yellow

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Staying Safer on Yellow: A Guide for Teens

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You probably already know that you can chat with friends all over the world on Yellow and also go live with video streaming.

But do you know how to **protect** your personal information or **report** something in the app that worries you?

We want you to have the best possible experience on Yellow so we're here to help you **deal with any difficult situations**, whether it's having a bad feeling about another user, seeing an inappropriate photo or something else.

We've built some **important safety features** into the app and we've also **created this guide** to help you **stay safer** – as well as **advice** from the Yellow team, you'll find **tips** from other teens and **links** to useful websites.

Just give us **10 minutes** of your time and, if you find this guide useful, why not **pass it on to your friends** too?

First things first

13+

You have to be **13+** to use Yellow

It's really important that you're honest about your age when you sign up – the minimum age limit is there to protect you and your friends.

If you're under 18, you have your **own community** on Yellow

That means no adults allowed, just other people your age for you to meet.

Our **community guidelines** outline what's OK and what's not on Yellow

They help everyone to build a community that is as friendly and safe as possible.

You can **report anything** that worries you by clicking on the flag icon in the app.

We take **your safety** extremely seriously and **we're here to help** if you have any concerns.

Teen tip
Don't give away personal information. It's the stupidest thing you can do.

What do I need to be aware of?

Your time on Yellow should be a **positive** and **fun** experience. But, just like in the real world, things can go wrong. We use **technical tools** and **moderators** to **detect fake profiles**, **harmful content** and **other issues**, but we also rely on you **reporting your concerns** to us.

Here are a **couple of things to look out for** when you're on Yellow and other social apps.

Bullying

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

On social media, you might receive negative comments, low ratings or feel pressured into doing something you'd rather not do. The 24/7 nature of technology and the large audiences you can reach means that online bullying can have a significant impact on the victim.

We ask all our users to respect one another – this includes thinking carefully before making comments online in case it could embarrass someone or hurt their feelings.

We don't tolerate any form of bullying on Yellow and we encourage you to report any incidents to us so that we can investigate them.

Check out **The Diana Award anti-bullying website**.
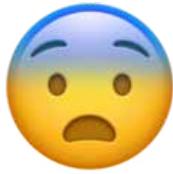
Inappropriate contact from strangers

Unfortunately, not everyone you meet online is the kind of person you'd want to be friends with.

In some cases, for example, adults set up fake profiles so they can target young people for sexual reasons.

It can be hard to tell if someone is pretending to be someone they are not and if they could be dangerous, but there are some warning signs:

- Is the person you're chatting to very charming and keen to build a friendship with you quickly?
- Do they pay you lots of attention, compliment you on the way you look and offer you gifts?
- Have they talked to you about sex and/or asked you to share nude photos or take your clothes off during a live stream?
- Did they suggest you keep your chats secret or say you'll get into trouble if anyone finds out?
- Have they threatened or tried to blackmail you?
- Do they want to meet you in person?

If you're suspicious of anyone you've met on Yellow, talk to an adult or someone else you trust and let us know immediately so we can take action.

Don't worry, you won't be in trouble – it's never your fault.

Visit the **Thinkuknow website** for more advice.

Teen tip
Use your brain.
If someone is suspicious, block them.

Some advice about live video streaming

What is it?

Live streaming is where you broadcast video footage of yourself in real time over the internet and viewers send you messages as they watch.

What's so good about it?

It's a fantastic way to make new friends – just film yourself chatting and start a conversation with your viewers.

The main advantage is that you can stream live to a large audience and receive comments in real-time.

Are there any risks?

Strangers can see your live streams on Yellow (not just your friends) so think carefully before broadcasting live.

Any user could take screen shots or copies of your live streams, alter them and share them with others – if you've shared something inappropriate on a live stream, they might use this to embarrass, threaten or blackmail you.

Don't forget, you'll be breaking our community guidelines if you take and share sexual photos on Yellow and you could also be breaking the law.

People you've met online might even try to meet up with you in real life.

Other potential risks include receiving negative comments from your viewers and coming across harmful content in other users' live streams.
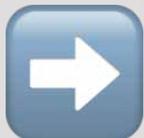
What advice would you give?

Don't give too much personal information away and trust your instincts when it comes to your viewers.

Respect yourself and other users – don't get drawn into doing anything that could violate our community guidelines or be illegal.

If you're worried, talk to an adult or someone else you trust and report any concerns to us so we can take action.

For further information about live streaming safely, take a look at these articles by **Thinkuknow** and **Childnet**.

The Yellow team says...

We're here to help if you're concerned about anything that happens on Yellow. **Take a look at our advice** below and **contact us using the flag icon** when you're in the app.

👌

1. Respect yourself and other people

Yellow is all about making friends and having fun.

We want it to be a positive, supportive community so we don't tolerate things like bullying and body shaming.

Always be yourself and keep an eye out for your friends.

If you experience bullying or other inappropriate activity on Yellow, let us know so we can do something about it. We can give warnings, block users for bad behaviour and remove the content.

🤔

2. Think before you share

Everything you do online stays online. Take a minute to consider what you're about to publish... could it embarrass you or upset someone else?

This is really important when you're streaming live because any Yellow user can see it (not just the people you've chosen to be friends with).

Your friends might be doing things for a laugh or being a bit nasty online but that doesn't mean it's OK.

If they try to get you to join in, you've got every right to say no.

If you share inappropriate photos or bully someone on Yellow, for example, you'll be breaking our community guidelines and you might even be breaking the law.

3. Trust your instincts

Have you met someone on Yellow who seems like a creep – perhaps they are asking you personal questions, paying you compliments and suggesting you keep your chats secret?

Do you think something you've seen on the app could be harmful or illegal, such as people promoting violence or drug use?

Talk to an adult or someone else you trust and contact us immediately so we can investigate.

Where it's appropriate, we pass the details on to the police. You can also block other users from your profile.

As a general rule, you shouldn't agree to meet someone in person unless you know them well – if you do decide to meet them after chatting online, don't go alone.

4. Don't filter out your flaws

Photoshopped images in the media and comments made online can put a lot of pressure on you.

But it's not a good idea to compare yourself to Insta-celebrities or get too fixated on the number of 'likes' and ratings you get.

Be proud of who you are and surround yourself with friends who big you up rather than putting you down. If someone is mean to you on Yellow, let us know so that we can look into it and take action.

5. Stay positive

Being a teenager isn't easy and we're really sorry if you're feeling low, dealing with difficult stuff or struggling with who you are.

You might want to talk to other people about this but, while it's important to build a support network, please be careful about what you discuss on Yellow.

To keep everyone safer, you can report emergency situations to us, such as someone threatening to hurt themselves. If we see posts about eating disorders, self-injury and suicide, we remove them and provide details of helplines.

Visit our **Safety Center** for more information and click on the flag in the app to contact us.

Teen tip
Don't swipe right on blurry profiles or profiles with just one picture.

Yellow users say...

We asked 250 teenagers who use Yellow **"What advice would you give to a friend about staying safer on Yellow?"**

They had lots of really useful suggestions about things like **spotting suspicious profiles**, **blocking people** and **reporting concerns**. Here are **10 of their top tips** and you can find others throughout this guide.

1.
Avoid profiles with only one photo – that's a red flag for being a catfish.

2.
Remove the feature that allows people to see the area you live in.

3.
Only talk to people you feel comfortable with. As soon as you feel uncomfortable, stop.

4.
Ask for pictures of the person with a spoon on top of their head (to prove they are real photos of the person you are chatting to).

5.
Don't go live until you're ready, not when people force you to.

6.
Ignore bullies and keep your head high.

7.
Don't get too attached to people you don't know.

8.
Don't post provocative pictures.

9.
Report and block.

10.
Ask the Yellow team for help.

How the Yellow team helps you to stay safer

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Sign-up

Your safety is a priority for us from the moment you sign up to Yellow. Getting your real details is an important part of this, so:
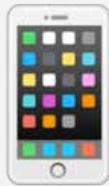
Confirm permission

If you're aged 13 to 17, you confirm you have permission from a parent or carer.

Verify mobile number

We ask for your mobile number and verify it by texting a confirmation code to you.

Real name and photo

You have to use your real name and a real photo of your face (no cartoons or photos of your cat!).
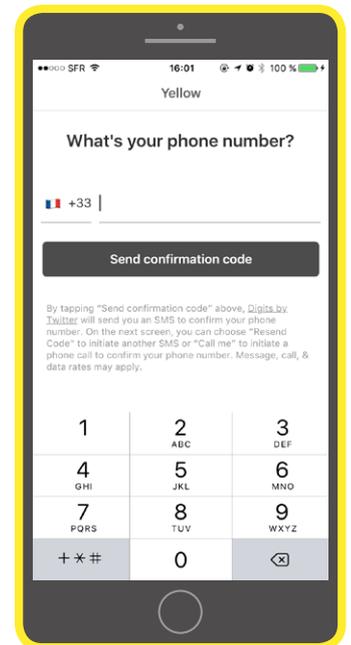
Community guidelines

We send you a message with a link to our community guidelines.

Teen tip
Only put appropriate pictures on your profile.

www.yellw.co
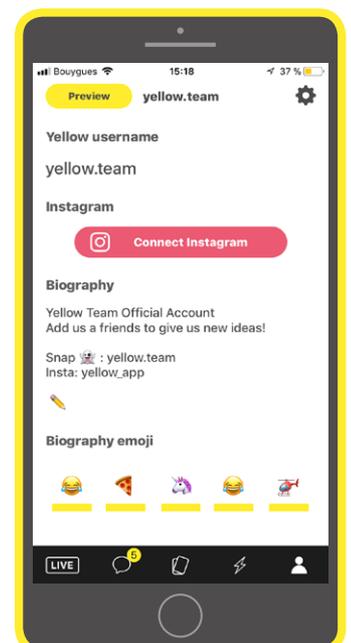
You can click on the gear icon at the top right of your profile to select your preferences, namely:

Choose who to talk to
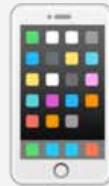
Talk to either 'Boys', 'Girls' or 'Boys & Girls'.

Location privacy

'Hide my city' to keep your location private.

Mobile number privacy

Allow/Don't allow friends to use your mobile number to find you on the app.

Set range

Meet friends within a certain radius.

If you're having problems with someone on Yellow, you can use our Block feature.

Teen tip
Turn off location in the settings.

Community guidelines

Our community guidelines are all about treating one another with respect and include rules like:
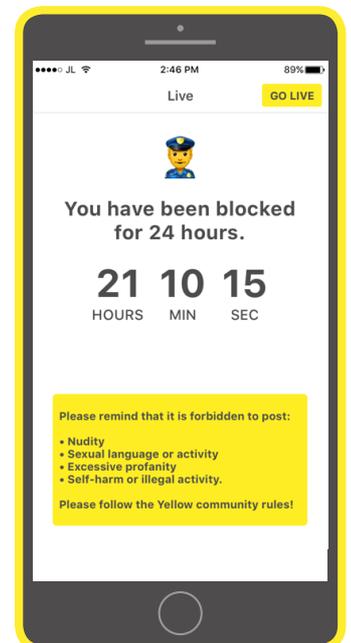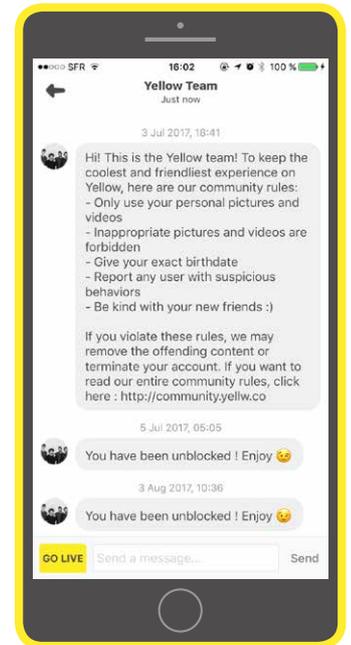
Don't pretend to be someone else. 🤥

Don't share nude images of yourself or others. 😳

Don't harass or bully other users. 😢

If you break any of these rules, we contact you to explain why your behaviour isn't acceptable and may then delete the offending content and remove your profile.

Read our **community guidelines**.

Teen tip
Don't send nudes.

Using technical tools and human moderators, we regularly check the content created by Yellow users and take action if someone breaks our community guidelines. This includes:

Detecting fakes

Using image-matching technology to detect fake profile photos.

Removing content

Removing harmful content, including nude and underwear images, hate speech, racism, extremism, drugs and self-harm.

Checking age

Following up on reports about users who might be lying about their age.

If you break any of our community guidelines, we send you a warning message and may take further action, such as removing the content, suspending your account for 24 hours, removing your profile and reporting potentially illegal activity to the police.

Teen tip
Be cautious if something seems too good to be true.

By reporting any suspicious, inappropriate or illegal activity to us, you'll be helping to make the Yellow community safer for everyone:

Flag icon

Click on the flag icon in the app or go to our Safety Center to report sexually explicit and violent content, bullying, grooming, nude images, drug-related content, scams and fake accounts.

Fast response

We strive to respond to these reports in reasonable time – in most cases, within 24 hours.

Sharing information

If you report an urgent threat or emergency (such as suicide or violence), we pass the details to the relevant authorities as soon as we know about it. We also provide helpline contact details.

yellow
Safety Center

What language do you speak ? / Quelle langue parlez-vous ?

| English |
| Français |
| Svenska |
| Dansk |
| Norsk |
| Español |
| Polski |
| Deutsche |

Visit our **Safety Center**.

Teen tip
Report whatever you feel is unsafe.

Further info and support

➡️ **Yellow guide to safety for parents, carers and educators**
http://bit.ly/2yzyLSw

➡️ **Childnet**
www.childnet.com/young-people

➡️ **Internet Watch Foundation**
www.iwf.org.uk

➡️ **NSPCC**
www.nspcc.org.uk

➡️ **Revenge Porn Helpline**
www.revengepornhelpline.org.uk

➡️ **The Diana Award**
www.antibullyingpro.com

➡️ **Thinkuknow**
www.thinkuknow.co.uk

➡️ **UK Safer Internet Centre**
www.saferinternet.org.uk