

# 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)



## 2021



## 2022

**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



## 2024

