Snapchat Transparency Report
Jan 1, 2020 - June 30, 2020
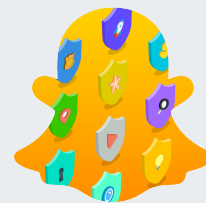
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Introduction

At Snap, we contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. We care deeply about the wellbeing of our community and, when building products, we consider the privacy and safety of Snapchatters on the front-end of the design process.

We have clear and thorough guidelines that support our mission by fostering the broadest range of self-expression while encouraging Snapchatters to use our services safely every day. Our Community Guidelines prohibit the spread of false information that can cause harm, hate speech, bullying, harassment, illegal activities, sexually explicit content, graphic violence, and much more.

Our Transparency Report offers important insight into the violating content we enforce against, governmental requests for Snapchatters' account information, and other legal notifications.

For more information about our approach to and resources for safety and privacy, please visit our About Transparency Reporting section.
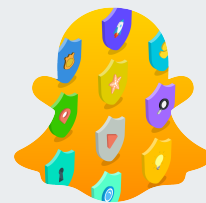
About Transparency Reporting

Throughout this Transparency Report, we highlight how we enforce safety 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 have 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.

For more information about our approach to safety and privacy, including how we prioritize wellness, 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.

Approach to Safety Partnerships

Snap is deeply committed to the safety and wellbeing of our community, and our teams, technologies, policies, and partnerships apply 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.
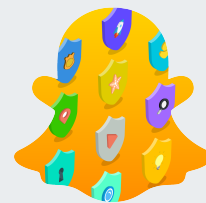
Additional Safety and Privacy Resources

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.

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.
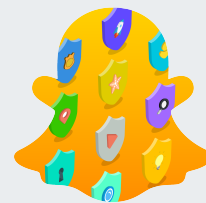
Account / Content Violations

More than four billion Snaps are created each day using our camera. From January 1, 2020 – June 30, 2020, we enforced against 3,872,218 pieces of content, globally, for violations of our Community Guidelines — which amounts to less than 0.012% of all Story postings. Our teams generally take action on such violations quickly, whether it is to remove Snaps, delete accounts, report information to the National Center for Missing & Exploited Children (NCMEC), or escalate to law enforcement. In the vast majority of cases, we enforce against content within 2 hours of receiving an in-app report.

	Total
Content Reports*	13,204,971
Content Enforced	3,872,218
Unique Accounts Enforced	1,692,859

H1'20: Content Enforced

1	●	4.5%
2	●	0.8%
3	●	0.6%
4	●	6.1%
5	●	80.6%
6	●	2.7%
7	●	4.7%
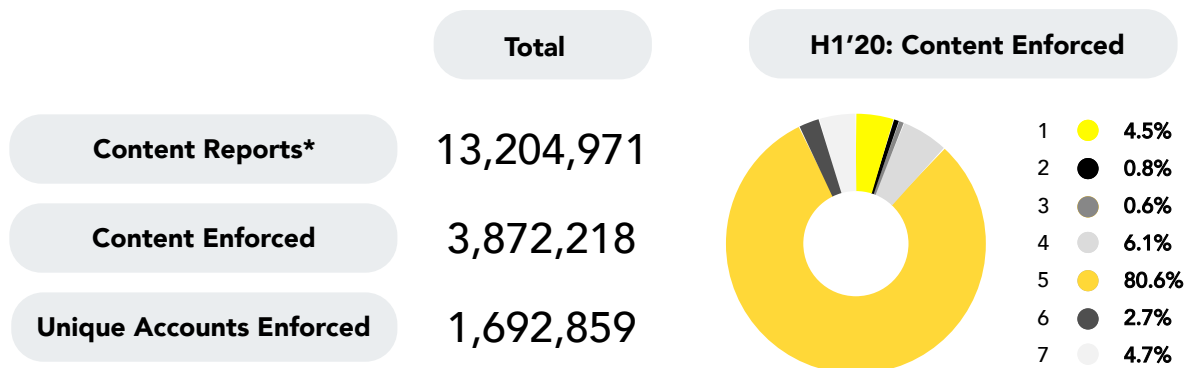
Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced	Turnaround Time**
1	Harassment and Bullying	857,493	175,815	145,445	0.4
2	Hate Speech	229,375	31,041	26,857	0.6
3	Impersonation	1,459,467	22,435	21,510	0.1
4	Regulated Goods	520,426	234,527	137,721	0.3
5	Sexually Explicit Content	8,522,585	3,119,948	1,160,881	0.2
6	Spam	552,733	104,523	59,131	0.2
7	Threatening/ Violence/Harm	1,062,892	183,929	141,314	0.5

*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.
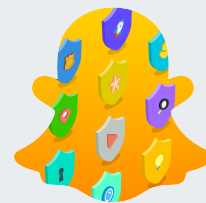
Expanded Violations

Child Sexual Exploitation and Abuse

The exploitation of any member of our community — particularly young people — is totally unacceptable, and prohibited on Snapchat. Preventing, detecting and eliminating abuse on our platform is a priority for us, and we are constantly improving our capabilities for combating this type of illegal activity.

Reports of child exploitation are quickly reviewed by our Trust and Safety team, and evidence of this activity results in account termination and reporting to the National Center for Missing & Exploited Children (NCMEC). We provide around-the-clock support to international law enforcement agencies who contact us for assistance with cases involving missing or endangered minors.

We use PhotoDNA technology to proactively identify and report the uploading of known imagery of child sexual exploitation and abuse, and we report any instances to the authorities. Of the total accounts enforced against for Community Guidelines violations, we removed 2.99% for CSAM takedown.

Moreover, Snap proactively deleted 70% of these.

Total Account Deletions	47,136

Terrorism

Terrorist organizations and hate groups are prohibited from Snapchat and we have no tolerance for content that advocates or advances violent extremism or terrorism.

Total Account Deletions	<10
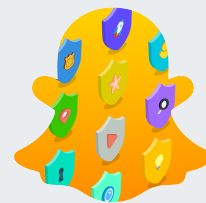
Region Overview

This section gives an overview of the enforcement of our rules in a sampling of 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 Enforced
North America	5,769,636	1,804,770	785,315
Europe	3,419,235	960,761	386,728
Rest of World	4,016,100	1,106,687	413,272
Total	13,204,971	3,872,218	1,578,985

*The Content Reports reflect alleged violations via our in-app and support inquiries.
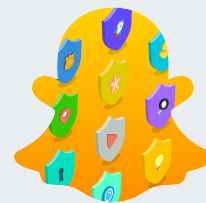
Account / Content Violations
by Country

Australia
Account / Content Violations

	Total
Content Reports*	184,933
Content Enforced	51,675
Unique Accounts Enforced	30,262
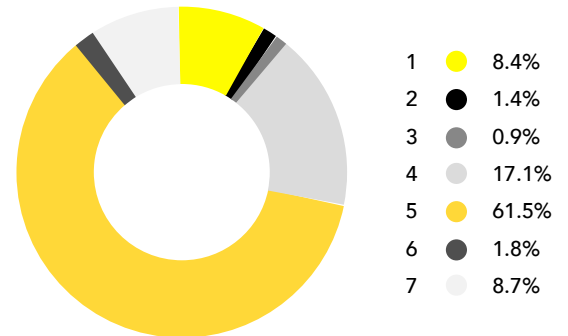
H1'20: Content Enforced

1	8.4%
2	1.4%
3	0.9%
4	17.1%
5	61.5%
6	1.8%
7	8.7%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	18,110	4,334	3,707
2	Hate Speech	4,050	737	655
3	Impersonation	25,381	484	473
4	Regulated Goods	16,911	8,853	5,175
5	Sexually Explicit Content	86,672	31,793	15,883
6	Spam	6,779	955	745
7	Threatening/ Violence/Harm	27,030	4,519	3,624

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

	CSAM	Terrorism
Total Account Deletions	1,038	0

Austria

Account / Content Violations

	Total
Content Reports*	46,147
Content Enforced	10,165
Unique Accounts Enforced	5,505
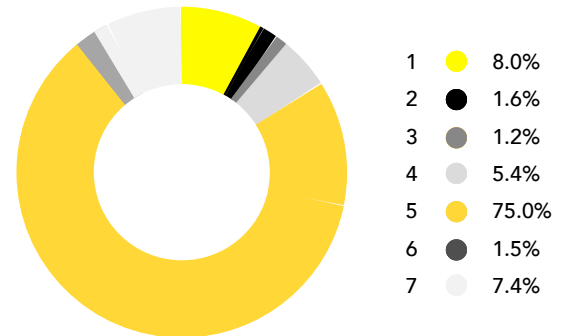
H1'20: Content Enforced

1	⬤	8.0%
2	⬤	1.6%
3	⬤	1.2%
4	⬤	5.4%
5	⬤	75.0%
6	⬤	1.5%
7	⬤	7.4%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	4,556	811	748
2	Hate Speech	1,236	166	152
3	Impersonation	6,936	118	112
4	Regulated Goods	2,088	545	389
5	Sexually Explicit Content	24,826	7,625	3,385
6	Spam	1,778	150	113
7	Threatening/ Violence/Harm	4,727	750	606

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

	CSAM	Terrorism
Total Account Deletions	136	0

Belgium
Account / Content Violations

	Total
Content Reports*	61,279
Content Enforced	15,945
Unique Accounts Enforced	7,858
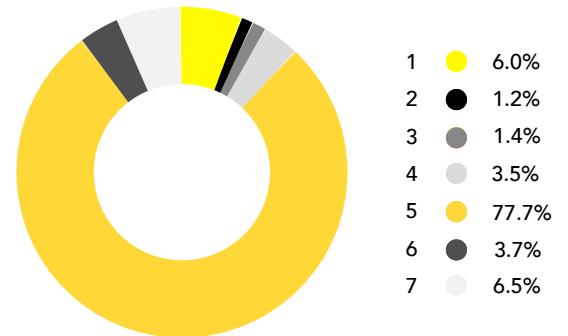
H1'20: Content Enforced

1	🟡	6.0%
2	⚫	1.2%
3		1.4%
4		3.5%
5	🟡	77.7%
6		3.7%
7		6.5%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	4,998	959	869
2	Hate Speech	1,394	185	153
3	Impersonation	11,314	219	217
4	Regulated Goods	1,799	559	385
5	Sexually Explicit Content	33,656	12,397	5,147
6	Spam	2,479	591	295
7	Threatening/ Violence/Harm	5,639	1,035	792

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

	CSAM	Terrorism
Total Account Deletions	439	0

Brazil
Account / Content Violations

	Total
Content Reports*	63,221
Content Enforced	35,996
Unique Accounts Enforced	9,750

H1'20: Content Enforced
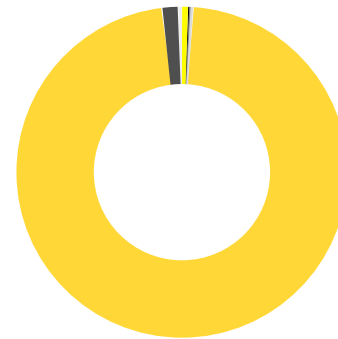
1	🟡	0.6%
2	⚫	0.1%
3	⚫	0.1%
4	⚪	0.3%
5	🟡	96.7%
6	⚫	1.6%
7	⚪	0.4%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	755	222	204
2	Hate Speech	134	34	32
3	Impersonation	4,344	43	43
4	Regulated Goods	301	93	78
5	Sexually Explicit Content	55,704	34,894	9,050
6	Spam	1,120	578	223
7	Threatening/ Violence/Harm	863	132	120

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

	CSAM	Terrorism
Total Account Deletions	192	0

Canada
Account / Content Violations

	Total
Content Reports*	247,864
Content Enforced	62,745
Unique Accounts Enforced	36,767
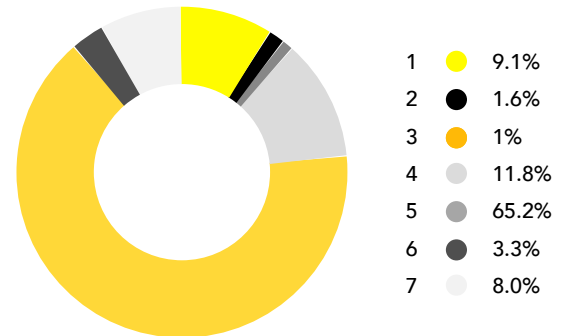
H1'20: Content Enforced

1	🟡	9.1%
2	⚫	1.6%
3	🟠	1%
4		11.8%
5		65.2%
6		3.3%
7		8.0%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	23,130	5,693	4,928
2	Hate Speech	6,423	996	878
3	Impersonation	31,885	647	629
4	Regulated Goods	14,588	7,417	4,608
5	Sexually Explicit Content	135,234	40,928	20,489
6	Spam	9,976	2,066	1,288
7	Threatening/ Violence/Harm	26,628	4,998	3,947

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

	CSAM	**Terrorism**
Total Account Deletions	1,041	0

Denmark
Account / Content Violations

	Total
Content Reports*	41,560
Content Enforced	12,439
Unique Accounts Enforced	5,613
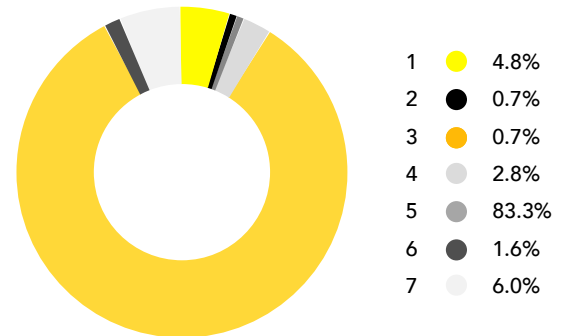
H1'20: Content Enforced

Key	%
1	4.8%
2	0.7%
3	0.7%
4	2.8%
5	83.3%
6	1.6%
7	6.0%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	3,066	601	496
2	Hate Speech	488	91	85
3	Impersonation	5,509	88	84
4	Regulated Goods	907	348	238
5	Sexually Explicit Content	26,339	10,363	4,011
6	Spam	1,728	204	170
7	Threatening/ Violence/Harm	3,523	744	529

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

	CSAM	Terrorism
Total Account Deletions	254	0

Finland
Account / Content Violations

	Total
Content Reports*	61,263
Content Enforced	11,737
Unique Accounts Enforced	7,074
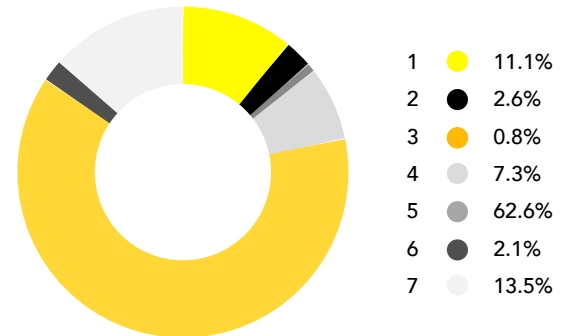
H1'20: Content Enforced

1	🟡	11.1%
2	⚫	2.6%
3	🟠	0.8%
4	⚪	7.3%
5		62.6%
6		2.1%
7		13.5%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	7,958	1,298	1,113
2	Hate Speech	1,971	311	244
3	Impersonation	4,931	94	92
4	Regulated Goods	2,868	859	580
5	Sexually Explicit Content	30,302	7,349	3,875
6	Spam	3,718	243	195
7	Threatening/ Violence/Harm	9,515	1,583	975

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

	CSAM	Terrorism
Total Account Deletions	213	0
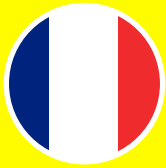
France
Account / Content Violations

	Total
Content Reports*	856,680
Content Enforced	220,319
Unique Accounts Enforced	96,145
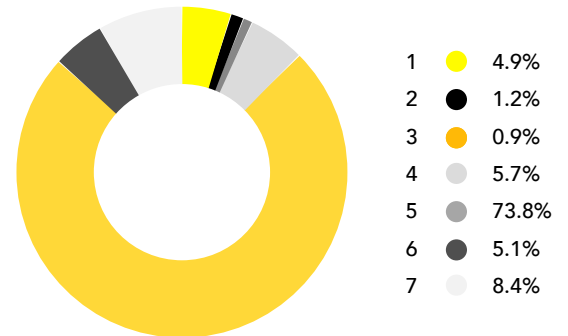
H1'20: Content Enforced

Key	Percentage
1	4.9%
2	1.2%
3	0.9%
4	5.7%
5	73.8%
6	5.1%
7	8.4%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	57,362	10,810	8,673
2	Hate Speech	21,452	2,709	2,282
3	Impersonation	152,550	1,897	1,840
4	Regulated Goods	35,872	12,528	7,379
5	Sexually Explicit Content	434,553	162,679	59,071
6	Spam	35,371	11,295	3,996
7	Threatening/ Violence/Harm	119,520	18,401	12,904

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

	CSAM	Terrorism
Total Account Deletions	2,544	1

Germany
Account / Content Violations

	Total
Content Reports*	245,232
Content Enforced	66,679
Unique Accounts Enforced	29,012
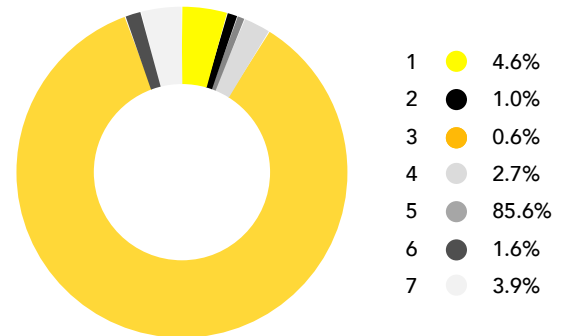
H1'20: Content Enforced

1	🟡	4.6%
2	⚫	1.0%
3	🟠	0.6%
4		2.7%
5		85.6%
6		1.6%
7		3.9%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	19,321	3,034	2,409
2	Hate Speech	4,814	673	589
3	Impersonation	40,388	432	416
4	Regulated Goods	7,600	1,812	1,271
5	Sexually Explicit Content	144,392	57,053	21,589
6	Spam	10,243	1,043	822
7	Threatening/ Violence/Harm	18,474	2,632	1,916

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

	CSAM	Terrorism
Total Account Deletions	916	0

India

Account / Content Violations

	Total
Content Reports*	195,347
Content Enforced	35,580
Unique Accounts Enforced	15,542
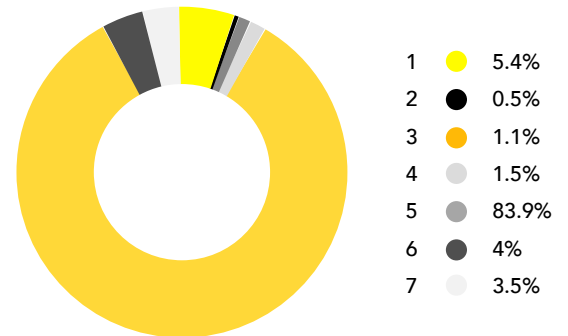
H1'20: Content Enforced

Key	%
1	5.4%
2	0.5%
3	1.1%
4	1.5%
5	83.9%
6	4%
7	3.5%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	12,094	1,918	1,097
2	Hate Speech	2,236	170	156
3	Impersonation	37,034	400	379
4	Regulated Goods	2,754	541	424
5	Sexually Explicit Content	106,923	29,856	11,486
6	Spam	17,155	1,435	992
7	Threatening/ Violence/Harm	17,151	1,260	1,008

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

	CSAM	Terrorism
Total Account Deletions	533	0

Iraq
Account / Content Violations

	Total
Content Reports*	156,391
Content Enforced	32,013
Unique Accounts Enforced	10,699
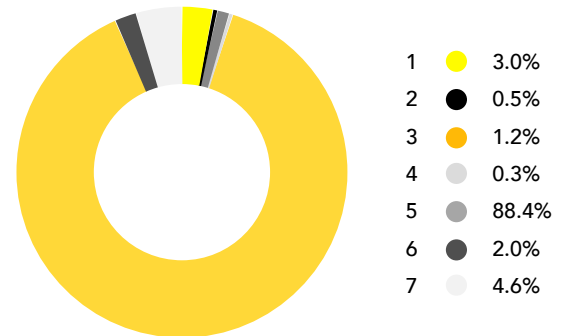
H1'20: Content Enforced

1	🟡	3.0%
2	⚫	0.5%
3	🟠	1.2%
4		0.3%
5		88.4%
6		2.0%
7		4.6%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	7,252	974	768
2	Hate Speech	1,096	148	146
3	Impersonation	39,889	380	366
4	Regulated Goods	816	102	96
5	Sexually Explicit Content	93,054	28,290	7,699
6	Spam	3,548	639	441
7	Threatening/ Violence/Harm	10,736	1,480	1,183

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

	CSAM	Terrorism
Total Account Deletions	439	0

Ireland
Account / Content Violations

	Total
Content Reports*	65,089
Content Enforced	14,708
Unique Accounts Enforced	9,132
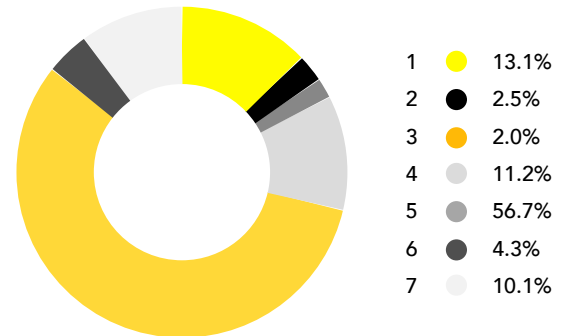
H1'20: Content Enforced

Chart Key		
1	🟡	13.1%
2	⚫	2.5%
3	🟠	2.0%
4		11.2%
5		56.7%
6		4.3%
7		10.1%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	6,996	1,931	1,528
2	Hate Speech	1,917	374	338
3	Impersonation	12,796	292	286
4	Regulated Goods	3,316	1,652	1,043
5	Sexually Explicit Content	25,054	8,333	4,411
6	Spam	6,999	635	375
7	Threatening/ Violence/Harm	8,011	1,491	1,151

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

	CSAM	Terrorism
Total Account Deletions	406	0

Italy
Account / Content Violations

	Total
Content Reports*	19,039
Content Enforced	5,902
Unique Accounts Enforced	2,812

H1'20: Content Enforced
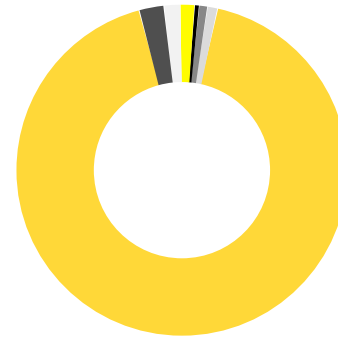
1	🟡	1.4%
2	⚫	0.4%
3	⬤	0.8%
4	⬤	1%
5	🟠	92.4%
6	⬤	2.4%
7	⬤	1.6%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	548	83	74
2	Hate Speech	142	25	23
3	Impersonation	2,317	45	43
4	Regulated Goods	189	60	36
5	Sexually Explicit Content	14,532	5,451	2,469
6	Spam	550	141	81
7	Threatening/ Violence/Harm	761	97	86

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

	CSAM	Terrorism
Total Account Deletions	76	0

Mexico
Account / Content Violations

	Total
Content Reports*	27,224
Content Enforced	8,051
Unique Accounts Enforced	4,009
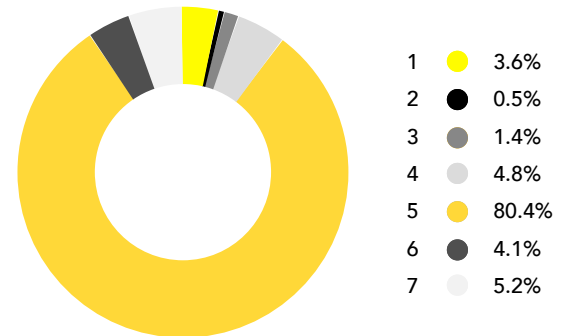
H1'20: Content Enforced

Key		Percent
1	🟡	3.6%
2	⚫	0.5%
3	⚫	1.4%
4	⬜	4.8%
5	🟡	80.4%
6	⬛	4.1%
7	⬜	5.2%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	1,370	288	262
2	Hate Speech	338	44	41
3	Impersonation	6,214	113	105
4	Regulated Goods	881	384	227
5	Sexually Explicit Content	15,456	6,473	2,936
6	Spam	854	332	107
7	Threatening/ Violence/Harm	2,111	417	331

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

	CSAM	Terrorism
Total Account Deletions	151	0

Netherlands
Account / Content Violations

	Total
Content Reports*	176,142
Content Enforced	56,834
Unique Accounts Enforced	19,842
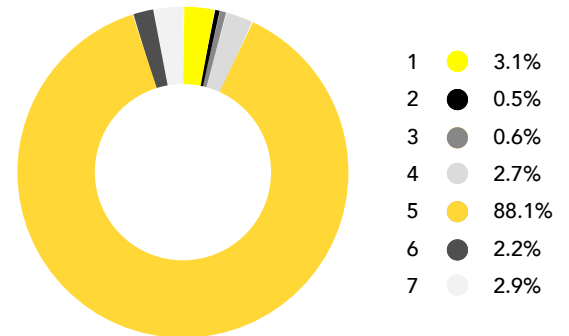
H1'20: Content Enforced

Key		%
1	🟡	3.1%
2	⚫	0.5%
3	⚫	0.6%
4	⚪	2.7%
5	🟡	88.1%
6	⚫	2.2%
7	⚪	2.9%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	9,498	1,743	1,543
2	Hate Speech	1,819	268	212
3	Impersonation	20,946	363	352
4	Regulated Goods	3,787	1,510	1,003
5	Sexually Explicit Content	125,150	50,062	14,641
6	Spam	5,838	1,226	885
7	Threatening/ Violence/Harm	9,104	1,662	1,206

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

	CSAM	Terrorism
Total Account Deletions	770	0

New Zealand
Account / Content Violations

	Total
Content Reports*	20,177
Content Enforced	5,478
Unique Accounts Enforced	3,074
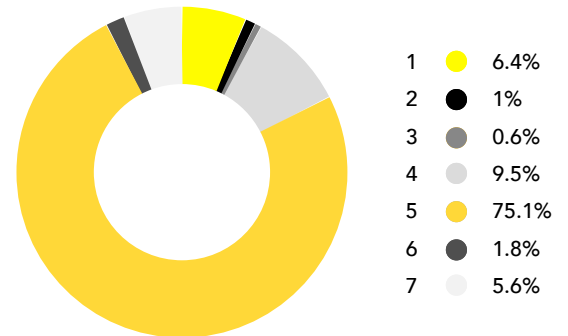
H1'20: Content Enforced

1	🟡	6.4%
2	⚫	1%
3	⚫	0.6%
4	⚪	9.5%
5	🟡	75.1%
6	⚫	1.8%
7	⚪	5.6%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	1,763	348	327
2	Hate Speech	351	55	55
3	Impersonation	2,987	34	34
4	Regulated Goods	1,146	520	361
5	Sexually Explicit Content	10,783	4,115	1,927
6	Spam	917	100	88
7	Threatening/ Violence/Harm	2,230	306	282

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

	CSAM	Terrorism
Total Account Deletions	147	0

Norway
Account / Content Violations

	Total
Content Reports*	49,746
Content Enforced	10,482
Unique Accounts Enforced	5,576
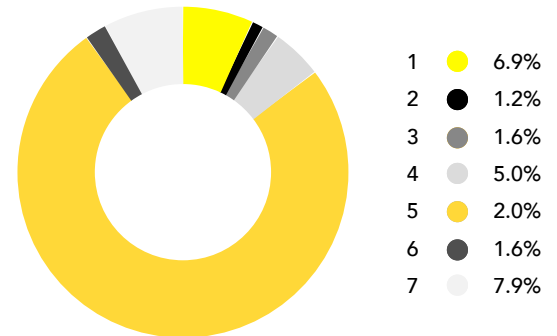
H1'20: Content Enforced

1	🟡	6.9%
2	⚫	1.2%
3	⚫	1.6%
4	⚪	5.0%
5	🟠	2.0%
6	⚫	1.6%
7	⚪	7.9%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	4,909	720	591
2	Hate Speech	862	123	105
3	Impersonation	8,317	163	161
4	Regulated Goods	1,535	523	292
5	Sexually Explicit Content	24,477	7,918	3,703
6	Spam	3,830	206	183
7	Threatening/ Violence/Harm	5,816	829	541

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

	CSAM	Terrorism
Total Account Deletions	336	0

Poland
Account / Content Violations

	Total
Content Reports*	93,531
Content Enforced	25,733
Unique Accounts Enforced	11,367
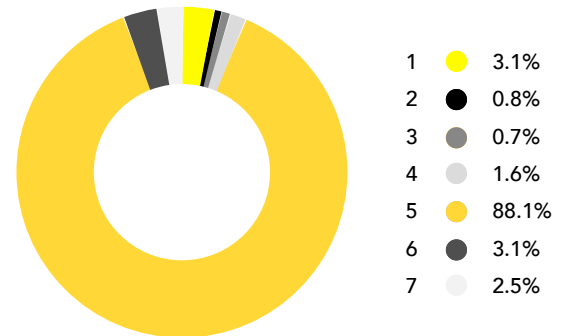
H1'20: Content Enforced

1	🟡	3.1%
2	⚫	0.8%
3	⚫	0.7%
4	⚪	1.6%
5	🟠	88.1%
6	⚫	3.1%
7	⚪	2.5%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	6,116	792	752
2	Hate Speech	1,510	207	196
3	Impersonation	12,307	186	186
4	Regulated Goods	1,937	422	311
5	Sexually Explicit Content	56,856	22,672	8,968
6	Spam	7,611	809	374
7	Threatening/ Violence/Harm	7,194	645	580

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

	CSAM	Terrorism
Total Account Deletions	829	0

Saudi Arabia
Account / Content Violations

	Total
Content Reports*	1,726,602
Content Enforced	431,546
Unique Accounts Enforced	110,701
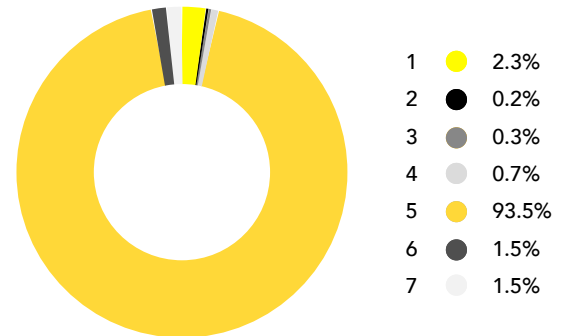
H1'20: Content Enforced

1	2.3%
2	0.2%
3	0.3%
4	0.7%
5	93.5%
6	1.5%
7	1.5%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	123,987	9,922	6,642
2	Hate Speech	11,447	1,003	933
3	Impersonation	201,382	1,246	1,210
4	Regulated Goods	22,367	2,997	2,240
5	Sexually Explicit Content	1,200,889	403,500	90,480
6	Spam	97,271	6,507	4,036
7	Threatening/ Violence/Harm	69,259	6,371	5,160

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

	CSAM	Terrorism
Total Account Deletions	9,778	0

Spain

Account / Content Violations

	Total
Content Reports*	24,134
Content Enforced	8,347
Unique Accounts Enforced	3,382
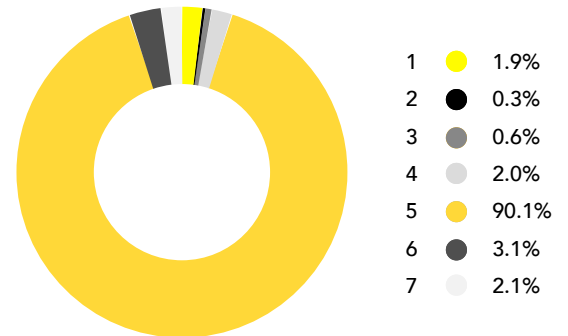
H1'20: Content Enforced

Key		%
1	(yellow)	1.9%
2	(black)	0.3%
3	(dark gray)	0.6%
4	(light gray)	2.0%
5	(gold)	90.1%
6	(dark gray)	3.1%
7	(light gray)	2.1%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	993	158	134
2	Hate Speech	248	25	21
3	Impersonation	2,686	47	46
4	Regulated Goods	460	168	92
5	Sexually Explicit Content	17,740	7,520	2,827
6	Spam	828	257	132
7	Threatening/ Violence/Harm	1,179	172	130

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

	CSAM	Terrorism
Total Account Deletions	55	0

Sweden
Account / Content Violations

	Total
Content Reports*	91,711
Content Enforced	20,311
Unique Accounts Enforced	9,574
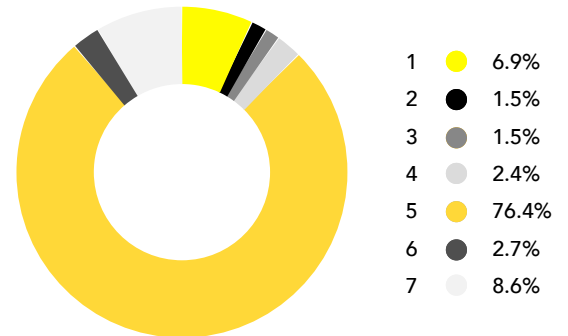
H1'20: Content Enforced

Key		%
1	🟡	6.9%
2	⚫	1.5%
3		1.5%
4		2.4%
5		76.4%
6		2.7%
7		8.6%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	7,991	1,409	1,224
2	Hate Speech	1,723	311	268
3	Impersonation	16,679	307	304
4	Regulated Goods	1,831	486	348
5	Sexually Explicit Content	47,784	15,510	5,952
6	Spam	5,436	541	329
7	Threatening/ Violence/Harm	10,267	1,747	1,149

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

	CSAM	Terrorism
Total Account Deletions	488	0

Turkey
Account / Content Violations

	Total
Content Reports*	85,702
Content Enforced	21,651
Unique Accounts Enforced	8,086
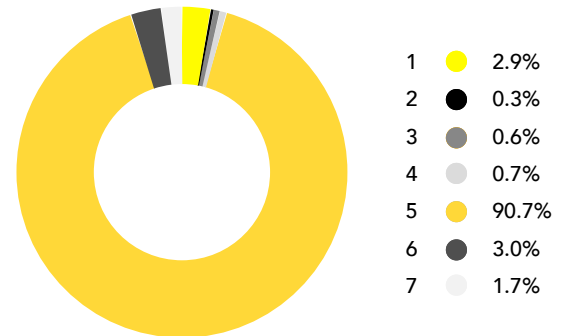
H1'20: Content Enforced

1	🟡	2.9%
2	⚫	0.3%
3		0.6%
4		0.7%
5	🟡	90.7%
6		3.0%
7		1.7%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	4,203	620	497
2	Hate Speech	787	64	64
3	Impersonation	17,628	121	115
4	Regulated Goods	735	142	82
5	Sexually Explicit Content	52,655	19,634	6,697
6	Spam	5,783	653	309
7	Threatening/ Violence/Harm	3,911	417	322

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

	CSAM	Terrorism
Total Account Deletions	140	7

United Arab Emirates
Account / Content Violations

	Total
Content Reports*	124,446
Content Enforced	31,237
Unique Accounts Enforced	6,931
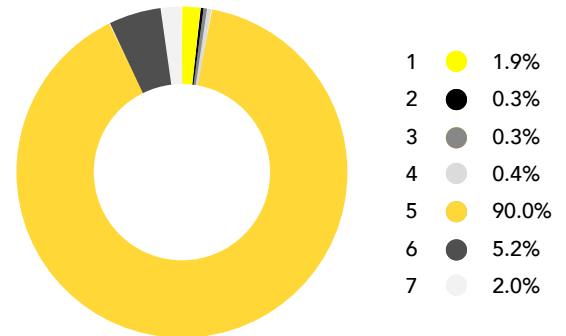
H1'20: Content Enforced

Key	Color	Percent
1	yellow	1.9%
2	black	0.3%
3	dark gray	0.3%
4	light gray	0.4%
5	gold	90.0%
6	dark gray	5.2%
7	light gray	2.0%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	6,699	581	382
2	Hate Speech	1,871	93	77
3	Impersonation	12,173	99	95
4	Regulated Goods	1,234	137	97
5	Sexually Explicit Content	86,466	28,103	5,363
6	Spam	8,312	1,614	459
7	Threatening/ Violence/Harm	7,691	610	458

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

	CSAM	Terrorism
Total Account Deletions	705	0

United Kingdom
Account / Content Violations

	Total
Content Reports*	961,455
Content Enforced	274,869
Unique Accounts Enforced	138,864
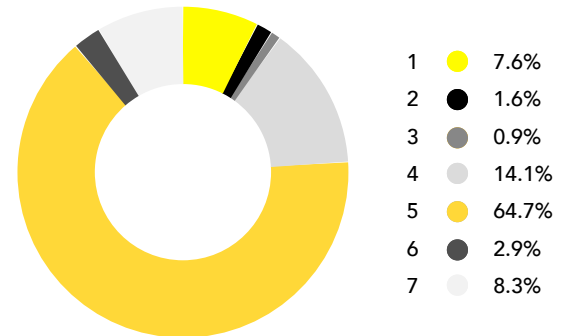
H1'20: Content Enforced

1	⬤	7.6%
2	⬤	1.6%
3	⬤	0.9%
4	⬤	14.1%
5	⬤	64.7%
6	⬤	2.9%
7	⬤	8.3%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	82,578	20,686	16,799
2	Hate Speech	24,520	4,364	3,794
3	Impersonation	115,648	2,470	2,389
4	Regulated Goods	71,294	38,647	22,078
5	Sexually Explicit Content	521,231	177,866	72,366
6	Spam	37,699	8,004	5,022
7	Threatening/ Violence/Harm	108,571	22,835	16,419

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

	CSAM	**Terrorism**
Total Account Deletions	2,832	0

United States
Account / Content Violations

	Total
Content Reports*	4,906,477
Content Enforced	1,437,321
Unique Accounts Enforced	757,805
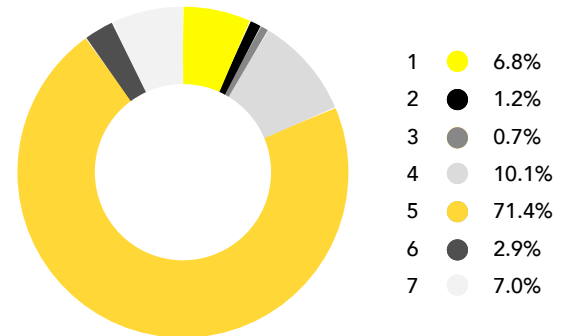
H1'20: Content Enforced

1	🟡	6.8%
2	⚫	1.2%
3	⚫	0.7%
4	⚪	10.1%
5	🟡	71.4%
6	⚫	2.9%
7	⚪	7.0%

Chart Key	Reason	Content Reports*	Content Enforced	Unique Accounts Enforced
1	Harassment and Bullying	384,654	98,057	84,042
2	Hate Speech	125,667	16,587	14,306
3	Impersonation	496,043	9,851	9,458
4	Regulated Goods	294,557	144,786	84,266
5	Sexually Explicit Content	2,931,696	1,025,680	457,428
6	Spam	156,977	41,980	28,639
7	Threatening/ Violence/Harm	516,883	100,380	79,666

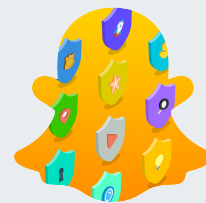*The Content Reports reflect alleged violations via our in-app and support inquiries

	CSAM	Terrorism
Total Account Deletions	13,588	1

Government Requests and Copyrighted Content Takedown Notices (DMCA)

United States Criminal Legal Requests

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

Category	Requests	Account Identifiters	Percentage of requests where some data was produced
Total	16,931	27,193	80%
Subpoena	3,702	7,009	79%
PRTT	149	265	92%
Court Order	305	464	86%
Search Warrant	11,033	17,094	81%
EDR	1,552	1,924	67%
Wiretap Order	26	59	88%
Summons	164	378	88%

* "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.

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	1,157	1,349	69%	3,153	4,448	49%
Argentina	0	0	0%	1	1	0%
Australia	83	88	82%	78	177	4%
Austria	1	1	0%	19	27	0%
Belgium	1	1	100%	51	67	2%
Bermuda	1	1	100%	1	5	0%
Bulgaria	0	0	0%	1	1	0%
Canada	320	365	74%	114	163	53%
Denmark	1	1	0%	94	169	0%
Estonia	0	0	0%	1	1	0%
Finland	2	2	50%	3	3	0%
France	73	86	34%	370	497	64%

Germany	94	98	67%	273	376	1%
Guernsey	0	0	0%	2	4	0%
Hungary	0	0	0%	2	4	0%
India	6	11	67%	36	54	0%
Ireland	5	7	20%	20	26	0%
Israel	1	2	100%	0	0	0%
Jordan	5	5	0%	5	5	0%
Kosovo	0	0	0%	3	3	0%
Kuwait	0	0	0%	1	1	0%
Lithuania	0	0	0%	1	2	0%
Luxembourg	0	0	0%	2	3	0%
Macedonia	0	0	0%	1	1	0%
Maldives	0	0	0%	4	4	0%
Mexico	0	0	0%	2	2	0%
Netherlands	43	50	67%	2	7	0%
New Zealand	2	6	50%	9	13	0%
Norway	31	43	84%	66	112	0%
Pakistan	0	0	0%	1	1	0%
Poland	4	5	25%	16	24	6%
Portugal	0	0	0%	2	3	0%
Qatar	3	3	0%	0	0	0%
Serbia	0	0	0%	2	30	0%

Singapore	0	0	0%	6	6	0%
Slovenia	7	14	0%	6	9	0%
Spain	0	0	0%	2	2	0%
Sweden	7	7	14%	107	178	0%
Switzerland	22	40	45%	15	21	0%
United Arab Emirates	3	4	100%	1	1	0%
United Kingdom	442	509	73%	1,833	2,445	67%

* "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	500-749

* "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	Percentage of requests where some content was removed
0	**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.

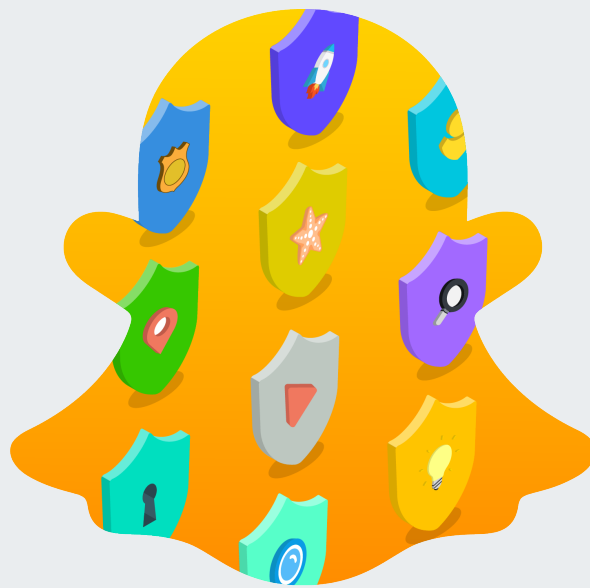| DMCA Takedown Notices	Percentage of requests where some content was removed
403	**29.5%**

DMCA Counter-Notices	Percentage of requests where some content was reinstated
0	**N/A**

For more information and resources,
please visit our [About Transparency Reporting section](#).