

yellow

A Safety Guide for Parents, Carers and Educators

Learn how the Yellow app works

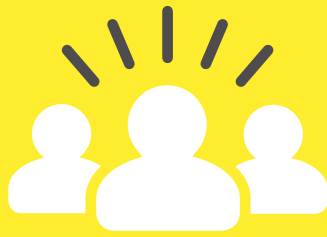
Get online safety advice for young people

Find out about Yellow's five-step approach to safety

www.yellw.co

September 2017

yellow



Millions of teenagers all over the world are part of the Yellow community. It's our goal to give them the best possible experience and that includes helping them to deal with potential risks online.

We've built safeguards into the Yellow app and we've also created this guide to support parents, carers and educators so that you understand how teenagers use Yellow and know how to help your child or your students to stay safer.

We'll keep things simple – no technical jargon, just straightforward answers to the questions you might have and common sense advice for anyone who uses Yellow.

If you find this guide useful, why not share it with your friends and colleagues?



First things first

What is Yellow?



Yellow is a social network that millions of young people around the world use to make friends online.



There is a minimum age limit of 13 on Yellow and anyone under 17 who sets up a profile confirms they have the permission of a parent or guardian.

13 to 17-year-olds have their own community that is separate from adults who use the app.



Teenagers love Yellow because it's fun, free and easy to use. They get to meet new people who have the same passions and interests, chat one-on-one or in groups and connect with other users through live video streaming.



What is live streaming?

Live streaming is where someone broadcasts video footage of themselves in real time over the internet and viewers send them messages as they watch. Other social networks, such as Facebook and Instagram, also offer live streaming.

Research by Childnet (August 2017) revealed that more than one in 10 young people have 'gone live' – read [Childnet's advice](#) about live streaming safely.

Is Yellow safe?



Here at Yellow, we're committed to helping young people have the safest possible experience on the app.



As with any social network, you might have concerns about your child or students being bullied, strangers making contact, other users sharing inappropriate content and people putting pressure on them to behave in a certain way online.



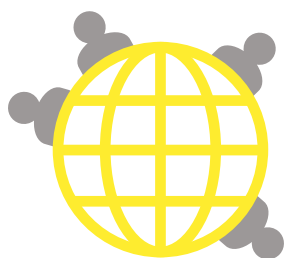
In this guide, we'll explain how our community guidelines, moderation, reporting tools and other safety features help to make the Yellow community as positive and safe as possible.

Yellow app: Signs of smarter digital safety

Read about [Yellow's approach to safety](#) in NetFamilyNews.

Tell me more

Launched in 2015, over 10 million people now use Yellow. That's more than the population of London or New York! We've grown quickly, thanks to our teenage users enjoying the app and telling their friends about it.



As well as making friends at school and through hobbies, lots of young people meet and interact with their peers on social apps like Yellow.

More than half of teenagers in the US have made a new friend online and most of these friendships remain in the digital space without ever meeting in person.* In fact, many friendships formed on Yellow are between people who live more than 50km apart.

*Source: Pew Research Center, 2015

Yellow has a minimum age limit of 13 and anyone aged 13 to 17 who signs up to the app confirms that a parent or guardian has given permission.

As a further safeguard, there are separate communities on Yellow for 13 to 17-year-olds and adults.

Unlike some social networks that allow their users to be anonymous, we believe that asking people to use their real identity and real photos on Yellow helps to build a safer community for the long term.

The Yellow team

A small team based in Paris, user safety is a priority for all of us. We work closely with online safety experts and we follow the [social media guide](#) created by the UK Council for Child Internet Safety (UKCCIS) so that we can make Yellow as friendly and safe as possible for young people.

We're upfront about what's OK and what's not on Yellow – we send all new users a link to our community guidelines and, if they are broken at any time, we get in touch to explain what's happened and what action we're taking. By engaging and educating our users, we believe we can help everyone to have a great time on Yellow.

Getting Yellow

Yellow is free to download from the App Store and Google Play.



Setting up a profile

To create a profile on Yellow, users have to provide their:

- real name
- mobile number
- date of birth
- gender
- location
- a real photo that shows their face

We verify their mobile number by sending a confirmation code and their number is not published on their profile.

Users can also include some of their favourite emojis and a few more photos or videos of themselves in their profile.

By setting up a profile, users aged 13 to 17 confirm they have the permission of a parent or guardian to do so.

It's particularly important that our users are honest about their age on Yellow as we aren't currently able to verify their age at sign-up.

Users can, however, report other users who they believe could be underage to us and our moderation team will check their profiles.

Yellow uses location data so the user's location (current city) will show on their profile, unless they have not allowed the app to access their location or have chosen to hide their city in Settings.

Once users have set up their profile on Yellow, they can change their preferences in Settings (see page 11).



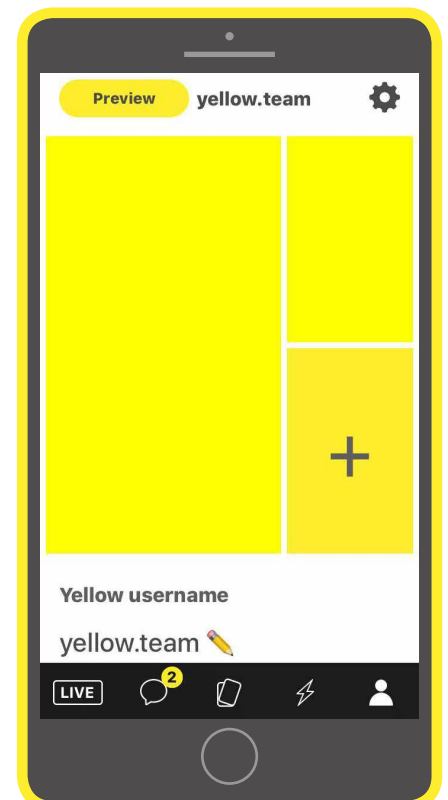
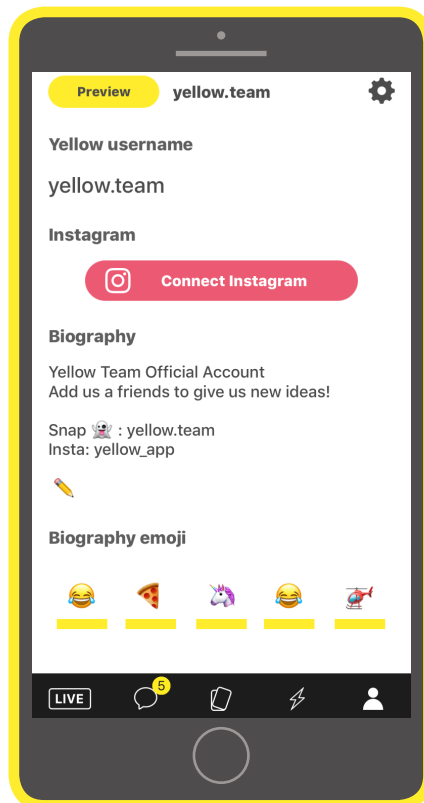
What is location data?

Users' mobile phones provide data about their current location – this can be switched off by the user.

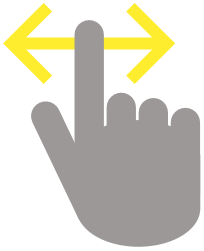


What personal information can other users see?

- First name
- Age
- City (unless hidden by the user)
- Profile photos



Using the app



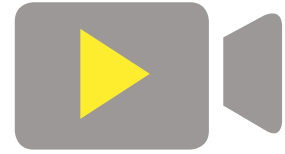
Swipe

To add new friends on Yellow, users swipe right on someone's profile picture to 'like' them or swipe left if they would rather not be friends with them. If the user receives a 'like' from someone they like, they become friends on Yellow.



Chat

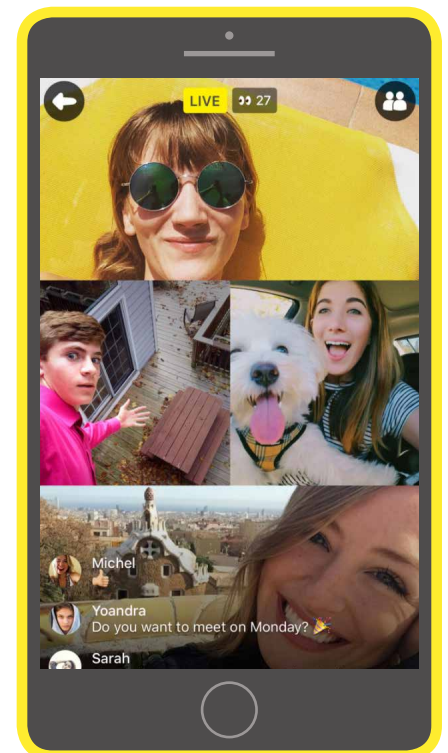
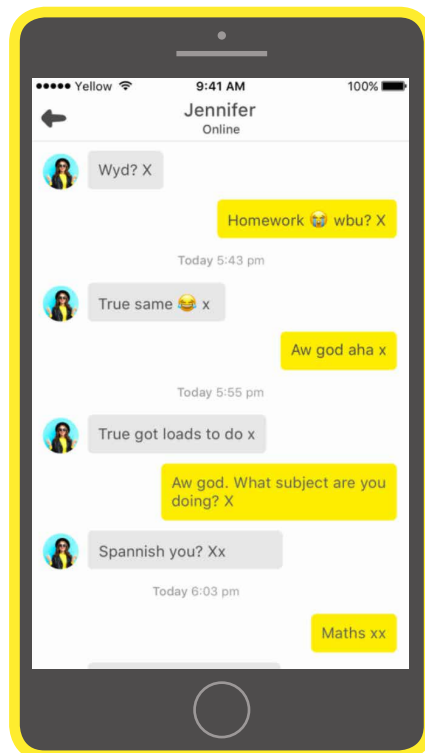
Yellow users can instant message friends one-on-one or in group chats. Users have the option to *Go Live* during the chat and start a live video stream so that the friends they are speaking to can see them.



Live

It's easy for users to share what they are doing in real time using live video streaming on Yellow.

Anyone on Yellow will be able to see their live broadcast and send messages, not just their friends. The user streaming the video can choose whether to add viewers as new friends.



Your concerns

Yellow 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 Yellow and we encourage our users and their families to contact us about anything inappropriate or illegal they see happening on the app.

We take action when we are aware of any rules being broken and we report potentially illegal activity, such as grooming, to law enforcement.

Inappropriate, harmful and illegal content

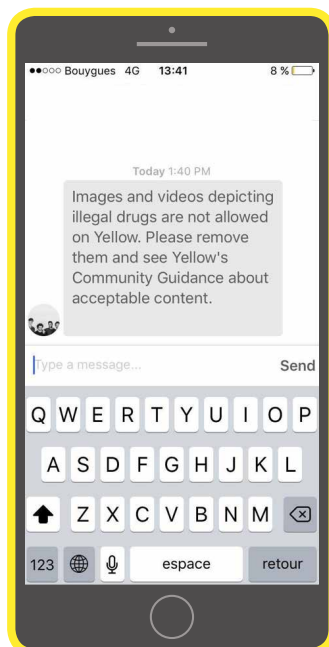
Your child or students might come across things they would rather not see online, such as sexual images, violence, homophobia, racism, illegal drugs, extremist views and criminal activity.

It's not OK for this kind of content to be on Yellow – we take it down as soon as we become aware of it and, if it could be breaking the law, we refer it to the authorities.

Our advice

Make sure they know they should report inappropriate or illegal content to us and not share it with other users.

We take action, which could include removing the content, blocking the user and reporting it to law enforcement.



Bullying

Bullying can be really hurtful, whether it's online or in the real world. On social media, it can take many forms – nasty comments, embarrassing photos, low ratings or 'dislikes' – and it can happen 24/7. One of our community guidelines is that Yellow users shouldn't intimidate, threaten or harass anyone.

Our advice

Encourage your child or students to respect other online users and to think carefully before making a comment, sharing an image or rating someone's post. It's often a good idea to take a step back and ask: Could it hurt the other person's feelings or embarrass them?

Let them know that, if they or someone else is being bullied on Yellow, they should report it to us immediately so that we can do something about it.

Nudity

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

For teenagers surrounded by sexual images in the media, it can be difficult knowing where to draw the line with sharing photos and videos on the internet. They might decide to copy their favourite celebrity by posing in their underwear, topless or naked, for example.

Some might believe this will get people's attention or help them to be more popular or they could be pressured by boyfriends, girlfriends, friends and complete strangers into sharing these kinds of images (often called sexting). In fact, they could be breaking the law by taking, sharing or possessing these images.

They might also find the images are shared with others without their consent (often called revenge porn or sextortion). To help protect young people, nude and sexual images are not allowed on Yellow and we take steps to remove them.

Our advice

Discuss why it's important to respect their own body – they shouldn't feel they have to share intimate photos or videos just because celebrities do or because someone has asked them to.

Remind them that any Yellow user can see their live streams, not just their friends.

Explain why they should only share images that meet the Yellow community guidelines and that don't break the law.

They should not put pressure on other people to send them nudes and they should report anything inappropriate to us.

We remove inappropriate images from Yellow as soon as we are aware of them. Find out more about the risks of sexting in this [NSPCC article](#).

Grooming

Unfortunately, some people go online to target children and teenagers for the wrong reasons, such as to groom them for sexual abuse or to share extremist views.

Although 13 to 17-year-olds are separate from adults on Yellow, some users might pretend to be younger and set up fake profiles to trick young people into speaking to them – they might pay them lots of compliments or offer things like concert tickets and modelling opportunities to draw them into a conversation.

We have zero tolerance for the exploitation of young people and work with law enforcement to take action against it.

Our advice

Discuss how anyone can see live streams on Yellow, not just their friends. They should also think carefully before filming themselves – broadcasting live from their bedroom or classroom could reveal their exact location to strangers, for example.

Look out for changes in your child's or students' behaviour. Are they increasingly secretive about the devices and apps they use? Do they go to their room as soon as they receive a message or get defensive when you ask them who they are talking to?

Encourage them to trust their instincts about people they meet online and to recognise that if what someone says to them seems too good to be true, it probably is.

If they feel uncomfortable about someone who has approached them on Yellow, they should report it to us. We pass the details of any potentially criminal activity to law enforcement and other agencies, such as the [Internet Watch Foundation](#).

Visit the [CEOP](#) website for information about how to deal with online sexual abuse.

Self-esteem

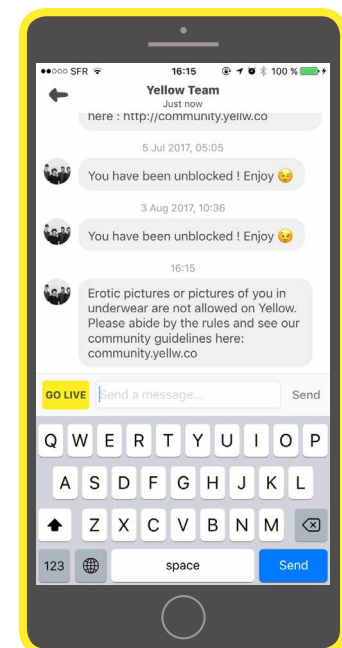
In a world of Photoshopped images of celebrities and large social media audiences, there's even more pressure for teenagers to look and behave a certain way and be part of the right crowd.

It's our aim for Yellow to be a community in which young people feel confident, happy and secure so there's no place for things like body shaming, bullying and other forms of humiliation.

Our advice

Help them to understand that comparing themselves to Instagram celebrities or getting fixated on the number of 'likes' and ratings they get on social media isn't healthy.

Encourage them to be themselves and not be defined by what others think of them. If they – or their friends – receive nasty comments on Yellow, they should let us know so we can investigate and take action.



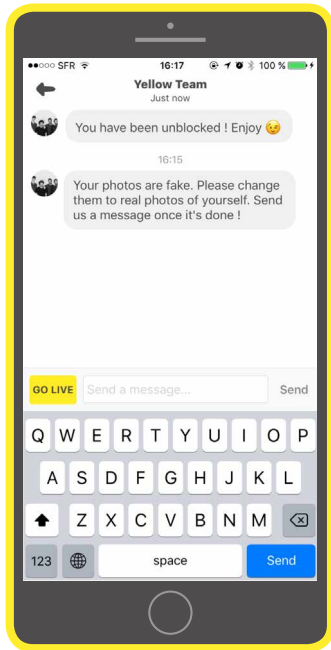
Fake profiles

As with other social networks, some people set up fake profiles on Yellow and pretend to be someone they are not.

We want to know the real identity of all our users as we believe it makes the Yellow community safer. We close down fake profiles as soon as we know about them.

Our advice

Explain to your child or students why it's important to give real information when setting up their profile. If they are concerned that someone has stolen their – or someone else's – identity to set up a fake profile on Yellow, they should contact us so we can remove it.



Self-harm and suicide

Sadly, the pressures of growing up can sometimes get too much and some young people experience depression, low self-esteem, questions about their sexual identity and other issues.

They might choose to share their experiences online and, in some cases, try to encourage others to discuss and participate in things like eating disorders, self-injury and suicide.

For the safety of our users, we remove any posts on these topics. We also provide details of helplines so that young people can get the support they need.

Our advice

Encourage them to look out for their friends and to report any posts on Yellow about self-harm and suicide to us so that we can take the appropriate action.

If your child or students or any of their friends are struggling with certain aspects of their life and would like to talk to someone, we've put together a [list of helplines](#) in various countries.

Data protection

Unlike many other social apps, our users are not anonymous as we think that knowing everyone's real identity makes Yellow a safer place.

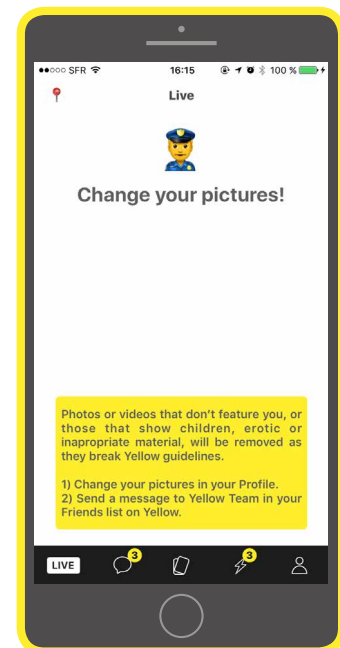
We ask users to provide their real name, mobile number, date of birth, gender, location and a real photo that shows their face when they sign up to the app.

Unfortunately, some people do not give us their real information and decide to set up fake profiles – we close these down as soon as we are aware of them. We do not share user data with advertisers.

Our advice

Have a conversation with your child or students about why we ask for real information when users sign up to Yellow.

Read our [Privacy Policy](#) for details about the user data we collect.



Staying safer on Yellow

We want young people to have a positive experience on Yellow and that includes being as safe as possible.

That's why we provide a number of safety features in the app, including community guidelines and technical tools, as well as having human moderators who keep a close eye on things.

Our five-step approach puts user safety at the heart of Yellow and we're always looking for ways to improve it even more.

1

Sign-up

2

Profile settings

3

Community guidelines

4

Moderation

5

Reporting

1

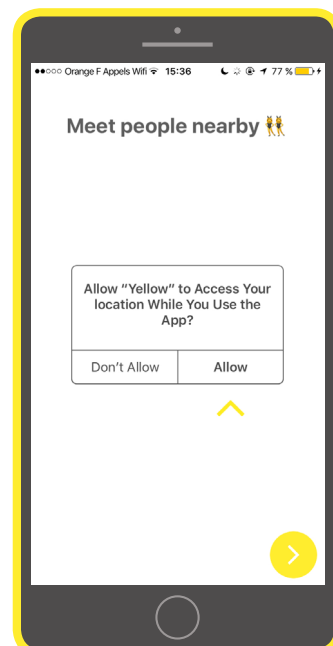
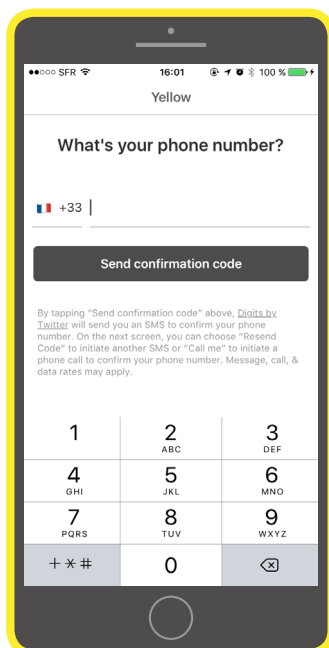
Sign-up

13 to 17-year-olds who sign up to Yellow confirm they have parental permission.

We also ask new users for their mobile number when setting up a profile so that we can verify it using a confirmation code.

During sign-up, users might choose to turn off location data on their device so we only know which country they are in (from their mobile number), not their city.

Every user receives a message with a link to our community guidelines once they have signed up.



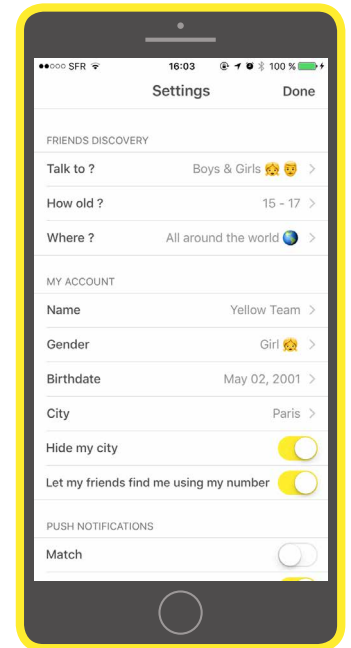
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Profile settings

Users can change their profile settings on Yellow by clicking on the gear icon at the top right of their profile and selecting their preferences. They can choose to:

- Talk to either 'Boys', 'Girls' or 'Boys & Girls'.
- 'Hide my city' to keep their location private.

- Not allow friends to be able to use their mobile number to find them on the app.
- Adjust the distance settings on their profile to meet friends within a certain radius, either staying local or going global.



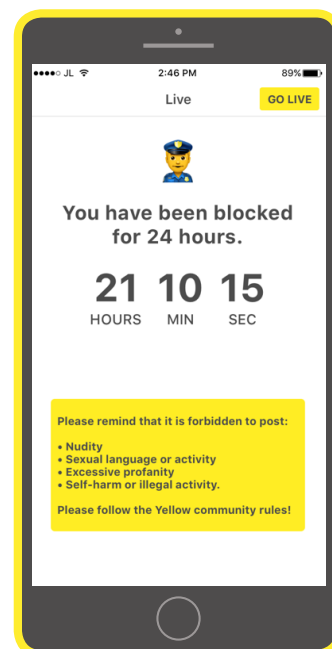
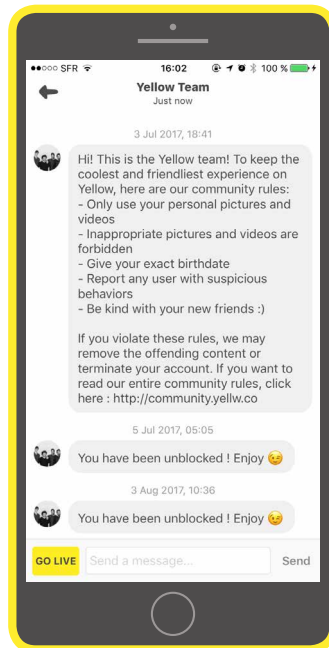
3

Community guidelines

To keep the Yellow community as friendly and safe as possible, it's important that we have some guidelines in place. Our community guidelines are all about treating one another with respect and include not sharing nude images and other inappropriate content and not bullying other users.

Everyone receives a link to our community guidelines when they sign up and, if they break any of the rules, we take action. We aim to engage and educate our users so the first step is to contact them about their behaviour. We may then remove the offending content and/or terminate their account.

Read our [community guidelines](#).



4

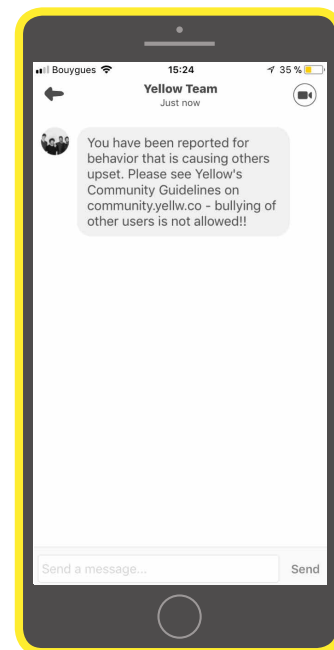
Moderation

We use a combination of technical tools and human moderators to check the content created by Yellow users and take the appropriate action. This includes:

- Using image-matching technology to detect fake photos.
- Filtering out profile photos with no face.
- Developing tools and systems to better detect and remove inappropriate content, including sexual images (e.g. nude or underwear photos) and content that promotes things such as racism, extremism, drugs and self-harm.

- Following up on reports about users who might be lying about their age.
- Monitoring banned profiles, banned titles and Live rooms that have been closed because of bad behaviour to ensure they are not reinstated.

If a Yellow user breaks any of our community guidelines, we send them a warning message so that they understand what they have done wrong. We may take further action, such as removing the content, suspending their account for 24 hours, terminating their account and reporting potentially illegal activity to law enforcement.



5

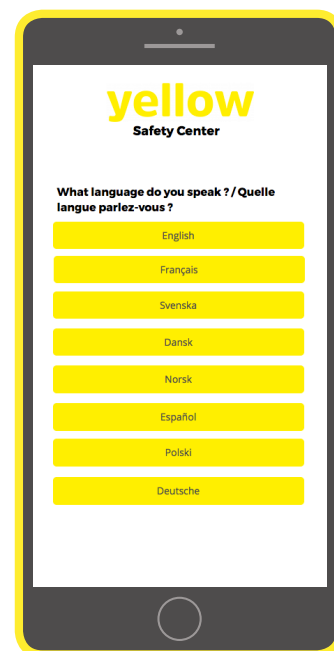
Reporting

Just like in real life, things can, of course, go wrong online. So we encourage our users and their families to report any suspicious, inappropriate and illegal activity to us and, where necessary, we pass the details to law enforcement. This includes pornographic, sexually explicit and violent content, bullying, grooming, nude images, drug-related content, scams and fake accounts.

It only takes a few seconds to report any concerns to us by clicking on the flag icon within the app or by going to our Safety Center and you will be helping to make Yellow safer for everyone.

We strive to respond to these reports in reasonable time – in most cases, within 24 hours. We prioritise Yellow users who report urgent threats and emergencies (such as suicide and violence), pass the details of emergencies to the relevant authorities and provide helpline contact details to our users.

Visit our [Safety Center](#).



What you can do right now

As parents, carers and educators, you can make a huge difference to how your child or students manage Yellow and their other digital spaces. Why not make a start straight away with these three simple steps?

Talk

Talk to them about why they love Yellow and the other apps and websites they use.

Having regular conversations about their digital likes and dislikes will help you to understand your child or students better and you'll also be able to reassure them that they can come to you if anything goes wrong online.

If they are under 13, explain to them why Yellow and many other social apps aren't suitable for them and why it's important to always be honest about their age online.

You could even ask them to show you how Yellow works.

Encourage

Encourage them to respect themselves and other people online in the same way they do in the real world.

They might want to consider things like:

- Am I over-sharing?
- Might I regret posting certain photos, videos and comments on Yellow at a later date?
- Could something I say upset someone else?
- How can I stand up for my friends?

It's also important to discuss how they deal with peer pressure and how people who befriend them might not always be who they say they are.

Reassure

Reassure them that they are not alone if something worries them.

We've introduced lots of safety features to help young people have the best possible experience on Yellow – from building a team of moderators who filter content and block users to making it easy for teenagers to report things like bullying and illegal activity.

Working together with parents, carers, educators and law enforcement, we're here to support our teenage users.

Further information and support

You can find out more about staying safe online on the following websites:

Better Internet for Kids
www.betterinternetforkids.eu

Be Internet Awesome
<https://beinternetawesome.withgoogle.com>

Common Sense Media
www.commonsensemedia.org

ConnectSafely
www.connectsafely.org

iKeepSafe
archive.ikeepsafe.org/parents

NetFamilyNews
www.netfamilynews.org

NetSmartz
www.netsmartz.org

NSPCC
www.nspcc.org.uk

Office of the eSafety Commissioner
www.esafety.gov.au

Parent Info
<https://parentinfo.org>

Revenge Porn Helpline
www.revengepornhelpline.org.uk

Thinkuknow
www.thinkuknow.co.uk

UK Safer Internet Centre
www.saferinternet.org.uk

www.yellw.co

We hope you've found this guide useful. If so, please let your friends and colleagues know about it too.

Your one-minute guide to staying safer on Yellow

A social network that teens love



Minimum age

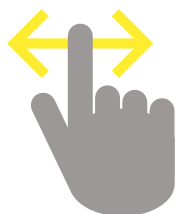


3m+
messages sent each day

Did you know?

Friendships are changing: More than half of US teenagers have made a new friend online and most of these friendships never cross over into real life.*

*Source: Pew Research Center, 2015



Swipe
to make friends



Chat
in twos or groups



Live stream
to friends

Our five-step approach to user safety

1 Sign-up

Minimum age of 13; real identity and mobile number required; separate community for 13 to 17-year-olds; community guidelines provided to engage and educate our users.

2 Profile settings

Users can hide their city and choose to talk to people within a certain radius.

3 Community guidelines

To keep the Yellow community as friendly and safe as possible, harmful content, bullying and other inappropriate behaviour are not allowed.

4 Moderation

We use technical tools and human moderators to keep an eye on things.

5 Reporting

We've made it easy for our users and their families to report any concerns using the flag icon within the app so that we can take action.

Did you know?

Users who violate our **community guidelines** receive a warning message and we might also remove the offending content, block them and, where necessary, contact law enforcement.

Three things to do right now

Talk

Talk to your child or students about their digital likes and dislikes.

Encourage

Encourage them to respect themselves and others online.

Reassure

Reassure them that they are not alone if something worries them.

www.yellw.co

Available for download on the App Store and Google Play

