Snap Inc.

New York Terms of Service Report

July 1 - September 30, 2025

Submitted: January 1, 2026

Snap Inc. submits this Terms of Service Report to the New York Attorney General, as required by New York General Business Law Art. 42, §§ 1100-1104. This New York Terms of Service Report covers the period between July 1, 2025, and September 30, 2025 (Q3 2025).

Our Terms (NY Gen. Bus. L. §§ 1101, 1102)

We strive to provide a safe, fun environment for creativity and expression on Snapchat. All Snapchat users must abide by our Terms of Service, including our Community Guidelines (referred to together in this report as "Terms"). Additional context about how we moderate content and enforce our policies is available in our Community Guidelines Explainer Series, which includes a description of our Moderation, Enforcement and Appeals policies, and additional information regarding each category of content and conduct prohibited by our Community Guidelines.

In addition to our Terms, we provide safety-related information and resources in our Safety Center, including guidance on how to report suspected violations of our Terms or other safety concerns on our service.

All the documents referenced above are annexed to this report in English, and they are available on our website in the twelve most common non-English languages spoken by limited-English proficient individuals in New York in which we offer Snapchat.

Content moderation policies and practices (NY Gen. Bus. L. § 1102)

Our Terms prohibit the categories of content referenced in **NY Gen. Bus. L. § 1102(c)**, as follows:

Category of content	Corresponding category of content prohibited by our Community Guidelines	Relevant definitions and policies, as provided in our Transparency Report Glossary and Community Guidelines explainer series
Hate speech or racism	Hate Speech (which falls under Hateful Content, Terrorism, and Violent Extremism)	Hate speech or content that demeans, defames, or promotes discrimination or violence on the basis of race, color, caste, ethnicity, national origin, religion, sexual orientation, gender identity, disability, or veteran status, immigration status, socio-economic status, age, weight, or pregnancy status. These rules prohibit, for example, the use of racial, ethnic, misogynistic, or homophobic slurs. They also prohibit memes that ridicule or call for discrimination against a protected group and intentional deadnaming or misgendering. Hate speech also includes endorsing perpetrators––or disparaging victims––of human tragedies (such as genocide, apartheid, or slavery). Other prohibited hateful content includes the use of hate symbols, which means any imagery that is intended to represent hatred or discrimination toward others. For more information, please review our explainer on Hateful Content, Terrorism, and Violent Extremism.
Extremism or radicalization	Terrorism & Violent Extremism (which falls under Hateful Content, Terrorism, and Violent Extremism).	Content that promotes terrorism or other violent, criminal acts committed by individuals or groups to further ideological goals. These rules also prohibit any content that promotes or supports foreign terrorist organizations or extremist hate groups–as designated by credible, third-party experts–as well as recruitment for such organizations or violent extremist activities. For more information, please review our explainer on Hateful Content, Terrorism, and Violent Extremism.
Disinformation or misinformation	False Information (which falls under Harmful False or Deceptive Practices).	Includes false or misleading content that causes harm or is malicious, such as denying the existence of tragic events, unsubstantiated medical claims, undermining the integrity of civic processes, or manipulating content for false or misleading purposes (including through generative AI or through deceptive editing). For

		more information, please review our [explainer on Harmful False or Deceptive Practices](#).
Harassment	(1) Harassment & Bullying and (2) Sexual Harassment (which falls under Sexual Content) (Collectively, "Harassment" in the chart below).	Refers to any unwanted behavior that could cause an ordinary person to experience emotional distress, such as verbal abuse, threats, or any behavior meant to shame, embarrass, or humiliate the person. For more information, please review our [explainer on Harassment & Bullying](#). Separately, our Community Guidelines pertaining to Sexual Content prohibit all forms of sexual harassment. This may include making unwanted advances, sharing graphic and unsolicited content, or sending obscene requests or sexual invitations to other users. For more information, please review our [explainer on Sexual Content](#).
Foreign political interference	False Information (which falls under Harmful False or Deceptive Practices and includes, but is not limited to, foreign or political sources).	For our definition of False Information, please see above. This category also includes impersonation, which occurs when an account is falsely pretending to be associated with another person or brand. For more information, please review our [explainer on Harmful False or Deceptive Practices](#).

Our [Moderation, Enforcement and Appeals Explainer](#) and [Severe Harm Explainer](#) provide detailed information on, among other topics:

- how we moderate content through both automated tools and human review,
- how we respond to user reports of alleged violations of our Community Guidelines, and
- how we enforce against individual pieces of content and users that violate our Community Guidelines.

Information on Violations of Our Terms (July 1 - September 30, 2025) (NY Gen. Bus. L. § 1102)

Below we provide detailed information about violations of our Community Guidelines that were either reported to us in-app or automatically detected by our systems in the period July 1 - September 30, 2025, consistent with NY Gen. Bus. L. § 1102. The data provided is global. The data below excludes reports made outside of the Snapchat app (i.e., through the Support Site and email), which comprise less than 1% of total reporting volume.

Except where otherwise specified, terms used in this section are defined in accordance with our [Transparency Glossary](#).

Category of Violation	Manner Flagged	Total Content or Accounts Flagged(1)	Content Enforced(2) by Human Reviewers	Content Enforced by Automated Tools	Unique Accounts Enforced(3) by Human Reviewers	Unique Accounts Enforced by Automated Tools	Appeals Against Account Locks Enforced by Human Reviewers	Appeals Against Account Locks Enforced by Automated Tools	Accounts Reinstated Following Appeal(4) (Initially Locked by Human Reviewers)	Accounts Reinstated Following Appeal (Initially Locked by Automated Tools)	Violative View Rate (VVR)(5) for Content Enforced by Human Reviewers	VVR for Content Enforced by Automated Tools	Unique Violative Viewer Rate(6) for Content Enforced by Human Reviewers	Unique Violative Viewer Rate for Content Enforced by Automated Tools
Hate Speech	Human Report	482,240	144,389	20,679	123,835	18,343	94	0	5	0	0.000205%	0.000004%	0.41%	0.01%
	Proactive Detection	3,073	2,441	32	2,029	29	7	1,164	1	15	0.000002%	0.000000%	0.00%	0.00%
Terrorism & Violent Extremism	Human Report	199,245	559	54	468	54	199	0	1	0	0.000037%	0.000000%	0.07%	0.00%
	Proactive Detection	12,240	5,901	0	3,754	0	11	38	1	6	0.000000%	0.000000%	0.00%	0.00%
False Information	Human Report	386,210	145	593	113	593	1	0	0	0	0.000003%	0.000000%	0.01%	0.00%
	Proactive Detection	262	10	0	10	0	1	0	0	0	0.000000%	0.000000%	0.00%	0.00%
Harassment	Human Report	3,184,734	756,736	604,798	624,142	491,972	700	0	17	0	0.001135%	0.000168%	1.93%	0.35%
	Proactive Detection	12,293	8,972	1,583	7,670	1,428	17	13,442	1	97	0.000007%	0.000000%	0.02%	0.00%

(1) Total number of pieces of content or accounts that were flagged for potential violations of our Community Guidelines, including those reported to us and those detected through our proactive detection processes. To disaggregate this data into categories of violative content, we have used the ultimate enforcement reason where an enforcement action was taken. Where the content or account was flagged but no enforcement action was taken, we attribute the metrics to the suspected violation category for which the content or account was flagged.

(2) The number of pieces of content (e.g., Snaps, Stories) that were enforced against on Snapchat. "Enforcement" refers to an action taken against a piece of content or an account (e.g., deletion, warning, locking).

(3) The number of unique accounts that were enforced against on Snapchat. For example, if a single account was enforced against multiple times for various reasons (e.g., a user was warned for posting false information and then later had their account locked for harassing another user), only one account would be calculated in this metric as having been enforced. As above, "enforcement" refers to an action taken against a piece of content or an account (e.g., deletion, warning, locking).

(4) We only reinstate accounts that our moderators determine were incorrectly locked.

(5) Violative View Rate is the percentage of Story and Snap views that contained violating content, as a proportion of all Story and Snap views across Snapchat. (A Snap is a photo or video taken with the Snapchat camera. More information can be found here.) For example, if our VVR is 0.03%, that means for every 10,000 Snap and Story views on Snapchat, 3 contained content that violated our policies. This metric allows us to understand what percentage of Snap and Story views on Snapchat come from content that violates our Community Guidelines (that was either reported or proactively enforced on).

(6) Unique Violative Viewer Rate is the percentage of unique viewers that saw violating Stories and/or Snaps, as a proportion of unique users active throughout the reporting period (i.e., Q3 2025). For example, if our Unique Violative Viewer Rate is 0.03%, that means that, for every 10,000 active users during the relevant period on Snapchat, 3 viewers saw Stories and/or Snaps that violated our policies. This metric allows us to understand what percentage of users on Snapchat come across Stories and/or Snaps that violate our Community Guidelines (that were either reported or proactively enforced on).

Additional information

For additional information regarding Snap's approach to Safety, Privacy, and Transparency, visit our Privacy, Safety & Policy Hub, and our About Transparency Reporting page.