

Snapchat Transparency Report
July 1, 2020 - December 30, 2020

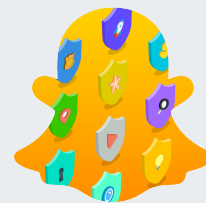


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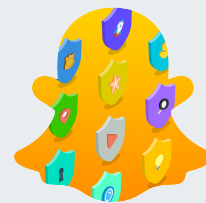
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Introduction

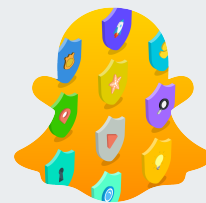
Every day, Snapchatters around the world use our app to talk to their close friends and express themselves creatively. Our goal is to design products and build technology that nurtures and supports real friendships in a healthy, safe and fun environment. We are constantly working to improve the ways we do that — from our policies and [Community Guidelines](#), to our tools for preventing, detecting and enforcing against harmful content, to initiatives that help educate and empower our community.

We are committed to providing more transparency about the prevalence of content that violates our guidelines, how we enforce our policies, how we respond to law enforcement and government requests for information, and where we seek to provide more insight in the future. We publish transparency reports twice a year to provide insight into these efforts, and are also committed to making these reports more comprehensive and helpful to the many stakeholders who care deeply about online safety and transparency.

This report covers the second half of 2020 (July 1 - December 31). As with our previous reports, it shares data about our total violations globally during this period; the number of content reports we received and enforced against across specific categories of violations; how we supported and fulfilled requests from law enforcement and governments; and our enforcements broken down by country.

As part of our ongoing efforts to improve both our safety enforcement and our transparency reports themselves, this report also includes several new elements:

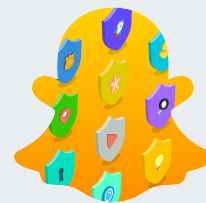
- The Violative View Rate (VVR) of content, which offers a better understanding of the proportion of all Snaps (or views) that contained content that violated our policies;
- Total content and account enforcements of false information globally — which was especially relevant during this time period, as the world continued to battle a global pandemic and efforts to undermine civic and democratic norms;
- Requests to support investigations into potential trademark violations.



Introduction

We are working on a number of improvements that will enhance our ability to provide more detailed data in future reports. That includes expanding on subcategories of violating data. For example, we currently report violations related to regulated goods, which includes illegal drugs and weapons. Moving forward, we plan to include each in its own subcategory.

As new online threats and behaviors emerge, we will continue to improve our tools and tactics for fighting them. We constantly evaluate the risks and how we can advance our technological capabilities to better protect our community. We regularly seek guidance from security and safety experts about the ways we can stay a step ahead of bad actors — and are grateful to our growing list of partners who give invaluable feedback and push us to be better.



About Transparency Reporting

Throughout this Transparency Report, we highlight how we enforce safety and privacy across our platform. Beyond simply reporting our data, here we provide additional context and insight into our safety principles and practices, as well as links to various safety and privacy resources.

History of Snap's Transparency Reporting

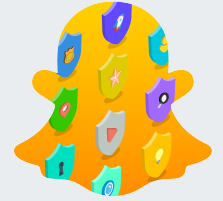
Since 2015, we have produced Transparency Reports which provide important insight into the volume and nature of governmental requests for Snapchatters' account information and other legal notifications.

Since November 15, 2015, our policy has been to notify Snapchatters when we receive legal process seeking their account information, with exceptions for cases where we are legally prohibited from doing so, or when we believe there are exceptional circumstances (like child exploitation or an imminent risk of death or bodily injury).

In 2020, we enhanced our Transparency Report to provide insights into the volume and nature of accounts reported on Snapchat for violations of our Terms of Service or Community Guidelines. We also included country level breakdown, available for all countries in a downloadable CSV. In 2021, we expanded our categories to include false information, trademark notices and Violative View Rate.

For more information about our approach to safety and privacy, including how we prioritize wellness, keep the human element at the forefront of our decisions, review challenging content, process abuse reports and handle law enforcement data requests, please take a look at our [Safety Center](#), [Law Enforcement Guide](#), [Privacy Center](#), and [Terms of Service](#).

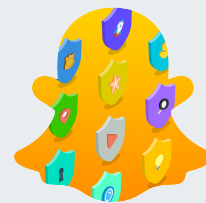
About Transparency Reporting



Approach to Safety Partnerships

Snap is deeply committed to the privacy, safety and wellbeing of its community, and our teams, technologies, policies, and partnerships apply privacy and safety by design principles to keep Snapchatters safe and informed. Our Safety Advisory Board members also educate, challenge, raise issues, and advise Snap on how to keep the Snapchat community safe.

To learn more about our approach to safety partnerships, and general safety principles at Snap, please visit our [Safety Center](#).



Additional Safety and Privacy Resources

Snap is committed to developing an ecosystem of safety within our platform. Here are some additional resources that explain and inform our policies, actions, and perspectives on safety and transparency.

[Safety Center](#)

Given that Snap is a platform for 13+ users, we believe it is imperative to inform and engage all users on how to keep the platform safe. With numerous resources, such as our [Parent Guide](#) and [Community Guidelines](#), we aim to equip users and their parents with the tools they need to communicate and understand how to be safe on Snapchat.

[Community Guidelines](#)

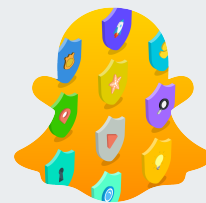
Our Community Guidelines form the foundation of our principles around safety and are intended to inform users on how to responsibly use Snapchat. We are constantly assessing our guidelines to ensure that we are proactive in keeping Snapchat a safe environment.

[In-App Reporting](#)

While we have safety teams and advanced AI operating 24/7 to keep Snapchat safe, we also rely on our users to report inappropriate behavior. To do so, we offer tools both in-app and online to report users and content that violate our policies.

[Here for You](#)

The well-being and safety of our users are paramount to us at Snap. To provide engaging and high-touch resources for our users, we have developed in-app tools like Here for You, which provides proactive in-app support to Snapchatters who may be experiencing a mental health or emotional crisis.



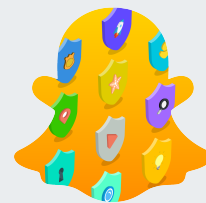
Additional Safety and Privacy Resources

[Privacy Center](#)

At Snap, we make your privacy a priority. We know your trust is earned every time you use Snapchat, or any of our other products — that is why we treat your information differently than most other tech companies. Even though our products are constantly evolving, our privacy principles and commitment to privacy remain unchanged.

[Safety & Impact Blog](#)

Having launched in April 2021, our blog aims to serve as a helpful resource for anyone who wants to better understand how young people experience our product, or the many stakeholders and advocates who seek to better understand how we approach critical issues around safety and trust.



Overview of Content and Account Violations

Our [Community Guidelines](#) prohibit harmful content, including misinformation; conspiracy theories that can cause harm; deceptive practices; illegal activities, including buying or selling illegal drugs, counterfeit goods, contraband or illegal weapons; hate speech, hate groups and terrorism; harassment and bullying; threats, violence and harm, including the glorification of self-harm; sexually explicit content; and child sexual exploitation.

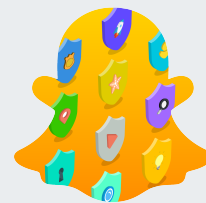
Every day, more than five billion Snaps are created using our Snapchat camera on average. **From July 1 - December 31, 2020, we enforced against 5,543,281 pieces of content globally that violated our guidelines.**

Enforcement actions could include removing the offending content; terminating or limiting the visibility of the account in question; and referring the content to law enforcement. If an account is terminated for violating our Guidelines, the account holder is not permitted to create a new account or use Snapchat again.

During the reporting period, we saw a **Violative View Rate (VVR) of 0.08 percent**, which means that out of every 10,000 views of content on Snap, eight contained content that violated our guidelines.

We offer in-app reporting tools that allow Snapchatters to quickly and easily report content to our Trust and Safety teams, who investigate the report, and take appropriate action. Our teams work to take enforcement actions as quickly as possible and, in the vast majority of cases, take action within two hours of receiving an in-app report.

In addition to in-app reporting, we also offer online reporting options through our support site. Furthermore, our teams are constantly improving capabilities for proactively detecting violating and illegal content, such as child sexual abuse material, content that involves illegal drugs or weapons, or threats of violence. We outline specific details of our work to combat child sexual exploitation and abuse in this report.



Overview of Content and Account Violations

As the charts below lay out, during the second half of 2020, we received the most in-app reports or requests for support about content that involved impersonation or sexually explicit content. We were able to significantly improve our time responding to reports of violations, in particular for regulated goods, which includes illegal drugs, counterfeit goods, and weapons; sexually explicit content; and harassment and bullying.

Total

Content Reports*

10,131,891

Content Enforced

5,543,281

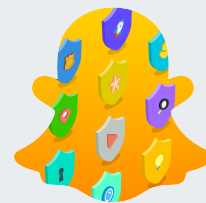
Unique Accounts Enforced

2,100,124

Reason	Content Reports*	Content Enforced	% of Total Content Enforced	Unique Accounts Enforced	Turnaround Time**
Sexually Explicit Content	5,839,778	4,306,589	77.7%	1,316,484	0.01
Regulated Goods	523,390	427,272	7.7%	209,230	0.01
Threatening/ Violence/Harm	882,737	337,710	6.1%	232,705	0.49
Harassment and Bullying	723,784	238,997	4.3%	182,414	0.75
Spam	387,604	132,134	2.4%	75,421	0.21
Hate Speech	222,263	77,587	1.4%	61,912	0.66
Impersonation	1,552,335	22,992	0.4%	21,958	0.33

*The Content Reports reflect alleged violations via our in-app and support inquiries

**Turnaround Time reflects the median time in hours to action on a user report.



Expanded Violations

Combating the Spread of False Information

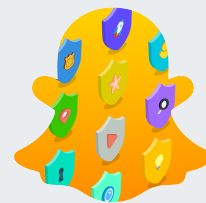
We have always believed that when it comes to harmful content, it isn't enough just to think about policies and enforcement — platforms need to think about their fundamental architecture and product design. From the beginning, Snapchat was built differently than traditional social media platforms, to support our primary use case of talking with close friends — rather than an open newsfeed where anyone has the right to distribute anything to anyone without moderation.

As we explain in our introduction, our guidelines clearly prohibit the spread of false information that could cause harm, including misinformation that aims to undermine civic processes, like voter suppression, unsubstantiated medical claims, and conspiracy theories such as the denial of tragic events. Our guidelines apply consistently to all Snapchatters — we don't have special exceptions for politicians or public figures.

Across our app, Snapchat limits virality, which removes incentives for harmful and sensationalized content, and limits concerns associated with the spread of bad content. We don't have an open newsfeed, and don't give unvetted content an opportunity to 'go viral.' Our content platform, Discover, only features content from vetted media publishers and content creators.

In November of 2020, we launched our new entertainment platform, Spotlight, and proactively moderate content to make sure it complies with our guidelines before it can reach a large audience.

We have long taken a different approach to [political advertising](#) as well. As with all content on Snapchat, we prohibit false information and deceptive practices in our advertising. All political ads, including election-related ads, issue advocacy ads, and issue ads, must include a transparent "paid for" message that discloses the sponsoring organization. We use human review to fact check all political ads, and provide information about all ads that pass our review in our [Political Ads library](#).



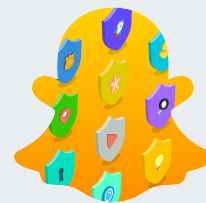
Expanded Violations

This approach isn't perfect, but it has helped us protect Snapchat from the dramatic increase in misinformation in recent years, a trend that has been especially relevant during a period when false information about COVID-19 and the U.S. 2020 presidential election consumed many platforms.

Globally during this period, Snapchat enforced against 5,841 pieces of content and accounts for violations of our false information guidelines. In future reports, we plan to provide more detailed breakdowns of false information violations.

Given the heightened concern about efforts to undermine voting access and the election results in the U.S. in the summer of 2020, we formed an internal Task Force that focused on assessing any potential risk or vectors for misuse of our platform, monitored all developments, and worked to ensure Snapchat was a source for factual news and information. These efforts included:

- Updating our community guidelines to add manipulating media for misleading purposes, such as deepfakes, to our categories of prohibited content;
- Working with our Discover editorial partners to make sure publishers didn't inadvertently amplify any misinformation through news coverage;
- Asking Snap Stars, whose content also appears on our Discover content platform to make sure they complied with our Community Guidelines and didn't unintentionally spread false information;
- Having clear enforcement outcomes for any violating content — rather than labeling content, we simply removed it, immediately reducing the harm of it being shared more widely;
- Proactively analyzing entities and other sources of false information that could be used to distribute such information on Snapchat to assess risk and take preventative measures.

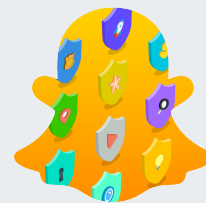


Expanded Violations

Throughout the COVID-19 pandemic, [we have taken a similar approach](#) to providing factual news and information, including through coverage provided by our Discover editorial partners, through PSAs and Q&A's with public health officials and medical experts, and through creative tools, such as Augmented Reality Lenses and filters, reminding Snapchatters of expert public health guidance.

Total Content & Account Enforcements

5,841



Expanded Violations

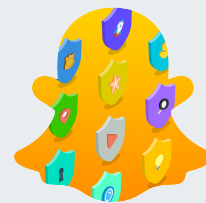
Combating Child Sexual Exploitation and Abuse

The exploitation of any member of our community, especially young people and minors, is illegal, unacceptable, and prohibited by our guidelines. Preventing, detecting, and eliminating abuse on our platform is a top priority for us, and we continuously evolve our capabilities for combating Child Sexual Abuse Material (CSAM) and other types of exploitative content.

Our Trust and Safety teams use proactive detection tools, such as PhotoDNA technology, to identify known images of CSAM and report it to the National Center for Missing and Exploited Children (NCMEC). When we proactively detect or identify instances of CSAM, we preserve these and report them to NCMEC, who will then review and coordinate with law enforcement.

In the second half of 2020, 2.99 percent of the total accounts we took enforcement action against globally for violations of our Community Guidelines contained CSAM. Of this, **we proactively detected and took action on 73 percent of content**. Overall, we deleted 47,550 accounts for CSAM violations, and in each case reported that content to NCMEC.

During this time period, we took a number of steps to further combat CSAM. We adopted Google's Child Sexual Abuse Imagery (CSAI) technology for videos, allowing us to identify videos of CSAM and report it to NCMEC. Combined with our PhotoDNA detection for known CSAM imagery and industry hash databases, we now can proactively detect and report to authorities known video and photo imagery. This enhanced capability has allowed us to become much more efficient in our detection — and thus our reporting of this criminal conduct.



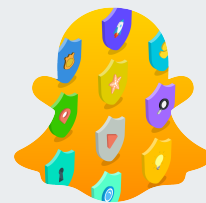
Expanded Violations

In addition, we continued to expand our partnerships with industry experts and rolled out additional in-app features to help educate Snapchatters about the risks of contact with strangers and how to use in-app reporting to alert our Trust and Safety teams to any type of abuse. We continued to add partners to our trusted flagger program that provides vetted safety experts a confidential channel to report emergency escalations, such as an imminent threat to life or a case involving CSAM. We also work closely with these partners to provide safety education, wellness resources, and other reporting support so they can effectively support the Snapchat community.

Additionally, we serve on the Board of Directors for the [Technology Coalition](#), a group of tech industry leaders who seek to prevent and eradicate online child sexual abuse exploitation and abuse, and are constantly working with other platforms and safety experts to explore additional solutions to strengthen our collective efforts in this space.

Total Account Deletions

47,550



Expanded Violations

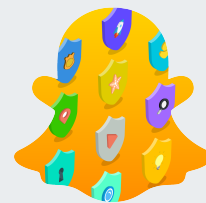
Terrorist and Extremist Content

At Snap, monitoring developments in this space and mitigating any potential vectors for abuse on our platform was a part of our U.S. election integrity task force work. Both our product architecture and the design of our Group Chat functionality limits the spread of harmful content and opportunities to organize. We offer Group Chats, but they are limited in size to several dozen members, are not recommended by algorithms, and are not discoverable on our platform if you are not a member of that Group.

During the second half of 2020, we removed eight accounts for violations of our prohibition of terrorism, hate speech, and extremist content.

Total Account Deletions

8



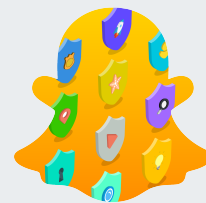
Region Overview

This section gives an overview of the enforcement of our rules in individual countries. Our Community Guidelines apply to all content on Snapchat -- and all Snapchatters -- across the globe, regardless of location.

Information for all other countries is available for download via the attached CSV file.

Region	Content Reports*	Content Enforced	Unique Accounts Removed
North America	4,230,320	2,538,416	928,980
Europe	2,634,878	1,417,649	535,649
Rest of World	3,266,693	1,587,216	431,407
Total	10,131,891	5,543,281	1,896,015

*The Content Reports reflect alleged violations via our in-app and support inquiries.



Content and Accounts Violations by Country



Australia

Content and Accounts Violations

Total

Content Reports*

163,690

Content Enforced

79,181

Unique Accounts Enforced

45,997

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

74,178

51,067

25,377

Regulated Goods

13,323

10,882

6,652

Threatening/Violence/Harm

21,020

7,487

5,800

Harassment and Bullying

16,868

6,252

5,299

Spam

6,948

1,613

1,213

Hate Speech

3,789

1,408

1,199

Impersonation

27,564

472

457

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

770

0



Austria

Content and Accounts Violations

Total

Content Reports*

35,888

Content Enforced

14,475

Unique Accounts Enforced

8,420

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

14,986

9,112

4,686

Regulated Goods

2,534

1,877

1,066

Threatening/Violence/Harm

4,194

1,433

1,029

Harassment and Bullying

4,017

1,117

941

Hate Speech

1,406

537

426

Spam

1,488

290

168

Impersonation

7,263

109

104

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

126

0



Belgium

Content and Accounts Violations

Total

Content Reports*	Content Enforced	Unique Accounts Enforced
52,089	25,379	10,888

Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
Sexually Explicit Content	27,673	19,725	6,762
Threatening/Violence/Harm	4,267	1,597	1,211
Regulated Goods	1,953	1,447	1,000
Harassment and Bullying	4,401	1,188	1,030
Spam	2,228	845	383
Hate Speech	1,000	347	275
Impersonation	10,567	230	227

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

323

0



Brazil

Content and Accounts Violations

Total

Content Reports*

56,971

Content Enforced

47,899

Unique Accounts Enforced

10,373

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

50,214

46,429

9,495

Spam

1,060

660

256

Threatening/Violence/Harm

729

297

236

Regulated Goods

343

248

143

Harassment and Bullying

486

192

177

Hate Speech

107

40

34

Impersonation

4,032

33

32

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

185

0



Canada

Content and Accounts Violations

Total

Content Reports*

187,493

Content Enforced

93,275

Unique Accounts Enforced

52,095

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

87,732

61,242

29,184

Regulated Goods

13,012

11,125

6,599

Threatening/Violence/Harm

22,154

8,187

6,329

Harassment and Bullying

19,426

7,432

5,931

Spam

7,707

2,373

1,633

Hate Speech

5,871

2,306

1,862

Impersonation

31,591

610

557

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

766

0



Denmark

Content and Accounts Violations

Total

Content Reports*	Content Enforced	Unique Accounts Enforced
37,553	22,277	9,190

Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
Sexually Explicit Content	24,283	18,983	6,775
Regulated Goods	1,234	1,045	598
Threatening/Violence/Harm	2,782	925	719
Harassment and Bullying	2,405	701	578
Spam	1,497	390	315
Hate Speech	369	153	127
Impersonation	4,983	80	78

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

178

0



Finland

Content and Accounts Violations

Total

Content Reports*

50,325

Content Enforced

22,737

Unique Accounts Enforced

11,612

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

20,606

12,285

5,432

Threatening/Violence/Harm

9,018

3,894

2,111

Regulated Goods

4,001

2,904

1,474

Harassment and Bullying

7,491

2,371

1,638

Hate Speech

1,862

856

595

Spam

1,942

322

264

Impersonation

5,405

105

98

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

262

0



France

Content and Accounts Violations

Total

Content Reports*

619,470

Content Enforced

305,941

Unique Accounts Enforced

123,228

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

299,362

215,303

69,450

Regulated Goods

37,133

30,255

15,446

Threatening/Violence/Harm

71,355

27,543

18,449

Harassment and Bullying

42,894

13,059

9,747

Spam

27,150

12,778

4,326

Hate Speech

15,770

5,325

4,192

Impersonation

125,806

1,678

1,618

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

1,910

1



Germany

Content and Accounts Violations

Total

Content Reports*

218,663

Content Enforced

103,659

Unique Accounts Enforced

41,382

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

126,766

87,952

30,545

Regulated Goods

7,670

4,301

2,987

Threatening/Violence/Harm

15,748

4,092

2,703

Harassment and Bullying

17,105

4,021

2,632

Spam

8,031

1,835

1,244

Hate Speech

3,747

972

792

Impersonation

39,596

486

479

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

782

0



India

Content and Accounts Violations

Total

Content Reports*

220,753

Content Enforced

66,768

Unique Accounts Enforced

27,527

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

96,384

52,326

18,869

Harassment and Bullying

17,155

4,868

1,719

Spam

18,884

4,216

2,125

Threatening/Violence/Harm

21,129

2,662

2,408

Regulated Goods

4,087

1,513

1,292

Impersonation

60,273

810

777

Hate Speech

2,841

373

337

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

590

0



Iraq

Content and Accounts Violations

Total

Content Reports*

366,156

Content Enforced

193,729

Unique Accounts Enforced

31,351

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

221,323

148,832

22,291

Threatening/Violence/Harm

34,096

21,084

3,092

Regulated Goods

18,137

14,375

1,772

Spam

9,188

4,837

1,365

Harassment and Bullying

13,541

3,055

1,561

Impersonation

67,070

853

812

Hate Speech

2,801

693

458

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

969

0



Ireland

Content and Accounts Violations

Total

Content Reports*

47,400

Content Enforced

19,787

Unique Accounts Enforced

12,793

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

16,700

10,527

6,218

Regulated Goods

3,423

2,785

1,591

Threatening/Violence/Harm

6,045

2,605

1,793

Harassment and Bullying

5,757

2,285

1,911

Hate Speech

1,622

742

603

Spam

2,450

585

428

Impersonation

11,403

258

249

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

219

0



Italy

Content and Accounts Violations

Total

Content Reports*

17,639

Content Enforced

12,183

Unique Accounts Enforced

7,256

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

13,179

11,384

6,615

Spam

565

349

280

Threatening/Violence/Harm

626

169

127

Harassment and Bullying

420

105

98

Regulated Goods

151

95

60

Impersonation

2,581

54

53

Hate Speech

117

27

23

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

65

0



Mexico

Content and Accounts Violations

Total

Content Reports*	Content Enforced	Unique Accounts Enforced
27,271	15,036	7,127

Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
Sexually Explicit Content	15,538	12,432	5,530
Threatening/Violence/Harm	1,824	688	521
Regulated Goods	865	688	349
Spam	1,013	635	231
Harassment and Bullying	1,074	380	301
Impersonation	6,646	110	108
Hate Speech	311	103	87

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

116

0



Netherlands

Content and Accounts Violations

Total

Content Reports*	Content Enforced	Unique Accounts Enforced
112,355	59,381	24,227

Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
Sexually Explicit Content	65,492	49,215	16,670
Regulated Goods	3,455	2,720	1,892
Threatening/Violence/Harm	7,472	2,691	1,910
Harassment and Bullying	9,079	2,569	2,033
Spam	4,723	1,354	961
Hate Speech	1,537	459	400
Impersonation	20,597	373	361

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions	755	0
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New Zealand

Content and Accounts Violations

Total

Content Reports*

18,431

Content Enforced

8,275

Unique Accounts Enforced

4,552

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

9,159

6,149

2,787

Regulated Goods

966

696

505

Threatening/Violence/Harm

2,080

595

502

Harassment and Bullying

1,862

520

483

Spam

731

140

110

Hate Speech

341

122

112

Impersonation

3,292

53

53

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

127

0



Norway

Content and Accounts Violations

Total

Content Reports*

79,711

Content Enforced

46,814

Unique Accounts Enforced

9,149

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

56,228

41,797

5,823

Threatening/Violence/Harm

5,171

1,565

1,087

Harassment and Bullying

5,056

1,405

958

Regulated Goods

1,790

1,345

685

Hate Speech

858

285

221

Spam

2,486

277

239

Impersonation

8,122

140

136

*The Content Reports reflect alleged violations via our in-app and support inquiries.

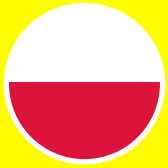
CSAM

Terrorism

Total Account Deletions

223

0



Poland

Content and Accounts Violations

Total

Content Reports*	Content Enforced	Unique Accounts Enforced
80,872	37,787	17,468

Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
Sexually Explicit Content	47,462	33,363	14,156
Spam	5,958	1,223	718
Threatening/Violence/Harm	5,731	949	773
Regulated Goods	1,817	916	608
Harassment and Bullying	5,300	824	742
Hate Speech	1,406	304	275
Impersonation	13,198	208	196

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

361

0



Saudi Arabia

Content and Accounts Violations

Total

Content Reports*	Content Enforced	Unique Accounts Enforced
1,573,034	752,663	192,355

Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
Sexually Explicit Content	1,048,220	706,641	158,062
Harassment and Bullying	102,126	15,485	10,475
Threatening/Violence/Harm	80,429	12,182	9,718
Spam	56,390	7,527	5,084
Regulated Goods	21,653	6,155	4,664
Impersonation	252,247	2,374	2,290
Hate Speech	11,969	2,299	2,062

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

9,167

0



Spain

Content and Accounts Violations

Total

Content Reports*	Content Enforced	Unique Accounts Enforced
24,424	16,995	8,327

Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
Sexually Explicit Content	18,467	15,395	7,360
Regulated Goods	634	499	175
Spam	854	479	355
Threatening/Violence/Harm	957	291	186
Harassment and Bullying	897	213	153
Hate Speech	264	74	56
Impersonation	2,351	44	42

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

55

0



Sweden

Content and Accounts Violations

Total

Content Reports*

74,081

Content Enforced

29,433

Unique Accounts Enforced

14,265

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

33,710

20,476

8,265

Regulated Goods

3,498

2,801

1,379

Threatening/Violence/Harm

8,223

2,598

1,847

Harassment and Bullying

7,151

2,038

1,632

Hate Speech

1,545

603

473

Spam

3,263

596

358

Impersonation

16,691

321

311

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

467

0



Turkey

Content and Accounts Violations

Total

Content Reports*

99,836

Content Enforced

41,126

Unique Accounts Enforced

16,407

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

57,737

37,575

13,747

Threatening/Violence/Harm

4,918

1,099

650

Harassment and Bullying

4,719

871

738

Spam

3,894

721

585

Regulated Goods

979

416

271

Impersonation

26,696

263

258

Hate Speech

893

181

158

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

140

1



United Arab Emirates

Content and Accounts Violations

Total

Content Reports*	Content Enforced	Unique Accounts Enforced
103,722	37,126	9,418

Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
Sexually Explicit Content	66,210	33,709	7,179
Threatening/Violence/Harm	8,817	1,235	805
Harassment and Bullying	6,492	724	515
Spam	5,158	618	365
Regulated Goods	1,294	442	246
Hate Speech	1,982	263	176
Impersonation	13,769	135	132

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

583

0



United Kingdom

Content and Accounts Violations

Total

Content Reports*

707,355

Content Enforced

400,083

Unique Accounts Enforced

187,694

Reason

Content Reports*

Content Enforced

Unique Accounts Enforced

Sexually Explicit Content

334,500

252,965

97,965

Regulated Goods

66,975

58,810

28,926

Threatening/Violence/Harm

82,625

38,626

25,798

Harassment and Bullying

62,660

26,796

20,441

Spam

34,102

12,258

5,797

Hate Speech

18,070

8,514

6,734

Impersonation

108,423

2,114

2,033

*The Content Reports reflect alleged violations via our in-app and support inquiries.

CSAM

Terrorism

Total Account Deletions

2,064

0



United States

Content and Accounts Violations

Total

Content Reports*	Content Enforced	Unique Accounts Enforced
3,517,903	1,992,157	920,678

Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
Sexually Explicit Content	1,801,487	1,352,933	500,143
Regulated Goods	274,551	238,228	115,186
Threatening/Violence/Harm	395,019	168,940	126,528
Harassment and Bullying	317,610	126,890	102,069
Spam	121,438	49,118	30,931
Hate Speech	132,159	48,179	38,290
Impersonation	475,639	7,869	7,531

*The Content Reports reflect alleged violations via our in-app and support inquiries.

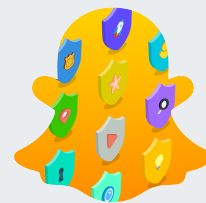
CSAM

Terrorism

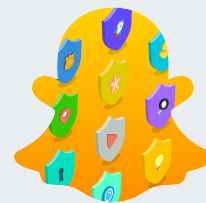
Total Account Deletions

9,730

0



Government Requests and DMCA Takedown Notices



Government Requests and DMCA Takedown Notices

A critical part of our work to make Snapchat safer is working with law enforcement and government agencies to fulfill requests for assistance in investigations. We also work to proactively escalate any content that could involve imminent threats to life, such as school shooting threats, bomb threats, missing persons cases, and other types of harm.

While content on Snapchat is ephemeral, we preserve and provide account information to government agencies in response to valid legal requests. Once we have received and established the validity of a legal request for Snapchat account records — which is important in verifying the request is being made by a legitimate law enforcement agency and not a bad actor — we respond in compliance with applicable law and privacy requirements.

The chart below details the types of requests we support from law enforcement and government agencies, including subpoenas and summons, court orders, search warrants and emergency disclosure requests.

United States Criminal Legal Requests

Requests for User Information pursuant to U.S. legal process.

Category	Requests	Account Identifiers	Percentage of requests where some data was produced
Total	16,509	25,588	81%
Subpoena/Summons*	3,916	7,159	80%
PRTT	282	519	95%
Court Order	284	444	76%
Search Warrant	10,569	15,576	82%
EDR	1,432	1,837	71%
Wiretap Order	26	53	85%

*Starting in this reporting period and moving forward, Snap will be combining subpoenas and summons into one category.

International Government Information Requests

Requests for User Information from government entities outside the United States.

Country	Emergency Requests	Account Identifiers* for Emergency Requests	Percentage of emergency requests where some data was produced	Other Information Requests	Account Identifiers for other information requests	Percentage of other information requests where some data was produced
Total	1,352	1,723	72%	4,406	6,404	51%
Argentina	0	0	0%	1	1	0%
Australia	40	48	38%	124	221	7%
Austria	1	3	0%	32	47	0%
Belgium	1	1	100%	49	59	2%
Canada	329	432	80%	135	212	55%
Czech Republic	0	0	0%	2	2	0%
Denmark	1	1	0%	82	154	0%
Estonia	0	0	0%	2	2	0%
Finland	8	10	75%	19	28	0%
France	127	169	39%	782	1,113	58%
Germany	124	151	75%	304	414	0%

Greece	0	0	0%	1	1	0%
Hungary	0	0	0%	2	2	0%
India	11	13	36%	73	127	0%
Ireland	7	12	14%	20	26	0%
Israel	2	2	50%	3	3	0%
Italy	2	3	50%	7	9	0%
Jordan	1	1	0%	1	1	0%
Kosovo	0	0	0%	2	3	0%
Lithuania	0	0	0%	1	1	0%
Luxembourg	0	0	0%	2	2	0%
Maldives	0	0	0%	1	2	0%
Mexico	0	0	0%	3	3	0%
Netherlands	18	22	50%	10	15	40%
New Zealand	3	3	33%	7	13	0%
Norway	65	85	77%	68	176	0%
Pakistan	0	0	0%	3	3	0%
Poland	8	13	75%	28	91	0%
Portugal	0	0	0%	4	3	0%
Qatar	0	0	0%	1	1	0%
Romania	0	0	0%	2	3	0%
S. Korea	1	1	100%	0	0	0%
Saudi Arabia	2	4	0%	0	0	0%
Serbia	1	1	0%	0	0	0%

Singapore	0	0	0%	5	5	0%
Slovenia	0	0	0%	1	2	0%
Spain	0	0	0%	5	6	0%
Sweden	15	16	40%	133	243	2%
Switzerland	11	12	45%	25	74	0%
Turkey	0	0	0%	1	1	0%
United Arab Emirates	7	7	43%	1	1	0%
United Kingdom	567	713	80%	2,464	3,334	70%

* “Account Identifiers” reflects the number of identifiers (e.g., username, email address, phone number, etc.) specified by law enforcement in legal process when requesting user information. Some legal process may include more than one identifier. In some instances, multiple identifiers may identify a single account. In instances where a single identifier is specified in multiple requests, each instance is included.

United States National Security Requests

Requests for User Information pursuant to national security legal process.

National Security	Requests	Account Identifiers*
NSLs and FISA Orders/Directives	0-249	1,250-1,499

* "Account Identifiers" reflects the number of identifiers (e.g., username, email address, phone number, etc.) specified by law enforcement in legal process when requesting user information. Some legal process may include more than one identifier. In some instances, multiple identifiers may identify a single account. In instances where a single identifier is specified in multiple requests, each instance is included.

Governmental Content Removal Requests

This category identifies demands by a government entity to remove content that would otherwise be permissible under our [Terms of Service](#) or [Community Guidelines](#).

Removal Requests

0

Percentage of requests where some content was removed

N/A

Note: Although we do not formally track when we remove content that violates our policies when a request has been made by a governmental entity, we believe it is an extremely rare occurrence. When we believe it is necessary to restrict content that is deemed unlawful in a particular country, but does not otherwise violate our policies, we seek to restrict access to it geographically when possible, rather than remove it globally.

Copyrighted Content Takedown Notices (DMCA)

This category reflects any valid takedown notices we received under the Digital Millennium Copyright Act.

DMCA Takedown Notices

166

**Percentage of requests where
some content was removed**

39.15%

DMCA Counter-Notices

0

**Percentage of requests where
some content was reinstated**

N/A

Trademark Notices

Trademark Notices

67

Percentage of requests where
some content was removed

11%

