User Safety
Some Metrics about Yubo

- **2016**  
  Creation

- **France**  
  Nationality

- **46**  
  Staff members
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
How does it Work?
Some Metrics about Yubo

- 45m users worldwide
- +100m live videos
- +10b messages sent
Our User Base

**AGE SPLIT**
- 15-17: 60%
- 18-21: 20%
- 13-14: 15%
- 21+: 5%

**Metrics**
- 7% Canada
- 40% US
- 20% Scandinavian countries
- 20% UK
- 8% Australia

**Countries**
- Australia
- Scandinavian countries
- UK
- Canada
- US

**User Safety**
Confidential
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.

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

Age
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.

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.
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

Welcome

- 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.
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.
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 HTML 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 Resources

Staying Safer on Yubo: A Guide for Teens

A Safety Guide for Parents, Carers and Educators

Learn how the Yubo app works
Get online safety advice for young people
Find out about Yubo’s five-step approach to safety

www.yubo.live
A Dedicated Safety Center

Yubo is a great place for young people to connect with friends but, as with any social network, you might have some concerns about your child or students using it.

Our community guidelines outline what is acceptable and what is not on Yubo and we encourage our users, their families and other concerned adults to contact us about anything inappropriate or illegal they see on the app so that we can take action.

We respond quickly when we are aware of any rules being broken and we report potentially illegal activity, such as Fake profiles & scams, to law enforcement.

In this section, we look at some of the main concerns you might have, provide online safety advice and explain what we’re doing to help protect young people on Yubo.

**Bullying**

Bullying can be really hurtful, whether it’s online or in the real world.

**Inappropriate language**

Young people often test boundaries with the language they use on the internet – do you understand their online code?

**Sexual exploitation**

Unfortunately, some people target children and teenagers online for sexual purposes.

**Nudity**

Flirting, exploring sexual feelings and having relationships – a natural part of growing up – increasingly happens online.

**Fake profiles & scams**

On social networks, people sometimes pretend to be someone they are not – how can you spot a fake and avoid a catfish?

**Self-harm & Suicide**

Sadly, the pressures of growing up sometimes lead to depression and suicidal thoughts.

**Harmful & illegal content**

Violence, drugs, racism, homophobia, violent extremism... 

**Self-esteem**

Some teenagers experience body shaming, bullying and other forms

**Peer pressure**

From just-for-fun pranks to more serious drama, teens often find...
We Work with the Best Safety Experts

In addition to the technical resources 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.

Anne 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

Travis Bright
Safety Engineer
Director of product @Thorn. Formerly safety engineer @facebook and @google

John Shehan
Expert
VP of the Exploited Children Division @NCMEC

Dr Richard Graham
Teen Psychiatrist
Nightingale Hospital

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Confidential
Comments and feedback are always welcome!

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