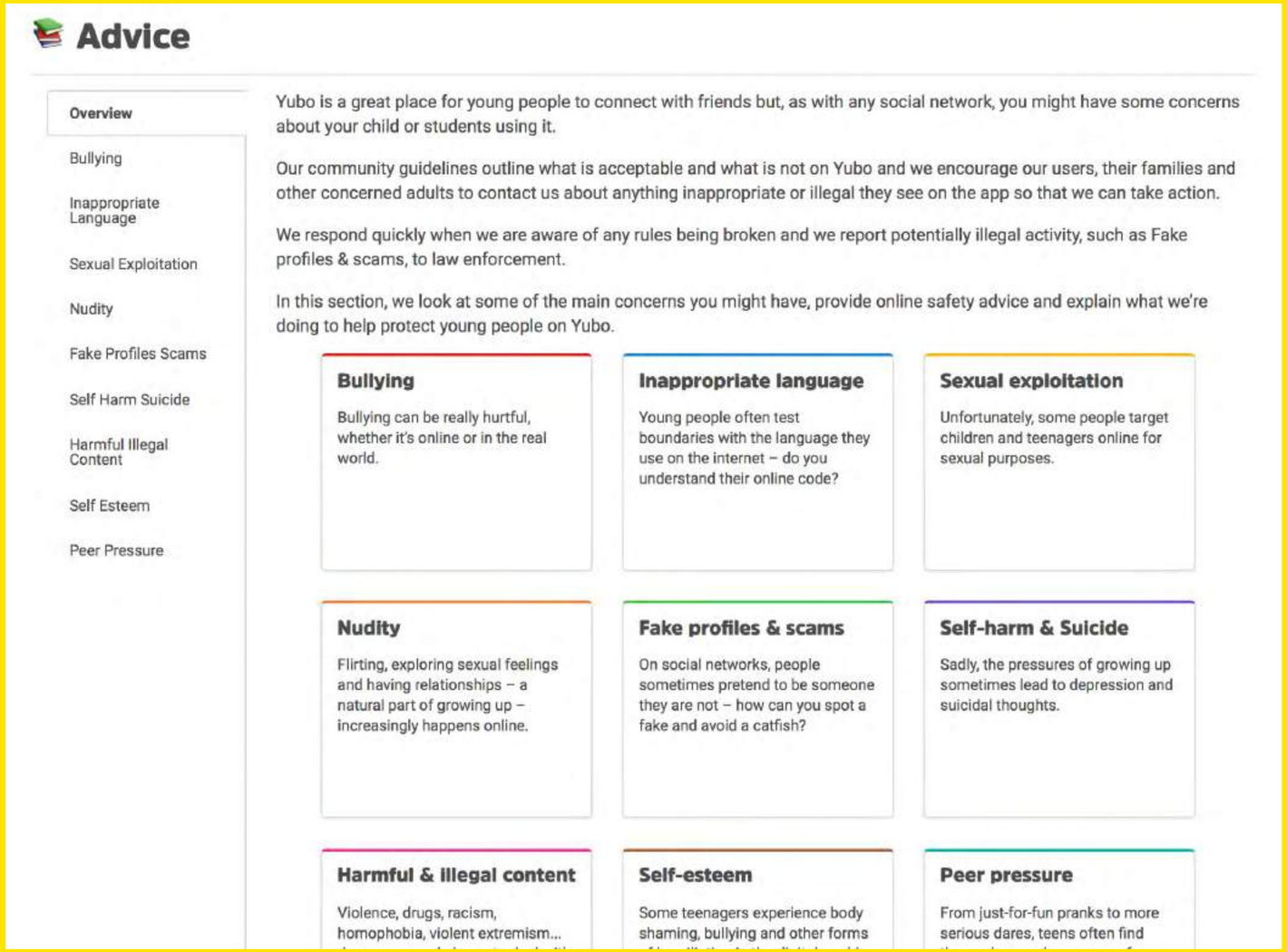


Education and Ressources





A Dedicated Safety Center



We Work with the Best Safety Experts

In addition to the technical ressources that guarantee our users' safety, Yubo is supported by a **Safety board made up of the best international experts. The Board meets 3 times a year and goes through the program of product features and reviews and the safeguards in place.**

Annie Mullins
Head of Trust & Safety

Ex Yahoo, Vodafone

Anne Collier
Journalist & Safety expert

Safety advisor board @Snapchat, @Twitter, @Facebook

Alex Holmes
Safety advisor @Twitter

Deputy CEO Diana Awards

Michael Moran
Ex-interpol

Crimes against children unit expert in cybercrime

INTERPOL

Travis Bright
Safety Engineer

Director of product @Thorn. Formerly safety engineer @facebook and @google

THORN

John Shehan
Expert

VP of the Exploited Children Division @NCMEC

Dr Richard Graham
Teen Psychiatrist

Nightingale Hospital

Comments and feedback are always welcome!

lucien.grandval@yubo.live