

SNAP SAFETY MILESTONES

2011
Snapchat is built to help people share their full range of human emotions and bring them closer to those who matter most, even when they're far away. When designing Snapchat, we embraced what is now referred to as safety-by-design (i.e., minimizing features believed to cause uneasiness, like social-comparison metrics, and unmoderated news feeds)



2018
Created our first Safety Advisory Board

2018
Leveraged PhotoDNA to proactively detect known, illegal photos of child sexual exploitation and abuse and take action against violating content and accounts, including reporting offenders to NCMEC

JANUARY 2021
Launched a whole-of-company approach to fight back against illicit drug content and accounts on the platform

FEBRUARY 2021
Launched Friend Check-Up to prompt users to review their friends' lists to make sure they include people they still want to be connected to

SEPTEMBER 2021
Assumed the role of representing the entire technology industry on the Global Policy Board of the WeProtect Global Alliance, the world's premier multi-sector organization fighting child sexual exploitation and abuse online

OCTOBER 2021
Launched the in-app portal "Heads Up," which provides users with relatable resources on mental health, grief, bullying, harassment, anxiety, eating disorders, depression, stress, and suicidal thoughts

MARCH 2022
Approached Meta to begin sharing signals of illicit drug activity across both companies' platforms

APRIL 2022
Opened applications to expand and reinvent our global Safety Advisory Board, now 14 professionals and three youth advocates who are also members of the Snapchat generation

OCTOBER 2022
Launched Family Center globally

OCTOBER 2022
Partnered with The Ad Council on a campaign to raise awareness among youth of the dangers of fentanyl in counterfeit prescription pills

NOVEMBER 2022
Testing for Chat Text Reporting begins, targeted to 13-to-17-year-old users

NOVEMBER 2022
Further restricted Contact Me settings for all users, eliminating the Everyone option to only allow for contact between Friends or Contacts

DECEMBER 2022
Launched Snap's new "Privacy & Safety Hub" (values.snap.com), unifying the Privacy Center, Safety Center, and Transparency Centers

FEBRUARY 2023
Released our first annual Digital Well-Being Index, a gauge of how teens and young adults are faring online across all platforms and devices - not solely Snapchat - in six countries



APRIL 2023
Announced the addition of two AI experts to our Safety Advisory Board following a formal application process

MAY 2023
Concluded a multi-year term on the executive committee of the Technology Coalition, the tech industry organization committed to working together to combat child sexual exploitation and abuse online

JUNE 2023
Chat Text Reporting is rolled out to 100% of 13-to-17-year-old users globally

AUGUST 2023
Launched our first Conversation Safety Prompt for minors, displaying a warning in Chat if they are talking to someone with few friends in common

JANUARY 2024
Launched a series of enhancements to Family Center, including My AI parental controls; visibility for parents into who is sending messages to their teen, as well as insight into Groups in Recent Conversations and the teen's birthday settings

FEBRUARY 2024
Launched Chat Text Reporting to 100% all users in all age cohorts, and the full launch of Group Chat Reporting accounts, including reporting offenders to NCMEC

APRIL 2024
Selected 18, 13-to-16-year-olds to form Snap's inaugural Council for Digital Well-Being, a cohort of young people to evangelize safer, kinder and healthier online habits and practices

JUNE 2024
Began testing additional Conversation Safety Prompts in Chat for minors, which included expanded signals for "suspicious" users such as geolocation, reporting history, block history, and reputation score

JULY 2024
Held the first in-person summit of our inaugural Council for Digital Well-Being at Snap HQ in Santa Monica, CA, USA

JULY 2024
Launched The Alliance to Prevent Drug Harms along with the U.S. State Department, UNODC, Meta and X

2011-2020

2015
Launched our first voluntary bi-annual Transparency Report

2017
Started reporting child sexual exploitation and abuse imagery to the U.S. National Center for Missing and Exploited Children (NCMEC)

2020
Deployed Google's CSAI Match technology to proactively detect known, illegal videos of child sexual exploitation and abuse and take action against violating content and accounts, including reporting offenders to NCMEC

DECEMBER 2020
Pledged to continue proactively scanning for known child sexual abuse imagery in the European Union, despite legal uncertainty created by the ePrivacy Directive

MAY 2021
Launched Safety Snapshot, with the first episode helping to inform Snapchatters about the key features that make the service different

JULY 2021
Partnered with Song for Charlie to educate young people about the dangers of fentanyl and counterfeit prescription pills

SEPTEMBER 2021
Hired our first Global Head of Platform Safety

OCTOBER 2021
Held our first Law Enforcement Summit, an annual virtual event to share safety updates, tools, and resources with thousands of members of U.S. law enforcement

NOVEMBER 2021
Created a dedicated law enforcement outreach function within Safety Operations to ensure increased and improved communications with the law enforcement community

AUGUST 2022
Launched Family Center, Snapchat's suite of parental tools, in the U.S. and other English-speaking geographies

SEPTEMBER 2022
Concluded a multi-year term on the Board of the Family Online Safety Institute (FOSI)

FEBRUARY 2023
Launched My AI, a conversational chatbot and made it available for free to all users two months later

MARCH 2023
Released our first update to Family Center including "Content Controls" - as of June 2023, Content Controls are "ON" by default for new joiners

JUNE 2023
Held the first, annual in-person convening of our new Safety Advisory Board at Snap HQ in Santa Monica, CA, USA

JUNE 2023
Released new research about Generation Z's exposure to "sextortion" on all platforms, not just Snapchat, across six countries

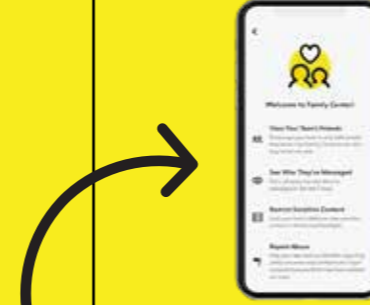
SEPTEMBER 2023
Launched the parents.snapchat.com microsite, with specialized resources for parents and caregivers

NOVEMBER 2023
Joined NCMEC's Take It Down initiative to help remove nude or partially nude images of minors from the platform and take appropriate action

DECEMBER 2023
Joined StopNCII to help stop the spread of non-consensual intimate imagery from the platform and take appropriate action

MAY 2024
Deployed Google's Content Safety API to assist in proactively detecting novel, never-before-hashed illegal images and videos of child sexual exploitation and abuse and take action against violating content and accounts, including reporting offenders to NCMEC

JUNE 2024
Added a new entry point into Family Center in the parent's and teen's Profiles for easier navigation



2021

2022

2023

2024