Snap Inc.

New York Terms of Service Report

January 1 - June 30, 2026

Submitted: October 1, 2026

New York Terms of Service Report (January 1 - June 30, 2026)
Snap Inc.

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 January 1, 2026 and June 30, 2026 (H1 2026).

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 the reporting period (January 1 - June 30, 2026), we made the following changes to our Terms, or determined that no changes were necessary:

- Community Guidelines: We made several edits to our Community Guidelines to add clarity and transparency. First, we expanded our descriptions of the prohibited activities under each harm area (Sexual Content, Hateful Content, Terrorism and Violent Extremism, Harassment, Illegal Activity and Harmful False and Deceptive) in our Community Guideline Explainer Series. We also clarified our description of what we consider to be a "Severe Harm". We added an explicit reference to Public Profiles in our Username and Display Names explainer, to help Snapchatters understand that all Public Profile Content is also subject to the Community Guidelines. Similarly, we added information about what other policies may apply when users are looking to amplify or monetize their content.
- Terms of Service: No changes during the reporting period.

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, as they existed at the end of the reporting period, 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, promotes discrimination or violence, or incites hatred on the basis of race, color, caste, ethnicity, national origin, religion, sexual orientation, gender, gender identity or reassignment, disability, veteran status, immigration 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 would cause an ordinary person to experience emotional distress, including mocking, shaming, rumor spreading, wishing harm on another party, sharing humiliating imagery, or repeated, unwanted contact. 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 (January 1 - June 30, 2026) (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 January 1 - June 30, 2026, 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	976,863	351,785	59,876	288,794	52,814	257	0	22	0	0.000307%	0.000002%	1.00%	0.01%
	Proactive Detection	39,835	38,215	246	28,850	151	194	3,436	23	133	0.000015%	0.000000%	0.06%	0.00%
Terrorism & Violent Extremism	Human Report	293,212	2,314	6	2,115	6	57	0	7	0	0.000015%	0.000000%	0.06%	0.00%
	Proactive Detection	60,522	7,751	12	5,773	12	160	100	8	3	0.000004%	0.000000%	0.02%	0.00%
False Information	Human Report	1,071,590	424	2,226	360	2,226	0	0	0	0	0.000032%	0.000004%	0.11%	0.02%
	Proactive Detection	656	613	8	513	7	0	2	0	0	0.000005%	0.000000%	0.02%	0.00%
Harassment	Human Report	7,723,944	1,299,806	2,038,114	1,072,256	1,510,650	1,116	0	74	0	0.000513%	0.000098%	1.45%	0.33%
	Proactive Detection	12,834	8,876	1,222	7,896	766	125	35,814	6	756	0.000018%	0.000000%	0.07%	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., H1 2026). 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.

Annexes

Click here for a helpful summary of the Snap Terms of Service

The Snap Terms of Service is a contract between you and Snap. It explains the rules for using Snapchat and our other services (which we call our "Services"). These rules are legally binding, so it's important to understand them. Here's a quick breakdown of the key points, but you should still read the whole thing:

- **You must be 13 (or older, depending on where you live) to use Snapchat**: And some of our other Services may require that you are 18 or older.
- **We collect and use your information to provide the Services**: See our Privacy Policy for details.
- **Our Services provide a personalized experience**: We show ads and recommend content based on your interests as explained here.
- **You are responsible for your content and any activity that occurs under your account**: But we can change, limit access to, or remove that content. Don't use or share anyone else's content without their permission. And don't use the Services to create or share any content that violates someone's rights, including intellectual property or privacy.
- **Our Services include AI-enabled features:** These features use the inputs directed by you to generate outputs like content or responses, which may not be accurate or appropriate, so you use them at your own risk. All inputs and anything you generate using the AI features or ask the AI features to generate must comply with the Snap Terms of Service. Outputs of our AI-enabled features are not Snap representations.
- **You allow us to use your content to provide, improve, and promote our services**: Other users may also be able to view and interact with your content, depending on the feature and your settings. This includes content created using AI-enabled features.
- **We don't have any control or responsibility over the content of others**: You might be exposed to content that is offensive, illegal, or inappropriate, but we have systems in place to try to remove harmful content which you can read about here.
- **You must follow Snap's Community Guidelines**: These guidelines apply to all behavior, forms of communication, and content on our Services.
- **You must also comply with Snap's other acceptable use terms:** Among other things, you must not:
  - create another account without our permission if we have disabled your old one;
  - use the Services in ways we prohibit, like copying or trying to reverse-engineer our Services or any content on the Services without permission;
  - use automated methods to extract data or content from our Services without our permission;
  - do anything that could harm other users' experience or the security of the services; or
  - break any laws when using the Services.
- **If you don't comply with the Snap Terms of Service and the Community Guidelines, your account may be suspended or terminated:** We may also notify third parties, including law enforcement, and provide them data from your account. You may also have to pay compensation if you cause damage to us or others. If you disagree with something we decide about your account or content, you may be able to challenge it as explained here for content-related appeals and here for account-related appeals.
- **Some features may be subject to additional legal terms:** If they are, we'll let you know and they will also become part of the Snap Terms of Service.
- **Our Services are evolving over time we may not always notify you of every change**: We may also update the Snap Terms of Service when needed, and will notify you of any significant changes.
- **You use the Services at your own risk:** We don't make guarantees about the quality, security, or availability of the services, and we're not responsible for third-party content or services linked through the Services.
- **There are limitations on our liability to you**: We're not responsible for content or activities that aren't ours. Where permitted by law, we also limit our liability for issues like not being able to access the Services, problems caused by others, or unauthorized use of your account.
- **The Snap Terms of Service include something called an "Arbitration Clause" that explains how we will resolve most disputes.** This means that, except for certain types of disputes mentioned in the Arbitration Clause, disputes between us will be resolved by mandatory binding arbitration instead of a proceeding in court, and we both waive the right to participate in a class-action lawsuit or class-wide arbitration. Depending on where you live, this may not apply to you and you have the right to opt out of arbitration. The details are explained in the Arbitration Clause.

- **If there is a dispute between us, the governing law will depend on the Snap entity providing the Services to you.** And nothing in the Snap Terms of Service will affect whatever statutory rights you have as a consumer under any law that applies to you.
- **We can restrict or terminate your access to the Services at any time**: You can also choose to stop using the Services or delete your account at any time.

This summary simplifies the main points, but remember, the full Snap Terms of Service is the official agreement between us that governs your use of our Services.

If you live in the United States or if your principal place of business is in the United States, you are agreeing to the Snap Inc. Terms of Service.

If you live outside the United States or if your principal place of business is outside of the United States, you are agreeing to the Snap Group Limited Terms of Service.

Snap Terms of Service

Snap Inc. Terms of Service

Effective: April 7, 2025

Welcome!

We've drafted these Terms of Service (which we call the "Terms") so you'll know the rules that govern our relationship with you as a user of Snapchat, Bitmoji, or any of our other products or services that are subject to them, such as My AI, (which we refer to collectively as the "Services"). Our Services are personalized and we provide information about how they work in these Terms, our Privacy, Safety, and Policy Hub, on our Support Site, and within the Services (such as notices, consents, and settings). The information we provide forms the main subject matter of these Terms.

Although we have tried our best to strip the legalese from the Terms, there are places where they may still read like a traditional contract. There's a good reason for that: these Terms form a legally binding contract between you and Snap Inc. ("Snap"). So please read them carefully.

By using any of our Services, you agree to the Terms. If so, Snap grants you a non-assignable, non-exclusive, revocable, and non-sublicensable license to use the Services in accordance with these Terms and our policies. Of course, if you don't agree with the Terms, then don't use the Services.

These Terms apply if you live in the United States or if your principal place of business is in the United States. If you live outside of the United States or if your principal place of business is outside of the United States, Snap Group Limited provides you the Services and your relationship is governed by the Snap Group Limited Terms of Service.

Where we have provided summary sections in these Terms, these summaries have been included for your convenience only and you should read these Terms in full to understand your legal rights and obligations.

ARBITRATION NOTICE: THESE TERMS CONTAIN AN ARBITRATION CLAUSE A LITTLE LATER ON. YOU AND SNAP AGREE THAT, EXCEPT FOR CERTAIN TYPES OF DISPUTES MENTIONED IN THAT ARBITRATION CLAUSE, DISPUTES BETWEEN US WILL BE RESOLVED BY MANDATORY BINDING ARBITRATION, AND YOU AND SNAP WAIVE ANY RIGHT TO PARTICIPATE IN A CLASS-ACTION LAWSUIT OR CLASS-WIDE ARBITRATION. YOU HAVE THE RIGHT TO OPT OUT OF ARBITRATION AS EXPLAINED IN THAT ARBITRATION CLAUSE.

1. Who Can Use the Services

Our Services are not directed to children under the age of 13, and you must confirm that you are 13 years or older to create an account and use the Services. If we have actual knowledge that you are under the age of 13 (or the minimum age at which a person may use the Services in your state, province, or country without parental consent, if greater), we will cease providing the Services to you and delete your account and your data. We may offer additional Services with additional terms that may require you to be even older to use them. So please read all such terms carefully. By using the Services, you represent, warrant, and agree that:

- you can form a binding contract with Snap;
- you are not a person who is barred from using the Services under the laws of the United States or any other applicable jurisdiction — including, for example, that you do not appear on the U.S. Treasury Department's list of Specially Designated Nationals or face any other similar prohibition;
- you are not a convicted sex offender; and
- you will comply with these Terms (including any other terms and policies referenced in these Terms, such as the Community Guidelines, Music on Snapchat Guidelines, and the Commercial Content Policy) and all applicable local, state, national, and international laws, rules, and regulations.

If you are using the Services on behalf of a business or some other entity, you represent that you are authorized to bind that business or entity to these Terms and you agree to these Terms on behalf of that business or entity (and all references to "you" and "your" in these Terms will mean both you as the end user and that business or entity). If you are using the Services on behalf of an entity of the U.S. Government, you agree to the Amendment to Snap Inc. Terms of Service for U.S. Government Users.

In summary: Our Services are not directed to anyone under the age of 13 or the minimum age at which a person may use the Services in your state, province, or country if it is older than 13. If we become aware that you are under this age we will suspend your use of the Services and delete your account and data. Other

2. Rights You Grant Us

Many of our Services let you create, upload, post, send, receive, and store content. When you do that, you retain whatever ownership rights in that content you had to begin with. But you grant us a license to use that content. How broad that license is depends on which Services you use and the settings you have selected.

For all content you create using the Services, or submit or make available to the Services (including Public Content), you grant Snap and our affiliates a worldwide, royalty-free, sublicensable, and transferable license to host, store, cache, use, display, reproduce, modify, adapt, edit, publish, analyze, transmit, and distribute that content, including the name, image, likeness, or voice of anyone featured in it. This license is for the purpose of operating, developing, providing, promoting, and improving the Services and researching and developing new ones. This license includes a right for us to make your content available to, and pass these rights along to, service providers with whom we have contractual relationships related to the provision of the Services, solely for the purpose of providing and improving such Services.

We call Public Story submissions and any other content you submit to public Services, like Public Profiles, Spotlight, Snap Map, or Lens Studio, "Public Content." Because Public Content is inherently public, you grant Snap, our affiliates, other users of the Services, and our business partners an unrestricted, worldwide, royalty-free, irrevocable, and perpetual right and license to create derivative works from, promote, exhibit, broadcast, syndicate, reproduce,

distribute, synchronize, overlay graphics and auditory effects on, publicly perform, and publicly display all or any portion of your Public Content in any form and in any and all media or distribution methods, now known or later developed, for commercial and non-commercial purposes. This license applies to the separate video, image, sound recording, or musical compositions contained in your Public Content, as well as the name, image, likeness, and voice of anyone featured in Public Content that you create, upload, post, send, or appear in (including as reflected in your Bitmoji). This means, among other things, that you will not be entitled to any compensation if your content, including videos, photos, sound recordings, musical compositions, name, image, likeness, or voice included in your content are used by us, our affiliates, users of the Services, or our business partners. For information about how to tailor who can watch your content, please take a look at our Privacy Policy and Support Site. All Public Content must be appropriate for people ages 13+.

While we're not required to do so, we may access, review, screen, and delete your content at any time and for any reason, including to provide and develop the Services or if we think your content violates these Terms or any applicable laws. You alone, though, remain responsible for the content you create, upload, post, send, or store through the Services.

We, our affiliates, and our third-party partners may place advertising on the Services, including personalized advertising based on the information you provide us, we collect, or we obtain about you. Advertising may sometimes appear near, between, over, or in your content.

We always love to hear from our users. But if you provide feedback or suggestions, just know that we can use them without compensating you, and without any restriction or obligation to you. You agree that we will own all rights in anything we develop based on such feedback or suggestions.

In summary: If you post content that you own to the Services, you remain the owner but you allow us and others to use it to provide and promote our Services. You also allow other users to view and, in some cases, use any content you make available to others on the Services. We have various rights to change and remove your content, but you always remain responsible for everything you create, post or share, or direct us to use on the Services.

3. Additional Terms and Policies That May Apply

Additional terms and conditions listed on the Terms & Policies page or that are otherwise made available to you will apply to you depending on the specific Services you use. If those additional terms apply (for example, because you use the applicable Services), then they will become part of these Terms, meaning that you must comply with them. For example, if you purchase or use any paid features that we make available to you on Snapchat (such as a Snapchat+ subscription, but excluding advertising services) you agree that our Paid Features Terms apply. If any of the applicable additional terms conflict with these Terms, the additional terms will override and apply in place of the conflicting parts of these Terms.

In summary: Additional terms may apply, please take the time to read them carefully.

4. Privacy

Your privacy matters to us. You can learn how your information is handled when you use our Services by reading our Privacy Policy. You can also learn more about our privacy practices, including how certain features use your data, on our Privacy, Safety, and Policy Hub.

5. Personalized Recommendations

Our Services provide a personalized experience to make them more relevant and engaging for you. We will recommend content, advertising, and other information to you based on what we know and infer about your and others' interests from use of our Services. It is necessary for us to handle your personal information for this purpose, as we explain in our Privacy Policy. Personalization is also a condition of our contract with you for us to be able to do so, unless you opt to receive less personalization in the Services. You can find more information on personalized recommendations on our Support Site.

In summary: Our Services provide a personalized experience, including advertising and other recommendations to you based on data we collect as

explained here and in our Privacy Policy.

6. AI Features

Our Services include AI-enabled features ("AI Features") that use inputs like text, images, audio files, videos, documents, data, or other content provided by you or used at your direction ("Inputs") to generate content and responses based on those Inputs ("Outputs"). All Inputs and Outputs will be treated for the purpose of these Terms as content you submit to the Services and accordingly any rights and licenses granted to us and obligations on you in respect of content submitted or made available by you in these Terms applies to Inputs and Outputs, including the licenses set out in "Rights You Grant Us" above. We collect, use, disclose, and retain Inputs and Outputs in accordance with our Privacy Policy.

While we integrate certain safeguards into AI Features, Outputs may not be reviewed in advance and may be inaccurate, incomplete, misleading, offensive, objectionable, inappropriate, infringing, unsuitable, unlawful, unfit for particular purposes, or the same or similar to content generated for other users of the Services. Outputs may also contain content inconsistent with Snap's view, and Snap does not endorse any content included in any Outputs. If Outputs reference individuals or third parties including their products or services, it does not mean the individual or third party endorses Snap, or that they or these products are affiliated with Snap.

AI Features and Outputs are provided as-is and made available to you without representations or warranties of any kind, whether express or implied. This means that your use of any AI Features and Outputs is at your own risk, and you should not rely on them for any purpose, including to make decisions or for professional, medical, legal, financial, educational or other advice. Outputs are not Snap representations.

When using our AI Features, unless we give our permission, you must not, and must not take any action that would reasonably be expected to:

- use Inputs that contain or make use of, and otherwise could reasonably be expected to generate Outputs that contain or make use of, content that you do not have permission to use, would violate the rights of others, or has otherwise been unlawfully obtained;
- violate any submission guidelines or other policies we make available to you that apply to your use of AI Features or submission of Inputs;
- direct AI Features to generate any Outputs in violation of these Terms, the Community Guidelines, or any applicable intellectual property right, contractual restriction, or applicable laws, or which might otherwise cause harm;
- alter, obscure, or remove any watermark or disclosure applied to Outputs by the AI Features;
- circumvent any safety or privacy features, safeguards, or mechanisms in the AI Features;
- use or share Outputs that will be used to train, develop, or fine tune models, services, or other AI technologies; or
- misrepresent Outputs as having been human-generated or otherwise generated without the use of artificial intelligence.

Separate terms apply to any AI Features you use through or in connection with our business Services and Lens Studio instead of those set out above, and will be displayed to you in connection with your use of those other Services.

In summary: Inputs and Outputs from AI Features may be used in accordance with our Terms of Service, Privacy Policy, and terms relevant to the AI-specific products you use. AI Features may not be accurate or appropriate and you should not rely on them as a source of truth, facts, or substitute for human judgment.

7. Content Moderation

Much of the content on our Services is produced by users, publishers, and other third parties. Whether that content is posted publicly or sent privately, the content is the sole responsibility of the user or entity that submitted it. Although Snap reserves the right to review, moderate, or remove all content that appears on the Services, we do not review all of it. So we cannot — and do not — guarantee that other users or the content they provide through the Services will comply with our Terms, Community Guidelines or our other terms, policies or guidelines. You can read more about Snap's approach to content moderation on our Support Site.

Users can report content produced by others or others' accounts for violation of our Terms, Community Guidelines or other guidelines and policies. More information about how to report content and accounts is available on our Support Site.

We hope you'll understand any decisions we make about content or user accounts, but if you have any complaints or concerns, you can use the submission form available here or use available in-app options. If you use this process, your complaint must be submitted within six months of the relevant decision.

Upon receiving a complaint, we will:

- ensure the complaint is reviewed in a timely, non-discriminatory, diligent and non-arbitrary manner;
- reverse our decision if we determine our initial assessment was incorrect; and
- inform you of our decision and of any possibilities for redress promptly.

In summary: Most content on the Services is owned or controlled by others and we don't have any control or responsibility over that content. We have content moderation policies and processes in place that apply to content on the Services.

8. Respecting the Services and Snap's Rights

As between you and us, Snap is the owner of the Services, which includes all related brands, works of authorship, Bitmoji avatars that you assemble, software, and other proprietary content, features, and technology. The Services may also be covered by patents owned by Snap or its affiliates, including those listed at www.snap.com/patents.

You must also respect Snap's rights and adhere to the Snapchat Brand Guidelines, Bitmoji Brand Guidelines, and any other guidelines, support pages, or FAQs published by Snap or our affiliates. That means, among other things, you may not do, attempt to do, enable, or encourage anyone else to do, any of the following and doing so may result in us terminating or suspending your access to the Services:

- use branding, logos, icons, user interface elements, product or brand look and feel, designs, photographs, videos, or any other materials Snap makes available via the Services, except as explicitly allowed by these Terms, the Snapchat Brand Guidelines, Bitmoji Brand Guidelines, or other brand guidelines published by Snap or our affiliates;
- violate or infringe Snap's, our affiliates', or any other third party's rights of publicity, privacy, copyrights, trademarks, or other intellectual property rights, including by using the Services to submit, display, post, create, or generate any infringing content;
- copy, modify, archive, download, upload, disclose, distribute, sell, lease, syndicate, broadcast, perform, display, make available, make derivatives of, or otherwise use the Services or the content on the Services, other than temporary files that are automatically cached by your web browser for display purposes, as otherwise expressly permitted in these Terms, as otherwise expressly permitted by us in writing, or as enabled by the Service's intended functionality;
- attempt to access the Services through unauthorized third-party applications, solicit login credentials from other users, or buy, sell, rent, or lease access to your account, a username, Snaps, or a friend link;
- reverse engineer, make unauthorized copies or derivative works of, decompile, disassemble, modify or decode the Services (including any underlying idea, technology, or algorithm) or any content included therein, or otherwise extract the source code of the software of the Services, without our written permission, except to the extent an exception or limitation applies under an open source license or applicable laws;
- use any robot, spider, crawler, scraper, script, software, or other automated or semi-automated means, processes or interfaces to access, scrape, extract or copy the Services, including any user data, content or other data contained in the Services;
- use or develop any third-party applications that interact with the Services or other users' content or information without our written consent;
- use the Services in a way that could interfere with, disrupt, negatively affect, or inhibit other users from fully enjoying the Services, or that could damage, disable, overburden, or impair the functioning of the Services;
- upload viruses or other malicious code or otherwise compromise, bypass, or circumvent the security of the Services;
- attempt to circumvent any content-filtering techniques we employ, or attempt to access areas or features of the Services that you are not authorized to access;
- use the Services to create or develop a competing product or service;
- state or imply that we endorse your content;

- probe, scan, or test the vulnerability of our Services or any system or network;
- violate any applicable law or regulation in connection with your access to or use of the Services; or
- access or use the Services in any way not expressly permitted by these Terms or our Community Guidelines.

In summary: We own or control all of the content, features and functionalities of the Services, except your content. To ensure the Services and other users are protected from harm, there are rules we need you to follow when you use our Services. Failure to comply with these rules may result in suspension or termination of your account.

9. Respecting Others' Rights

Snap respects the rights of others. And so should you. You therefore may not use the Services, or enable anyone else to use the Services, in a manner that violates or infringes someone else's rights of publicity, privacy, copyright, trademark, or other intellectual property rights. When you submit content to the Services, you agree and represent that you own that content, or that you have received all necessary permissions, clearances, licenses, and authorizations in order to submit it to the Services (including, if applicable, the right to make mechanical reproductions of the musical works embodied in any sound recordings, synchronize any compositions to any content, publicly perform any compositions or sound recordings, or any other applicable rights for any music not provided by Snap that you include in your content) and grant the rights and licenses contained in these Terms for your content. You also agree that you will not use or attempt to use another user's account except as permitted by Snap or its affiliates.

Snap honors trademark, copyright, and other intellectual property laws, including the Digital Millennium Copyright Act and takes reasonable steps to expeditiously remove from our Services any infringing material that we become aware of. If Snap becomes aware that a user has repeatedly infringed copyrights, we will take reasonable steps within our power to suspend or terminate the user's account. If you believe that anything on the Services infringes a copyright that you own or control, please report it using the form accessible through this tool. Or you may file a notice with our designated agent: Snap Inc., Attn: Copyright Agent, 3000 31st Street, Santa Monica, CA 90405, email: copyright @ snap.com. Don't use this email address for anything other than reporting copyright infringement, as such emails will be ignored. To report other forms of infringement, including trademark infringement, on the Services, please use the tool accessible here.

If you file a notice with our Copyright Agent, it must comply with the requirements set forth at 17 U.S.C. § 512(c)(3). That means the notice must:

- contain the physical or electronic signature of a person authorized to act on behalf of the copyright owner;
- identify the copyrighted work claimed to have been infringed;
- identify the material that is claimed to be infringing or to be the subject of infringing activity and that is to be removed, or access to which is to be disabled, and information reasonably sufficient to let us locate the material;
- provide your contact information, including your address, telephone number, and an email address;
- provide a personal statement that you have a good-faith belief that the use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
- provide a statement that the information in the notification is accurate and, under penalty of perjury, that you are authorized to act on behalf of the copyright owner.

In summary: Make sure you own or have the right to use any content you make available on the Services. If you use content owned by someone else without permission, we may terminate your account. If you see anything which you believe infringes your intellectual property rights, let us know.

10. Safety

We try hard to keep our Services a safe place for all users. But we can't guarantee it. That's where you come in. By using the Services, you agree that you will at all times comply with these Terms, including our Community Guidelines and any other policies Snap makes available in order to maintain the safety of the Services.

If you fail to comply, we reserve the right to remove any offending content; terminate or limit the visibility of your account, and retain data relating to your account in accordance with our data retention policies; and notify third parties — including law enforcement — and provide those third parties with data and any other information relating to your account. This step may be necessary to protect the safety of our users and others; to investigate, remedy, and enforce potential Terms violations; and to detect and resolve any fraud or security concerns.

We also care about your physical safety and wellbeing while using our Services. So do not use our Services in a way that would distract you from obeying traffic or safety laws. For example, never use the Services while driving. And never put yourself or others in harm's way just to capture a Snap or to engage with other Snapchat features.

In summary: We try to make our Services as safe as possible, but we need your help. These Terms, our Community Guidelines, and other Snap policies contain important information about how to keep the Services and other users safe. And never put yourself or others in harm's way when using our Services.

11. Your Account

To use certain Services, you need to create an account. You agree to provide us with accurate, complete, and updated information for your account. You are responsible for any activity that occurs in your account. So it's important that you keep your account secure. One way to help keep your account secure is to select a strong password that you don't use for any other account and to enable two-factor authentication. If you think that someone has gained access to your account, please immediately reach out to Support. Any software that we provide to you may automatically download and install upgrades, updates, or other new features. You may be able to adjust these automatic downloads through your device's settings. You agree not to create any account if we have previously removed or banned you or your account from any of our Services, unless we consent otherwise.

In summary: Keep your account details safe and secure. Only use an account if you are authorized by us to do so.

12. Memories

Memories is our personalized data-storage service. Your content in Memories might become unavailable for any number of reasons, including things like an operational glitch or a decision on our end to terminate your account. Since we can't promise that your content will always be available, we recommend keeping a separate copy of content you save to Memories. We make no promise that Memories will be able to accommodate your precise storage needs. We reserve the right to set storage limits for Memories, or to prohibit certain types of content from being eligible for use with Memories, and we may change these limits and prohibitions from time to time in our sole discretion.

In summary: Memories is a personalized storage service, it will be automatically enabled, but you can control some features. We cannot guarantee that any Memories will be stored forever either, so please do keep a backup.

13. Data Charges and Mobile Phones

You are responsible for any mobile charges that you may incur for using our Services. This includes data charges and charges for messaging, such as SMS, MMS, or other messaging protocols or technologies (collectively, "Messages"). If you're unsure what those charges may be, you should ask your service provider before using the Services.

By providing us with your mobile phone number you agree, among other things, to receive Messages from Snap related to the Services, including about promotions (where we have consent or as permitted by law), your account, and your relationship with Snap. You agree that these Messages may be received even if your mobile phone number is registered on any state or federal Do Not Call list, or international equivalent.

If you change or deactivate the mobile phone number that you used to create an account, you must update your account information through Settings within 72 hours to prevent us from sending messages intended for you to someone else.

In summary: We may send you Messages, and mobile charges may apply when you use our Services.

14. Third-Party Materials and Services

Certain Services may display, include, or make available content, data, information, applications, features, or materials from third parties ("Third-Party Materials"), provide links to certain third-party websites, or permit the use of Third-Party Materials or third-party services in connection with those Services. If you use any Third-Party Materials or third-party services made available through or in connection with our Services (including Services we jointly offer with the third party), the applicable third-party's terms will govern their relationship with you. Neither Snap nor any of our affiliates is responsible or liable for a third party's terms or actions taken under any third party's terms. Further, by using the Services, you acknowledge and agree that Snap is not responsible for examining or evaluating the content, accuracy, completeness, availability, timeliness, validity, copyright compliance, legality, decency, quality, or any other aspect of such Third-Party Materials or third-party services or websites. We do not warrant or endorse and do not assume and will not have any liability or responsibility to you or any other person for any third-party services, Third-Party Materials, or third-party websites, or for any other materials, products, or services of third parties. Third-Party Materials, the availability of third-party services and links to other websites are provided solely as a convenience to you.

In summary: Snap isn't responsible for third-party features, content or services accessible via or in connection with our Services – please make sure you read the third party's terms.

15. Modifying the Services and These Terms

We're relentlessly improving our Services and creating new ones all the time. That means we may add or remove features, products, or functionalities, and we may also suspend or stop the Services altogether. We may take any of these actions at any time for any reason, and when we do, we may not provide you with any notice beforehand.

This also means we may need to update these Terms to reflect any changes to our Services or how we provide them, as well as to comply with legal requirements, or for other legal or security reasons. If those changes to these Terms are material we will provide you with reasonable advance notice (unless changes are required sooner, for example, as a result of a change in legal requirements or where we are launching new Services or features). If you continue to use the Services once the changes come into effect, we will take that as your acceptance.

In summary: Our Services are going to evolve over time. We may update these Terms from time to time to reflect these changes or for other reasons.

16. Termination and Suspension

While we hope you remain a lifelong Snapchatter, you can terminate these Terms at any time if you do not agree with any changes we make to these Terms, or for any other reason, by deleting your Snapchat account (or, in some cases, the account associated with the applicable part of the Services you are using).

We may restrict, terminate, or temporarily suspend your access to the Services if you fail to comply with these Terms, our Community Guidelines or the law, for reasons outside of our control, or for any other reason. That means that we may terminate these Terms, stop providing you with all or any part of the Services, or impose new or additional limits on your ability to use our Services. For example, we may deactivate your account due to prolonged inactivity, and we may reclaim your username at any time for any reason. And while we'll try to give you reasonable notice beforehand, we can't guarantee that notice will be possible in all circumstances.

Where we restrict, terminate, or suspend your access to the Services for violation of our Community Guidelines, we will notify you and provide an opportunity for you to appeal as explained in our Moderation, Enforcement and Appeals explainer.

Before we restrict, terminate or suspend your access to the Services, we will take into account all relevant facts and circumstances apparent from the information available to us, depending on the underlying reason for taking that action. For example, if you violate our Community Guidelines we consider the severity,

frequency, and impact of the violations as well as the intention behind the violation. This will inform our decision whether to restrict, terminate or suspend your access to the Services and, in the event of suspension, how long we suspend your access. You can find out more about how we assess and take action against misuse of our Services on our Support Site.

Regardless of who terminates these Terms, both you and Snap continue to be bound by Sections 2, 3 (to the extent any additional terms and conditions would, by their terms, survive), and 6 - 25 of the Terms.

In summary: You can stop using the Services or delete your account at any time and for any reason, including if you don't like any changes to these Terms. We can restrict or terminate your access to the Services for the reasons set out above. When we do, we'll provide you notice in most cases, as well as an opportunity to appeal the decision.

17. Indemnity

You agree, to the extent permitted by law, to indemnify, defend, and hold harmless Snap, our affiliates, directors, officers, stockholders, employees, licensors, and agents from and against any and all complaints, charges, claims, damages, losses, costs, liabilities, and expenses (including attorneys' fees) due to, arising out of, or relating in any way to: (a) your access to or use of the Services, or any products or services provided by a third party in connection with the Services, even if recommended, made available, or approved by Snap, (b) your content, including infringement claims related to your content, (c) your breach of these Terms or any applicable law or regulation, or (d) your negligence or willful misconduct.

In summary: If you cause us some damage, you will compensate us.

18. Disclaimers

We try to keep the Services up and running and free of annoyances. But we make no promises that we will succeed.

THE SERVICES ARE PROVIDED "AS IS" AND "AS AVAILABLE" AND TO THE EXTENT PERMITTED BY LAW WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT. IN ADDITION, WHILE WE ATTEMPT TO PROVIDE A GOOD USER EXPERIENCE, WE DO NOT REPRESENT OR WARRANT THAT: (A) THE SERVICES WILL ALWAYS BE SECURE, ERROR-FREE, OR TIMELY, (B) THE SERVICES WILL ALWAYS FUNCTION WITHOUT DELAYS, DISRUPTIONS, OR IMPERFECTIONS, OR (C) THAT ANY CONTENT, USER CONTENT, OR INFORMATION YOU OBTAIN ON OR THROUGH THE SERVICES WILL BE TIMELY OR ACCURATE.

NEITHER WE NOR OUR AFFILIATES TAKE RESPONSIBILITY OR ASSUME LIABILITY FOR ANY CONTENT THAT YOU, ANOTHER USER, OR A THIRD PARTY CREATES, UPLOADS, POSTS, SENDS, RECEIVES, OR STORES ON OR THROUGH OUR SERVICES. YOU UNDERSTAND AND AGREE THAT YOU MAY BE EXPOSED TO CONTENT THAT MIGHT BE OFFENSIVE, ILLEGAL, MISLEADING, OR OTHERWISE INAPPROPRIATE, NONE OF WHICH WE OR OUR AFFILIATES WILL BE RESPONSIBLE FOR.

In summary: Snap will try to make the Services available to you, but we do not make any promises regarding quality and will not be liable for any content which is not ours.

19. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, WE AND OUR MANAGING MEMBERS, SHAREHOLDERS, EMPLOYEES, AFFILIATES, LICENSORS, AGENTS, AND SUPPLIERS WILL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, PUNITIVE, OR MULTIPLE DAMAGES, OR ANY LOSS OF PROFITS OR REVENUES, WHETHER INCURRED DIRECTLY OR INDIRECTLY, OR ANY LOSS OF DATA, USE, GOODWILL, OR OTHER INTANGIBLE LOSSES, RESULTING FROM: (A) YOUR ACCESS TO OR USE OF OR INABILITY TO ACCESS OR USE THE SERVICES, (B) THE CONDUCT OR CONTENT OF OTHER USERS OR THIRD PARTIES ON OR THROUGH THE SERVICES, OR (C) UNAUTHORIZED ACCESS, USE, OR ALTERATION OF YOUR CONTENT, EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL OUR AGGREGATE LIABILITY FOR ALL CLAIMS RELATING TO THE SERVICES EXCEED THE GREATER

OF $100 USD OR THE AMOUNT YOU PAID US IN THE 12 MONTHS PRECEDING THE DATE OF THE ACTIVITY GIVING RISE TO THE CLAIM.

In summary: We limit our liability for anything you do, instances where you cannot access the Services, things others do, and any issues resulting from unauthorized use of our Services. Where we are liable to you and you have suffered some loss, we limit our liability to a set amount.

20. Arbitration, Class-Action Waiver, and Jury Waiver

PLEASE READ THE FOLLOWING PARAGRAPHS CAREFULLY BECAUSE THEY PROVIDE THAT YOU AND SNAP AGREE TO RESOLVE ALL DISPUTES BETWEEN US THROUGH BINDING INDIVIDUAL ARBITRATION AND INCLUDE A CLASS ACTION WAIVER AND JURY TRIAL WAIVER. This Arbitration Agreement supersedes all prior versions.

a. Applicability of Arbitration Agreement. In this Section 20 (the "Arbitration Agreement"), you and Snap, including Snap's officers, directors, employees, contractors and vendors, agree that all claims and disputes (whether contract, tort, or otherwise), including all statutory claims and disputes, arising out of or relating to these Terms or the use of the Services or any communications between you and Snap that are not brought in small claims court will be resolved by binding arbitration on an individual basis, except that you and Snap are not required to arbitrate any: (i) disputes or claims within the jurisdiction of a small claims court consistent with the jurisdictional and dollar limits that may apply, as long as it is an individual dispute and not a class action, (ii) disputes or claims where the only relief sought is injunctive relief, and (iii) disputes in which either party seeks equitable relief for the alleged unlawful use of copyrights, trademarks, trade names, logos, trade secrets, patents or other intellectual property rights. To be clear: the phrase "all claims and disputes" also includes claims and disputes that arose between us before the effective date of these Terms. In addition, all disputes concerning the arbitrability of a claim (including disputes about the scope, applicability, enforceability, revocability, or validity of the Arbitration Agreement) shall be decided by the arbitrator, except as expressly provided below. This provision shall be binding upon and enforceable against you, your estate, heirs, executors, administrators, successors and assigns, including any party who is deceased at the time the dispute arises.

b. Informal Dispute Resolution First. We want to address any disputes without needing arbitration. If you have a dispute with Snap that is subject to arbitration, then prior to initiating arbitration, you agree to mail an individualized request ("Pre-Arbitration Demand") to Snap Inc., ATTN: Litigation Department, 3000 31st Street, Santa Monica, CA 90405 so that we can work together to resolve the dispute. A Pre-Arbitration Demand is valid only if it pertains to, and is on behalf of, a single individual. A Pre-Arbitration Demand brought on behalf of multiple individuals is invalid as to all. The Pre-Arbitration Demand must include: (i) your name, (ii) your Snapchat username, (iii) your name, telephone number, email address and mailing address or the name, telephone number, mailing address and email address of your counsel, if any, (iv) a description of your dispute, and (iv) your signature. Likewise, if Snap has a dispute with you, Snap will send an email or text message with its individualized Pre-Arbitration Demand, including the requirements listed above, to the email address or phone number associated with your Snapchat account. If the dispute is not resolved within sixty (60) days of the date that you or Snap send your Pre-Arbitration Demand, arbitration may then be filed. You agree that compliance with this subsection is a condition precedent to commencing arbitration, and that the arbitrator shall dismiss any arbitration filed without fully and completely complying with these informal dispute resolution procedures. Notwithstanding any other provision of this Agreement, the Arbitration Agreement or ADR Services' Rules, the party against whom an arbitration has been filed has the right to seek a judicial declaration in court regarding whether the arbitration should be dismissed for failure to comply with the informal dispute resolution process set forth in this subsection.

c. Arbitration Rules. The Federal Arbitration Act, including its procedural provisions, governs the interpretation and enforcement of this dispute-resolution provision, and not state law. If, after completing the informal dispute resolution process described above, you or Snap wishes to initiate arbitration, the arbitration will be conducted by ADR Services, Inc. ("ADR Services") (https://www.adrservices.com/). If ADR Services is not available to arbitrate, the arbitration will be conducted by National Arbitration and Mediation ("NAM) (https://www.namadr.com/). The rules of the arbitral forum will govern all aspects of this arbitration, except to the extent those rules conflict with these Terms. The arbitration will be conducted by a single neutral arbitrator. The arbitrator may issue orders (including subpoenas to third parties, to the extent permitted by law) allowing the parties to conduct discovery sufficient to allow each party to prepare that party's claims and/or defenses, taking into consideration that arbitration is designed to be a speedy and efficient method for resolving disputes. Any claims or disputes where the total amount sought is

less than $10,000 USD may be resolved through binding non-appearance-based arbitration, at the option of the party seeking relief. For claims or disputes where the total amount sought is $10,000 USD or more, the right to a hearing will be determined by the arbitral forum's rules. Any judgment on the award rendered by the arbitrator may be entered in any court of competent jurisdiction.

d. Additional Rules for Non-appearance Arbitration. If non-appearance arbitration is elected, the arbitration will be conducted by telephone, online, written submissions, or any combination of the three; the specific manner will be chosen by the party initiating the arbitration. The arbitration will not involve any personal appearance by the parties or witnesses unless the parties mutually agree otherwise.

e. Fees. If Snap is the party initiating an arbitration against you, Snap will pay all costs associated with the arbitration, including the entire filing fee. If you are the party initiating an arbitration against Snap, you will be responsible for the nonrefundable Initial Filing Fee. If, however, the amount of the Initial Filing Fee is more than you would have to pay to file a Complaint in the United States District Court for the Central District of California (or, for cases where that court would lack original jurisdiction, the California Superior Court, County of Los Angeles), Snap will pay the difference between the Initial Filing Fee and the amount you would have to pay to file a Complaint in Court. Snap will pay both parties' Administrative Fee. Otherwise, ADR Services sets forth fees for its services, which are available at https://www.adrservices.com/rate-fee-schedule/.

f. Authority of the Arbitrator. The arbitrator will decide the jurisdiction of the arbitrator and the rights and liabilities, if any, of you and Snap. The dispute will not be consolidated with any other matters or joined with any other cases or parties. The arbitrator will have the authority to grant motions dispositive of all or part of any claim or dispute. The arbitrator will have the authority to award monetary damages and to grant any non-monetary remedy or relief available to an individual under law, the arbitral forum's rules, and the Terms. The arbitrator will issue a written award and statement of decision describing the essential findings and conclusions on which the award is based, including the calculation of any damages awarded. The arbitrator has the same authority to award relief on an individual basis that a judge in a court of law would have. The award of the arbitrator is final and binding upon you and Snap.

g. Settlement Offers and Offers of Judgement. At least ten (10) calendar days before the date set for the arbitration hearing, you or Snap may serve a written offer of judgment on the other party to allow judgment on specified terms. If the offer is accepted, the offer with proof of acceptance shall be submitted to the arbitration provider, who shall enter judgment accordingly. If the offer is not accepted prior to the arbitration hearing or within thirty (30) calendar days after it is made, whichever is first, it shall be deemed withdrawn and cannot be given as evidence in the arbitration. If an offer made by one party is not accepted by the other party, and the other party fails to obtain a more favorable award, the other party shall not recover their post-offer costs and shall pay the offering party's costs (including all fees paid to the arbitral forum) from the time of the offer.

h. Waiver of Jury Trial. YOU AND SNAP WAIVE ANY CONSTITUTIONAL AND STATUTORY RIGHTS TO GO TO COURT AND HAVE A TRIAL IN FRONT OF A JUDGE OR A JURY. You and Snap are instead electing to have claims and disputes resolved by arbitration. Arbitration procedures are typically more limited, more efficient, and less costly than rules applicable in court and are subject to very limited review by a court. In any litigation between you and Snap over whether to vacate or enforce an arbitration award, YOU AND SNAP WAIVE ALL RIGHTS TO A JURY TRIAL, and elect instead to have the dispute be resolved by a judge.

i. Waiver of Class or Consolidated Actions. ALL CLAIMS AND DISPUTES WITHIN THE SCOPE OF THIS ARBITRATION AGREEMENT MUST BE ARBITRATED OR LITIGATED ON AN INDIVIDUAL BASIS AND NOT ON A CLASS BASIS. CLAIMS OF MORE THAN ONE CUSTOMER OR USER CANNOT BE ARBITRATED OR LITIGATED JOINTLY OR CONSOLIDATED WITH THOSE OF ANY OTHER CUSTOMER OR USER. This subsection does not prevent you or Snap from participating in a class-wide settlement of claims. Notwithstanding any other provision of this Agreement, the Arbitration Agreement or ADR Services' Rules, disputes regarding the interpretation, applicability, or enforceability of this waiver may be resolved only by a court and not by an arbitrator. IF THIS CLASS ACTION WAIVER IS LIMITED, VOIDED, OR FOUND UNENFORCEABLE, THEN, UNLESS THE PARTIES MUTUALLY AGREE OTHERWISE, THE PARTIES' AGREEMENT TO ARBITRATE SHALL BE NULL AND VOID WITH RESPECT TO SUCH PROCEEDING SO LONG AS THE PROCEEDING IS PERMITTED TO PROCEED AS A CLASS ACTION. IN SUCH CIRCUMSTANCES, ANY PUTATIVE CLASS, PRIVATE ATTORNEY GENERAL, OR CONSOLIDATED OR REPRESENTATIVE ACTION THAT IS PERMITTED TO PROCEED MUST BE BROUGHT IN A COURT OF PROPER JURISDICTION AND NOT IN ARBITRATION.

j. Right to Waive. Any rights and limitations set forth in this Arbitration Agreement may be waived by the party against whom the claim is asserted.

Such waiver will not waive or affect any other portion of this Arbitration Agreement.

k. Opt-out. You may opt out of this Arbitration Agreement. If you do so, neither you nor Snap can force the other to arbitrate. To opt out, you must notify Snap in writing no later than 30 days after first becoming subject to this Arbitration Agreement; otherwise you shall be bound to arbitrate disputes on a non-class basis in accordance with these Terms. If you opt out of only the arbitration provisions, and not also the class action waiver, the class action waiver still applies. You may not opt out of only the class action waiver and not also the arbitration provisions. Your notice must include your name and address, your Snapchat username and the email address you used to set up your Snapchat account (if you have one), and an unequivocal statement that you want to opt out of this Arbitration Agreement. You must either mail your opt-out notice to this address: Snap Inc., Attn: Arbitration Opt-out, 3000 31st Street, Santa Monica, CA 90405, or email the opt-out notice to arbitration-opt-out @ snap.com.

l. Small Claims Court. Notwithstanding the foregoing, either you or Snap may bring an individual action in small claims court.

m. Arbitration Agreement Survival. This Arbitration Agreement will survive the termination of your relationship with Snap, including any revocation of consent or other action by you to end your participation in the Service or any communication with Snap.

In summary: Unless you exercise your right to opt out, Snap and you will resolve all claims and disputes first through an informal dispute resolution process and, if that does not resolve the issue, on an individual basis using binding arbitration. This means that you cannot bring a class action suit against us in the event of a claim or dispute.

21. Exclusive Venue

To the extent that these Terms allow you or Snap to initiate litigation in a court, both you and Snap agree that, except for a claim that may be brought in small claims court, all claims and disputes (whether contract, tort, or otherwise), including statutory claims and disputes, arising out of or relating to the Terms or the use of the Services will be litigated exclusively in the United States District Court for the Central District of California. If, however, that court would lack original jurisdiction over the litigation, then all such claims and disputes will be litigated exclusively in the Superior Court of California, County of Los Angeles. You and Snap consent to the personal jurisdiction of both courts.

22. Choice of Law

Except to the extent they are preempted by U.S. federal law, the laws of California, other than its conflict-of-laws principles, govern these Terms and any claims and disputes (whether contract, tort, or otherwise) arising out of or relating to these Terms or their subject matter.

23. Severability

If any provision of these Terms is found unenforceable, then that provision will be removed from these Terms and not affect the validity and enforceability of any remaining provisions.

24. California Residents

If you are a California resident, in accordance with Cal. Civ. Code § 1789.3, you may report complaints to the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs by contacting them in writing at 1625 North Market Blvd., Suite N 112 Sacramento, CA 95834, or by telephone at (800) 952-5210.

25. Final Terms

These Terms, including the additional terms referenced in Section 3, make up the entire agreement between you and Snap, and supersede any prior

agreements. These Terms do not create or confer any third-party beneficiary rights. If we do not enforce a provision in these Terms, it will not be considered a waiver of our rights to enforce these Terms. We reserve the right to transfer our rights under these Terms and provide the Services using another entity, provided that entity upholds these Terms. You may not transfer any of your rights or obligations under these Terms without our consent. We reserve all rights not expressly granted to you.

26. Contact Us

Snap welcomes comments, questions, concerns, or suggestions. You can contact us or get support here.

Snap Inc. is located in the United States at 3000 31st Street, Santa Monica, California 90405.

Snap Group Limited Terms of Service

Effective: April 7, 2025

Welcome!

We've drafted these Terms of Service (which we call the "Terms") so you'll know the rules that govern our relationship with you as a user of Snapchat, Bitmoji, or any of our other products or services that are subject to them, such as My AI, (which we refer to collectively as the "Services"). Our Services are personalised and we provide information about how they work in these Terms, our Privacy, Safety, and Policy Hub, on our Support Site, and within the Services (such as notices, consents, and settings). The information we provide forms the main subject matter of these Terms.

Although we have tried our best to strip the legalese from the Terms, there are places where they may still read like a traditional contract. There's a good reason for that: these Terms form a legally binding contract between you and Snap Group Limited ("Snap"). So please read them carefully.

In order to use our Services, you must accept these Terms (and any other notice or consent), which are presented to you when you first open the Service. If so, Snap grants you a non-assignable, non-exclusive, revocable, and non-sublicensable licence to use the Services in accordance with these Terms and our policies. Of course, if you don't accept them, then don't use the Services.

These Terms apply if you live outside the United States or if your principal place of business is outside of the United States. If you live in the United States or if your principal place of business is in the United States, Snap Inc. provides you the Services and your relationship is governed by the Snap Inc. Terms of Service.

Where we have provided summary sections in these Terms, these summaries have been included for your convenience only and you should read these Terms in full to understand your legal rights and obligations.

ARBITRATION NOTICE: IF YOU'RE USING THE SERVICES ON BEHALF OF A BUSINESS, THEN YOUR BUSINESS WILL BE BOUND BY THE ARBITRATION CLAUSE THAT APPEARS LATER IN THESE TERMS.

1. Who Can Use the Services

Our Services are not directed to children under the age of 13, and you must confirm that you are 13 years or older to create an account and use the Services. If we have actual knowledge that you are under the age of 13 (or the minimum age at which a person may use the Services in your state, province or country

without parental consent, if greater), we will cease providing the Services to you and delete your account and your data. We may offer additional Services with additional terms that may require you to be even older to use them. So please read all such terms carefully. By using the Services, you confirm that (and represent and warrant that):

- you can form a binding contract with Snap;
- you are not a person who is barred from using the Services under the laws of the United States, the United Kingdom, or any other applicable jurisdiction — including, for example, that you do not appear on the U.S. Treasury Department's list of Specially Designated Nationals or face any other similar prohibition;
- you are not a convicted sex offender; and
- you will comply with these Terms (including any other terms and policies referenced in these Terms, such as the Community Guidelines, Music on Snapchat Guidelines, and the Commercial Content Policy) and all applicable local, state, national, and international laws, rules, and regulations.

If you are using the Services on behalf of a business or some other entity, you confirm that you are authorised to bind that business or entity to these Terms and you agree to these Terms on behalf of that business or entity (and all references to "you" and "your" in these Terms will mean both you as the end user and that business or entity).

In summary: Our Services are not directed at anyone under the age of 13 or the minimum age at which a person may use the Services in your state, province or country if it is older than 13. If we become aware that you are under this age we will suspend your use of the Services and delete your account and data. Other terms may apply to our Services which require you to be even older to use them so please review these carefully when prompted.

2. Rights You Grant Us

Many of our Services let you create, upload, post, send, receive, and store content. When you do that, you retain whatever ownership rights in that content you had to begin with. But you grant us a licence to use that content. How broad that licence is depends on which Services you use and the settings you have selected.

For all content you create using the Services, or submit or make available to the Services (including Public Content), you grant Snap and our affiliates a worldwide, royalty-free (meaning that there is no ongoing payment to you required), sublicencable, and transferable licence to host, store, cache, use, display, reproduce, modify, adapt, edit, publish, analyse, transmit, and distribute that content, including the name, image, likeness, or voice of anyone featured in it. This licence is for the purpose of operating, developing, providing, promoting, and improving the Services and researching and developing new ones. This licence includes a right for us to make your content available to, and pass these rights along to, service providers with whom we have contractual relationships related to the provision of the Services, solely for the purpose of providing and improving such Services.

We call Public Story submissions and any other content you submit to public Services, like Public Profiles, Spotlight, Snap Map, or Lens Studio, "Public Content." Because Public Content is inherently public, you grant Snap, our affiliates, other users of the Services, and our business partners a worldwide, royalty-free, and irrevocable right and licence to create derivative works from, promote, exhibit, broadcast, syndicate, reproduce, distribute, synchronise, overlay graphics and auditory effects on, publicly perform, and publicly display all or any portion of your Public Content in any form and in any and all media or distribution methods, now known or later developed. This licence applies to the separate video, image, sound recording, or musical compositions contained in your Public Content, as well as the name, image, likeness, and voice of anyone featured in Public Content that you create, upload, post, send, or appear in (including as reflected in your Bitmoji). This means, among other things, that you will not be entitled to any compensation if your content, including videos, photos, sound recordings, musical compositions, name, image, likeness, or voice included in your content are used by us, our affiliates, users of the Services, or our business partners. The licences granted by you for Public Content continue for so long as the Public Content is on the Services and for a reasonable period of time after you remove or delete the Public Content from the Services (provided we may retain server copies of your Public Content indefinitely). For information about how to tailor who can watch your content, please take a look at our Privacy Policy and Support Site. All Public Content must be appropriate for people ages 13+.

To the extent permissible by law, you irrevocably waive — or agree not to assert against Snap or its affiliates — any moral rights or equivalent rights you may have in content you share on the Services throughout the world.

While we're not required to do so, we reserve the right to access, review, screen, and delete any content: (i) which we think violates these Terms or any applicable laws, including any additional terms referenced in Section 3, or our policies, such as our Community Guidelines, or (ii) if necessary to comply with our legal obligations. You alone, though, remain responsible for the content you create, upload, post, send, or store through the Services.

We, Snap Inc., our affiliates, and our third-party partners may place advertising on the Services, including personalised advertising — with your consent, where required — based on the information you provide us, we collect, or we obtain about you. Advertising may sometimes appear near, between, over, or in your content.

We always love to hear from our users. But if you provide feedback or suggestions, just know that we can use them without compensating you, and without any restriction or obligation to you. You agree that we will own all rights in anything we develop based on such feedback or suggestions.

In summary: If you post content that you own to the Services, you remain the owner but you allow us and others to use it to provide and promote our Services. You also allow other users to view and, in some cases, use any content you make available to others on the Services. We have various rights to change and remove your content, but you always remain responsible for everything you create, post or share, or direct us to use on the Services.

3. Additional Terms and Policies That May Apply

Additional terms and conditions listed on the Snap Terms & Policies page or that are otherwise made available to you will apply to you depending on the specific Services you use or where you are located. If those additional terms apply (for example, because you use the applicable Services) then they will then become part of these Terms, meaning that you must comply with them. For example, if you purchase or use any paid features that we make available to you on Snapchat (such as a Snapchat+ subscription, but excluding advertising services) you agree that our Paid Features Terms apply. If any of the applicable additional terms conflict with these Terms, the additional terms will override and apply in place of the conflicting parts of these Terms.

In summary: Additional terms may apply, please take the time to read them carefully.

4. Privacy

Your privacy matters to us. You can learn how your information is handled when you use our Services by reading our Privacy Policy. You can also learn more about our privacy practices, including how certain features use your data, on our Privacy, Safety, and Policy Hub.

5. Personalised Recommendations

Our Services provide a personalised experience to make them more relevant and engaging for you. We will recommend content, advertising and other information to you based on what we know and infer about your and others' interests from use of our Services. It is necessary for us to handle your personal information for this purpose, as we explain in our Privacy Policy. Personalisation is also a condition of our contract with you for us to be able to do so, unless you opt to receive less personalisation in the Services. You can find more information on personalised recommendations on our Support Site.

In summary: Our Services provide a personalised experience, including advertising and other recommendations to you based on data we collect as explained here and in our Privacy Policy.

6. AI Features

Our Services include AI-enabled features ("AI Features") that use inputs like text, images, audio files, videos, documents, data, or other content provided by you or used at your direction ("Inputs") to generate content and responses based on those Inputs ("Outputs"). All Inputs and Outputs will be treated for the purpose of these Terms as content you submit to the Services and accordingly any rights and licences granted to us and obligations on you in respect of content

submitted or made available by you in these Terms applies to Inputs and Outputs, including the licences set out in "Rights You Grant Us" above. We collect, use, disclose, and retain Inputs and Outputs in accordance with our Privacy Policy.

While we integrate certain safeguards into AI Features, Outputs may not be reviewed in advance and may be inaccurate, incomplete, misleading, offensive, objectionable, inappropriate, infringing, unsuitable, unlawful, unfit for particular purposes, or the same or similar to content generated for other users of the Services. Outputs may also contain content inconsistent with Snap's view, and Snap does not endorse any content included in any Outputs. If Outputs reference individuals or third parties including their products or services, it does not mean the individual or third party endorses Snap, or that they or these products are affiliated with Snap.

AI Features and Outputs are provided as-is and made available to you without representations or warranties of any kind, whether express or implied. This means that your use of any AI Features and Outputs is at your own risk, and you should not rely on them for any purpose, including to make decisions or for professional, medical, legal, financial, educational or other advice. Outputs are not Snap representations.

When using our AI Features, unless we give our permission, you must not, and must not take any action that would reasonably be expected to:

- use Inputs that contain or make use of, and otherwise could reasonably be expected to generate Outputs that contain or make use of, content that you do not have permission to use, would violate the rights of others, or has otherwise been unlawfully obtained;
- violate any submission guidelines or other policies we make available to you that apply to your use of AI Features or submission of Inputs;
- direct AI Features to generate any Outputs in violation of these Terms, the Community Guidelines, or any applicable intellectual property right, contractual restriction, or applicable laws, or which might otherwise cause harm;
- alter, obscure, or remove any watermark or disclosure applied to Outputs by the AI Features;
- circumvent any safety or privacy features, safeguards, or mechanisms in the AI Features;
- use or share Outputs that will be used to train, develop, or fine tune models, services, or other AI technologies; or
- misrepresent Outputs as having been human-generated or otherwise generated without the use of artificial intelligence.

Separate terms apply to any AI Features you use through or in connection with our business Services and Lens Studio instead of those set out above, and will be displayed to you in connection with your use of those other Services.

In summary: Inputs and Outputs from AI Features may be used in accordance with our Terms of Service, Privacy Policy, and terms relevant to the AI-specific products you use. AI Features may not be accurate or appropriate and you should not rely on them as a source of truth, facts, or substitute for human judgment.

7. Content Moderation

Much of the content on our Services is produced by users, publishers, and other third parties. Whether that content is posted publicly or sent privately, the content is the sole responsibility of the user or entity that submitted it. Although Snap reserves the right to review, moderate, or remove all content that appears on the Services, we do not review all of it. So we cannot — and do not — guarantee that other users or the content they provide through the Services will comply with our Terms, Community Guidelines or our other terms, policies or guidelines. You can read more about Snap's approach to content moderation on our Support Site.

Users can report content produced by others or others' accounts for violation of our Terms, Community Guidelines or other guidelines and policies. More information about how to report content and accounts is available on our Support Site.

We hope you'll understand any decisions we make about content or user accounts, but if you have any complaints or concerns you can use the submission form available here or use available in-app options. If you use this process, your complaint must be submitted within six months of the relevant decision.

Upon receiving a complaint, we will:

- ensure the complaint is reviewed in a timely, non-discriminatory, diligent and non-arbitrary manner;

- reverse our decision if we determine our initial assessment was incorrect; and
- inform you of our decision and of any possibilities for redress promptly.

In summary: Most content on the Services is owned or controlled by others and we don't have any control or responsibility over that content. We have content moderation policies and processes in place that apply to content on the Services.

8. Respecting the Services and Snap's Rights

As between you and us, Snap is the owner of the Services, which includes all related brands, works of authorship, Bitmoji avatars that you assemble, software, and other proprietary content, features, and technology. The Services may also be covered by patents owned by Snap or its affiliates, including those listed at www.snap.com/patents.

You must also respect Snap's rights and adhere to the Snapchat Brand Guidelines, Bitmoji Brand Guidelines, and any other guidelines, support pages, or FAQs published by Snap or our affiliates. That means, among other things, you may not do, attempt to do, enable, or encourage anyone else to do, any of the following and doing so may result in us terminating or suspending your access to the Services:

- use branding, logos, icons, user interface elements, product or brand look and feel, designs, photographs, videos, or any other materials Snap makes available via the Services, except as explicitly allowed by these Terms, the Snapchat Brand Guidelines, Bitmoji Brand Guidelines or other brand guidelines published by Snap or our affiliates;
- violate or infringe Snap's, our affiliates' or any other third party's rights of publicity, privacy, copyrights, trademarks, or other intellectual property rights, including by using the Services to submit, display, post, create or generate any infringing content;
- copy, modify, archive, download, upload, disclose, distribute, sell, lease, syndicate, broadcast, perform, display, make available, make derivatives of, or otherwise use the Services or the content on the Services, other than temporary files that are automatically cached by your web browser for display purposes, as otherwise expressly permitted in these Terms, as otherwise expressly permitted by us in writing, or as enabled by the Service's intended functionality;
- attempt to access the Services through unauthorised third-party applications, solicit login credentials from other users, or buy, sell, rent, or lease access to your account, a username, Snaps, or a friend link;
- reverse engineer, make unauthorised copies or derivative works of, decompile, disassemble, modify or decode the Services (including any underlying idea or algorithm) or any content included therein, or otherwise extract the source code of the software of the Services, without our written permission, except to the extent an exception or limitation applies under an open source license or applicable laws;
- use any robot, spider, crawler, scraper, script, software, or other automated or semi-automated means, processes or interfaces to access, scrape, extract or copy the Services, including any user data, content or other data contained in the Services;
- use or develop any third-party applications that interact with the Services or other users' content or information without our written consent;
- use the Services in a way that could interfere with, disrupt, negatively affect, or inhibit other users from fully enjoying the Services, or that could damage, disable, overburden, or impair the functioning of the Services;
- upload viruses or other malicious code or otherwise compromise, bypass, or circumvent the security of the Services;
- attempt to circumvent any content-filtering techniques we employ, or attempt to access areas or features of the Services that you are not authorised to access;
- use the Services to create or develop a competing product or service;
- state or imply that we endorse your content;
- probe, scan, or test the vulnerability of our Services or any system or network;
- violate any applicable law or regulation in connection with your access to or use of the Services; or
- access or use the Services in any way not expressly permitted by these Terms or our Community Guidelines.

In summary: We own or control all of the content, features and functionalities of the Services, except your content. To ensure the Services and other users are protected from harm, there are rules we need you to follow when you use our Services. Failure to comply with these rules may result in suspension or termination of your account.

9. Respecting Others' Rights

Snap respects the rights of others. And so should you. You therefore may not use the Services, or enable anyone else to use the Services, in a manner that violates or infringes someone else's rights of publicity, privacy, copyright, trademark, or other intellectual property right. When you submit content to the Services, you are solely responsible for ensuring and must ensure that you own that content, or that you have received all necessary permissions, clearances, licences, and authorisations in order to submit it to the Services (including, if applicable, the right to make mechanical reproductions of the musical works embodied in any sound recordings, synchronise any compositions to any content, publicly perform any compositions or sound recordings, or any other applicable rights for any music not provided by Snap that you include in your content) and grant the rights and licences contained in these Terms for your content. You also agree that you will not use or attempt to use another user's account except as permitted by Snap or its affiliates.

Snap honours trademark, copyright, and other intellectual property laws, including the Digital Millennium Copyright Act and takes reasonable steps to expeditiously remove from our Services any infringing material that we become aware of. If Snap becomes aware that a user has repeatedly infringed copyrights, we will take reasonable steps within our power to suspend or terminate the user's account. If you believe that anything on the Services infringes a copyright that you own or control, please report it using the form accessible through this tool. Or you may file a notice with our designated agent: Snap Inc., Attn: Copyright Agent, 3000 31st Street, Santa Monica, CA 90405, email: copyright @ snap.com. Don't use this email address for anything other than reporting copyright infringement, as such emails will be ignored. To report other forms of infringement, including trademark infringement, on the Services, please use the tool accessible here. If you file a notice with our Copyright Agent, it must:

- contain the physical or electronic signature of a person authorised to act on behalf of the copyright owner;
- identify the copyrighted work claimed to have been infringed;
- identify the material that is claimed to be infringing or to be the subject of infringing activity and that is to be removed, or access to which is to be disabled, and information reasonably sufficient to let us locate the material;
- provide your contact information, including your address, telephone number, and an email address;
- provide a personal statement that you have a good-faith belief that the use of the material in the manner complained of is not authorised by the copyright owner, its agent, or the law; and
- provide a statement that the information in the notification is accurate and, under penalty of perjury, that you are authorised to act on behalf of the copyright owner.

In summary: Make sure you own or have the right to use any content you make available on the Services. If you use content owned by someone else without permission, we may terminate your account. If you see anything which you believe infringes your intellectual property rights, let us know.

10. Safety

We try hard to keep our Services a safe place for all users. But we can't guarantee it. That's where you come in. By using the Services, you agree that you will at all times comply with these Terms, including our Community Guidelines and any other policies Snap makes available in order to maintain the safety of the Services.

If you fail to comply, we reserve the right to remove any offending content; terminate or limit the visibility of your account, and retain data relating to your account in accordance with our data retention policies; and notify third parties — including law enforcement — and provide those third parties with data and any other information relating to your account. This step may be necessary to protect the safety of our users, and others, to investigate, remedy, and enforce potential Terms violations, and to detect and resolve any fraud or security concerns.

We also care about your physical safety and wellbeing while using our Services. So do not use our Services in a way that would distract you from obeying traffic or safety laws. For example, never use the Services while driving. And never put yourself or others in harm's way just to capture a Snap or to engage with other Snapchat features.

In summary: We try to make our Services as safe as possible, but we need your help. These Terms, our Community Guidelines and other Snap policies contain important information about how to keep the Services and other users safe. And never put yourself or others in harm's way when using our Services.

11. Your Account

To use certain Services, you need to create an account. You agree to provide us with accurate, complete, and updated information for your account. Except in the unlikely event that activity occurs in your account outside of your control, you are responsible for any activity that occurs in your account. So it's important that you keep your account secure. One way to help keep your account secure is to select a strong password that you don't use for any other account and to enable two-factor authentication. If you think that someone has gained access to your account, please immediately reach out to Support. Any software that we provide to you may automatically download and install upgrades, updates, or other new features. You may be able to adjust these automatic downloads through your device's settings. You agree not to create any account if we have previously removed or banned you or your account from any of our Services, unless we consent otherwise.

In summary: Keep your account details safe and secure. Only use an account if you are authorised by us to do so.

12. Memories

Memories is our personalised data-storage service. Your content in Memories might become unavailable for any number of reasons, including things like an operational glitch or a decision on our end to terminate your account. Since we can't promise that your content will always be available, we recommend keeping a separate copy of content you save to Memories. We make no promise that Memories will be able to accommodate your precise storage needs. We reserve the right to set storage limits for Memories, or to prohibit certain types of content from being eligible for use with Memories and we may change these limits from time to time in our sole discretion.

In summary: Memories is a personalised storage service, it will be automatically enabled, but you can control some features. We cannot guarantee that any Memories will be stored forever either, so please do keep a backup.

13. Data Charges and Mobile Phones

You are responsible for any mobile charges that you may incur for using our Services. This includes data charges and charges for messaging, such as SMS, MMS, or other messaging protocols or technologies (collectively, "Messages"). If you're unsure what those charges may be, you should ask your service provider before using the Services.

By providing us with your mobile phone number you agree, among other things, to receive Messages from Snap related to the Services, including about promotions (where we have consent or as permitted by law), your account, and your relationship with Snap. These Messages may be received even if your mobile phone number is registered on any kind of "Do Not Call" list, or international equivalent.

If you change or deactivate the mobile phone number that you used to create an account, you must update your account information through Settings within 72 hours to prevent us from sending messages intended for you to someone else.

In summary: We may send you Messages, and mobile charges may apply when you use our Services.

14. Third-Party Materials and Services

Certain Services may display, include or make available content, data, information, applications, features or materials from third parties ("Third-Party Materials"), provide links to certain third-party websites or permit the use of Third-Party Materials or third-party services in connection with them. If you use any Third-Party Materials or third-party services made available through or in connection with our Services (including Services we jointly offer with the third party), the applicable third-party's terms will govern their relationship with you. Neither Snap nor any of our affiliates is responsible or liable for a third party's terms or actions taken under any third party's terms. Further, by using the Services, you acknowledge and agree that Snap is not responsible for examining or evaluating the content, accuracy, completeness, availability, timeliness, validity, copyright compliance, legality, decency, quality or any other aspect of

such Third-Party Materials or third-party services or websites. We do not provide any assurances or endorse and do not assume and will not have any liability or responsibility to you or any other person for any third-party services, Third-Party Materials or third-party websites, or for any other materials, products, or services of third parties. Third-Party Materials, the availability of third-party services and links to other websites are provided solely as a convenience to you.

In summary: Snap isn't responsible for third party features, content or services accessible via or in connection with our Services – please make sure you read the third party's terms.

15. Modifying the Services and These Terms

We're relentlessly improving our Services and creating new ones all the time. That means we may add or remove features, products, or functionalities over time, and we may also suspend, stop or terminate the Services altogether. We may take any of these actions at any time, and when we do, we will try to notify you beforehand — but this won't always be possible.

This also means we may need to update these Terms to reflect any changes to our Services or how we provide them, as well as to comply with legal requirements, or for other legal or security reasons. If those changes to these Terms are material we will provide you with reasonable advance notice (unless changes are required sooner, for example, as a result of a change in legal requirements or where we are launching new Services or features). If you continue to use the Services once the changes come into effect, we will take that as your acceptance.

In summary: Our Services are going to evolve over time. We may update these Terms from time to time to reflect these changes or for other reasons.

16. Termination and Suspension

While we hope you remain a lifelong Snapchatter, you can terminate these Terms at any time if you do not agree with any changes we make to these Terms, or for any other reason, by deleting your Snapchat account (or, in some cases, the account associated with the applicable part of the Services you are using).

We may restrict, terminate, or temporarily suspend your access to the Services if you fail to comply with these Terms, our Community Guidelines or the law, for reasons outside of our control, or for any other reason. That means that we may terminate these Terms, stop providing you with all or any part of the Services, or impose new or additional limits on your ability to use our Services. For example, we may deactivate your account due to prolonged inactivity, and we may reclaim your username at any time for any reason. And while we'll try to give you reasonable notice beforehand, we can't guarantee that notice will be possible in all circumstances.

Where we restrict, terminate or suspend your access to the Services for violation of our Community Guidelines, we will notify you and provide an opportunity for you to appeal as explained in our Moderation, Enforcement and Appeals explainer.

Before we restrict, terminate or suspend your access to the Services, we will take into account all relevant facts and circumstances apparent from the information available to us, depending on the underlying reason for taking that action. For example, if you violate our Community Guidelines we consider the severity, frequency, and impact of the violations as well as the intention behind the violation. This will inform our decision whether to restrict, terminate or suspend your access to the Services and, in the event of suspension, how long we suspend your access. You can find out more about how we assess and take action against misuse of our Services on our Support Site.

Regardless of who terminates these Terms, both you and Snap continue to be bound by Sections 2, 3 (to the extent any additional terms and conditions would, by their terms, survive), and 6 - 24 of the Terms.

In summary: You can stop using the Services or delete your account at any time and for any reason, including if you don't like any changes to these Terms. We can restrict or terminate your access to the Services for the reasons set out above. When we do, we'll provide you notice in most cases, as well as an opportunity to appeal the decision.

17. Indemnity

You agree, to the extent permitted by law, to indemnify, defend, and hold harmless Snap, our affiliates, directors, officers, stockholders, employees, licensors, and agents from and against any and all complaints, charges, claims, damages, losses, costs, liabilities, and expenses (including attorneys' fees) due to, arising out of, or relating in any way to: (a) your access to or use of the Services, (b) your content, including infringement claims related to your content, (c) your breach of these Terms or any applicable law or regulation, or (d) your negligence or intentional misconduct.

In summary: If you cause us some damage, you will compensate us.

18. Disclaimers

We will try hard to keep the Services up and running and free of annoyances. But we make no promises that we will succeed.

The Services are provided "as is" and "as available" and to the extent permitted by law and except as stated above, without warranties of any kind, either express or implied, including, in particular implied warranties, conditions, or other terms relating to: (a) merchantability, satisfactory quality, fitness for a particular purpose, title, quiet enjoyment, non-infringement, or (b) arising from a course of dealing. In addition, while we attempt to provide a good user experience, we do not represent or warrant that: (i) the Services will always be entirely secure, error-free or timely, (ii) the Services will always function without delays, disruption or imperfections, or (iii) any content or information you obtain through the Services will always be timely or accurate.

IF THE LAW OF THE COUNTRY WHERE YOU LIVE DOES NOT ALLOW THE EXCLUSIONS PROVIDED FOR IN THIS CLAUSE, THOSE EXCLUSIONS SHALL NOT APPLY TO THE EXTENT PROHIBITED.

To the fullest extent permitted by law, Snap, Snap Inc., and our affiliates take no responsibility and assume no liability for any content that you, another user, or a third party creates, uploads, posts, sends, receives, views, or stores on or through our Services and you understand and agree that you may be exposed to content that might be offensive, illegal, misleading, or otherwise inappropriate, none of which Snap, Snap Inc., nor our affiliates will be responsible for.

Nothing in these Terms will exclude or limit any responsibility we may have to remove content if so required by the law of the country where you live.

In summary: Snap will try to make the Services available to you, but we do not make any promises regarding quality and will not be liable for any content which is not ours.

19. Limitation of Liability

Snap, Snap Inc., and our affiliates, directors, officers, stockholders, employees, licensors, suppliers, and agents will not be liable for any indirect, incidental, special, consequential, punitive, or multiple damages, or any loss of profits or revenues, whether incurred directly or indirectly, or any loss of data, use, goodwill or other intangible losses, resulting from: (a) your use of the Services or inability to use the Services, (b) your access to or inability to access the Services, (c) the conduct or content of other users or third parties on or through the Services, or (d) unauthorised access, use or alteration of your content. Except to the extent specified otherwise in any other applicable terms of Snap, Snap Inc., or our affiliates, in no event will Snap, Snap Inc., or our affiliates' aggregate liability for all claims relating to the Services exceed the greater of (a) €100 EUR, and (b) the amount you paid Snap in the last 12 months for any Services.

Nothing in these Terms (or for the avoidance of doubt any other terms to which you are subject in respect of the provision of Services by Snap Snap Inc., or our affiliates) shall exclude or limit Snap's, Snap Inc.'s, or our affiliates' liability for: (a) death or personal injury arising from their own respective intent or negligence, (b) fraud or fraudulent misrepresentation, or (c) any other liability to the extent that such liability may not be excluded or limited as a matter of law.

IF THE LAW OF THE COUNTRY WHERE YOU LIVE DOES NOT ALLOW ANY LIMITATION OF LIABILITY PROVIDED FOR IN THIS CLAUSE, THAT LIMITATION WILL NOT APPLY TO THE EXTENT PROHIBITED.

FURTHER, NOTHING IN THESE TERMS AFFECTS YOUR STATUTORY RIGHTS AS A CONSUMER.

In summary: We limit our liability for anything you do, instances where you cannot access the Services, things others do and any issues resulting from unauthorised

use of our Services. Where we are liable to you and you have suffered some loss, we limit our liability to a set amount.

20. Dispute Resolution and Arbitration

If you have a concern, let's talk. Go ahead and contact us first and we'll do our best to resolve the issue.

Some of our Services may have additional terms that contain dispute resolution provisions unique to that Service or your residency.

If you are using the Services on behalf of a business (rather than for your personal use), you and Snap agree that to the extent permitted by law, all claims and disputes between us arising out of or relating to these Terms or the use of the Services will be finally settled through binding arbitration under the LCIA Arbitration Rules, which are incorporated by reference into this clause. There will be one arbitrator (to be appointed by the LCIA), the arbitration will take place in London, and the arbitration will be conducted in English. If you do not wish to agree to this clause, you must not use the Services.

In summary: Get in touch with us if you have a complaint. Disputes with business users will be settled through arbitration.

21. Exclusive Venue

To the extent that these Terms allow you or Snap to initiate litigation in a court, both you and Snap agree that all claims and disputes (whether contractual or otherwise), arising out of or relating to the Terms or the use of the Services will be litigated exclusively in the courts of England in the United Kingdom, unless this is prohibited by the laws of the country where you reside. You and Snap consent to the exclusive jurisdiction of those courts.

22. Choice of Law

The laws of England and Wales govern these Terms and any claims and disputes (whether contract, tort, or otherwise) arising out of or relating to these Terms or their subject matter. The courts in some countries may not apply the laws of England and Wales to some disputes related to these Terms. If you reside in one of those countries, the laws of your home country may apply to those disputes.

23. Severability

If any provision of these Terms is found unenforceable, then that provision will be removed from these Terms and not affect the validity and enforceability of any remaining provisions.

24. Final Terms

These Terms, including the additional terms referenced in Section 3, make up the entire agreement between you and Snap, and supersede any prior agreements. These Terms do not create or confer any rights to third parties. If we do not enforce a provision in these Terms, it will not be considered a waiver of our rights to enforce these Terms. We reserve the right to transfer our rights under these Terms and provide the Services using another entity, provided that entity upholds these Terms. You may not transfer any of your rights or obligations under these Terms without our consent. We reserve all rights not expressly granted to you.

25. Contact Us

Snap welcomes comments, questions, concerns, or suggestions. You can contact us or get support here.

If you live in the Asia-Pacific region or if your principal place of business is in the Asia-Pacific region, which for the purposes of these Terms includes Afghanistan, India, Kyrgyzstan, Kazakhstan, Pakistan, Tajikistan, Turkmenistan and Uzbekistan,

but does not include Armenia, Azerbaijan, Georgia, Russian Federation and Turkey, then:

- the company responsible for the Services is Snap Group Limited Singapore Branch and is located in Singapore at #16-03/04, 12 Marina Boulevard, Marina Bay Financial Centre Tower 3, Singapore 018982. UEN: T20FC0031F. VAT ID: M90373075A; and
- any references to "Snap" in these Terms means Snap Group Limited Singapore Branch.

Otherwise, the company responsible for the Services outside the United States and the Asia-Pacific region is Snap Group Limited and is located in the United Kingdom at 50 Cowcross Street, Level 2, London, EC1M 6AL, United Kingdom. Registered company number: 09763672. VAT ID: GB 237218316.

Community Guidelines

At Snap, we empower people to express themselves, live in the moment, learn about the world, and have fun together. We created these Community Guidelines, in line with our commitment to respecting human rights, to encourage self-expression while helping Snapchatters stay safe. We want these guidelines to be clear and easy to understand. As noted in our Terms of Service, these guidelines are part of a Snapchatter's contract with Snap. If you violate these guidelines, we may take action against your account. Please see our Terms of Service and check your local laws to make sure you are old enough to join our community.

Note About Severe Harm

While we prohibit all content or behavior that violates our Community Guidelines, we are especially concerned with violations that pose a risk of severe harm to Snapchatters. Severe harms include child sexual exploitation, terrorism, and violent extremism, as well as other illegal content and conduct. When we identify accounts engaging in severe harm on Snapchat, we disable those accounts. Guidance about how we reduce the time that this content is visible on Snapchat and how we take action against it can be found in the Severe Harm explainer and relevant explainers linked throughout these guidelines.

Learn More

Community Guidelines apply to all users and all content

These guidelines apply to all content and all Snapchatters. This includes usernames and display names, Bitmojis, text, images, videos, generative AI, links or attachments, emojis, stickers, Lenses and other creative tools, and all behavior on Snapchat.

Snap offers generative AI features through our services. We implement safeguards designed to help keep generative AI content in line with our Community Guidelines. We also expect Snapchatters to use AI responsibly. We reserve the right to take appropriate enforcement action against accounts that use AI to violate our Community Guidelines or abuse our AI products. This can include termination of an account.

Additional policies may apply

In addition to our Community Guidelines, we have additional policies for users who wish to reach a broader audience or monetize their content. In order to be eligible for algorithmic recommendation beyond the creator's friends or followers, content must comply with our Guidelines for Recommendation Eligibility. Advertisers must comply with our Advertising Policies, which require that they are honest about their products, services, and content. Sponsored content, or organic promotion of products or services must adhere to our Commercial Content Policy. Please note that some regulated goods and activities may only be promoted by eligible accounts through approved advertising or sponsored content channels. Creators who wish to participate in monetization programs must follow our Monetization Policy. Media partners must comply with our Content Partner Terms, which requires their content to be

accurate and, where appropriate, fact-checked. Developers are also subject to Developer Terms.

We've outlined here and in our Terms of Service specific rules for content that is prohibited on Snapchat. We work to ensure these rules are applied consistently. When applying them, we take into account the nature of the content, including whether it is newsworthy, factual, and relates to a matter of political, social, or educational value. Additional context about how we moderate content and enforce our policies is available in our Moderation explainer. We also provide links to more detailed information about our Community Guidelines in each of the sections below.

We want Snapchat to be a safe and positive experience for everyone. We reserve the right to decide, at our sole discretion, what content or behavior violates the spirit of our rules. While we have the right to review, moderate, or remove any content from our platform, we do not proactively review all of it. We cannot guarantee that other users will comply with our Community Guidelines or that our platform will be free of violating content. We strongly encourage Snapchatters to report any content that may be violating so that our teams can review and take appropriate action.

Community Guidelines
apply to all content and behavior on Snapchat's platform and products, and cover the following topics:

Sexual Content

- We prohibit any activity that involves sexual exploitation or abuse of a minor (someone under 18 years old), including sharing child sexual exploitation or abuse imagery, grooming for sexual purposes, sexual extortion (sextortion), or attempts to persuade, trick, or coerce a minor with the intent of sexual abuse or exploitation. We also prohibit sexual extortion (sextortion), or the sexualization of children. We report all identified instances of child sexual exploitation to authorities, including attempts to engage in such conduct. Never post, save, send, forward, distribute, or ask for nude or sexually explicit content involving anyone under the age of 18 (this includes sending or saving such images of yourself).
- We prohibit promoting, distributing, or sharing pornographic content, including unsolicited sexual imagery (such as cyberflashing), as well as commercial activities that relate to pornography or sexual interactions (whether online or offline).
- Breastfeeding and other depictions of nudity in non-sexual contexts are generally permitted, unless posted without the subject's consent.

Threats, Violence, & Harm

- Encouraging or engaging in violent or dangerous behavior is prohibited. Never intimidate or threaten to harm a person, a group of people, or someone's property.
- Content depicting gratuitous or graphic violence, including animal abuse, is not allowed.

- Graphic depictions of serious injury (whether real or realistic) to humans or animals are not allowed, except in the context of news coverage (for example, reporting from war zones — and even in such instances, we encourage blurring or obscuring graphic harm).
- We don't allow the glorification, encouragement, or assistance of self-harm, including the promotion of self-injury, suicide, eating disorders, or other forms of serious self-harm.

Hateful Content, Terrorism, and Violent Extremism

- We prohibit the use of our platform to support terrorist organizations, violent extremists, or hate groups. We also prohibit content that supports, glorifies, praises, or advocates for terrorism, violent extremism, or hate.
- Hate speech or content that abuses, demeans, defames, promotes discrimination or violence, or incites hatred on the basis of race, color, caste, ethnicity, national origin, religion, sexual orientation, gender, gender identity or reassignment, disability, veteran status, immigration status, age, weight, or pregnancy status is prohibited.

Harassment and Bullying

- We prohibit bullying and harassment. If someone blocks you, you may not contact them from another Snapchat account.
- We consider harassment to include any unwanted behavior that would cause an ordinary person to experience emotional distress, including mocking, shaming, rumor spreading, wishing harm on another party, sharing humiliating imagery (including manipulated or AI-generated imagery), or repeated, unwanted contact.
- We also prohibit non-consensual sharing of another person's private content, imagery, or information, including sharing personally identifiable information (PII) or screenshots or recording of private conversations.
- We also prohibit sharing another person's private or identifiable information for the purpose of harassment (i.e., "doxxing").

Illegal or Regulated Activities

- Using Snapchat to engage in illegal activity may result in account termination, and may be a crime! Do not use Snapchat to engage in, encourage, or glorify illegal activity.
- We prohibit facilitating or participating in human trafficking or human smuggling, as well as the promotion of gangs, organized crime, or recruiting for criminal activity.
- We prohibit the glorification, sale, or distribution of illicit drugs (including prescription medication that is commonly abused, such as opioids, barbiturates, and amphetamines).
- We prohibit the sale or distribution of regulated drugs (including prescription drugs) and substances.
- We prohibit the sale or promotion of weapons (including fireworks or explosives), as well as the depiction of reckless or irresponsible weapons use.
- We prohibit the promotion of certain goods or activities that are often regulated. This includes the attempted sale or promotion of regulated goods such as tobacco, alcohol, vape products. We also prohibit the sale, facilitation, or promotion of regulated services and activities, such as offering financial loans or other financial products or services, or

promoting gambling services (including betting websites, gambling apps, tip or prediction services, or referral codes).

Harmful False or Deceptive Practices

- We prohibit spreading false information 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 (whether through generative AI or through deceptive editing).
- We prohibit pretending to be someone (or something) that you're not, or attempting to deceive people about who you are. This includes impersonating your friends, celebrities, public figures, brands, or other people or organizations for harmful, non-satirical purposes.
- We prohibit spam, including pay-for-follower promotions or other follower-growth schemes, the promotion of spam applications, or the promotion of multilevel marketing or pyramid schemes.
- We prohibit fraud and other deceptive practices, including undisclosed paid or sponsored content, the promotion of fraudulent (counterfeit) goods or services or get-rich-quick schemes, or imitating Snapchat or Snap Inc.

Information and Q&A

How can I report something?

You can submit a report to our safety teams using our in-app reporting features or by completing this form, which allows you to report a concern whether you have a Snapchat account or not. We review these reports to determine violations of these guidelines. The fastest and best way to report potential safety concerns to our safety teams is through the in-app reporting feature in the Snapchat app.

Residents of certain jurisdictions (for example, the E.U. or U.K.) may also have additional options for reporting content that they believe is illegal. You can find more information on our Support Site.

What happens if I violate the Community Guidelines?

If you violate these Community Guidelines, we may remove the offending content, terminate or limit the visibility of your account or content, limit your access to certain features on Snapchat, notify law enforcement, and/or take technical steps to prevent you from creating or using another account. Our policy is to refer information to law enforcement, potentially including relevant content and other account data, when we believe activity poses an imminent threat to human life. If your account is disabled for violating these guidelines, you are not allowed to use Snapchat again without our permission. Learn more in our Moderation explainer.

Do you consider off-platform behavior?

Snap reserves the right to remove or restrict account access for users who we have reason to believe, in our sole discretion, pose a danger to others, on or off of Snapchat. Examples include convicted sex offenders, leaders of terrorist organizations, individuals who incite violence or perpetrate severe harms against others, or behavior that we believe poses a threat to human life. In evaluating such behavior, we may consider guidance from other sources, such as subject matter experts or law enforcement, in determining whether to remove or restrict account access.

Where can I find more information?
Please visit our Safety Center for more information about safety and well-being on Snapchat. There, you'll find detailed instructions on managing your Snapchat experience, including taking actions like updating your privacy settings, choosing who can see your content, and blocking other users.

[Explainers]

Sexual Content

Community Guidelines Explainer Series
Updated: March 2026

Overview
We strive to protect Snapchatters from unsolicited sexual content or abuse. Our policies prohibit sexual exploitation of any kind – including the sexual exploitation of children. We also prohibit sexual harassment and sharing, promoting, or distributing sexually explicit content and conduct, including pornography, sexual nudity, or offers of sexual services.

Prohibited Conduct
We prohibit the following sexual harms:

- Any activity that involves sexual exploitation or abuse of a minor, including sharing child sexual exploitation or abuse imagery; grooming for sexual purposes; sexual extortion (sextortion); or attempts to persuade, trick, or coerce a minor with the intent of sexual abuse or exploitation the sexualization of children. We report any child sexual exploitation that we've identified, including attempts to engage in such conduct, to the appropriate authorities, including the U.S. National Center for Missing and Exploited Children (NCMEC), in line with legal requirements.
- The sexualization of minors or sharing of minor nudity, whether involving real individuals or fictional, synthetic, or digitally created representations, regardless of whether it rises to the level of child sexual exploitation.
- Adult sexual exploitation, including non-consensual sexual content, sextortion, and deceptive sexual practices, such as efforts to coerce or entice users to provide nude imagery.
- Producing, sharing, or threatening to create or share non-consensual intimate imagery (NCII)—including sexual or intimate photos or videos taken or shared without permission, depictions of private acts (such as bathing or using the bathroom), as well

as “revenge porn” or behavior that threatens to share, exploit, or expose individuals’ intimate images or videos without their consent.
- Sharing or creating AI-generated sexual content, including offering or promoting “nudify” services or applications.
- Sexual harassment, which may include making unwanted advances, sharing graphic and unsolicited content, or sending obscene requests or sexual invitations to other users.
- Promoting, distributing, or sharing pornographic content, including photos, videos, or highly realistic animation, drawings, or other renderings of explicit sex acts, or nudity where the primary intention is sexual arousal.
- Offers or solicitation of sexual services (whether paid or unpaid), including both offline services (such as, for example, erotic massage) and online experiences (such as, for example, offering sexual subscription services, or sexual chat or video services).

We do allow for non-sexual nudity in certain contexts, such as breastfeeding, medical procedures, and other similar depictions provided the subject has provided their consent.

Our efforts to protect users

We aim to consider both safety and privacy in our approach to protecting users. We use a combination of automated tools and human review intended to prevent users from being exposed to pornographic content or other sexual harms or exploitation on public surfaces (such as Spotlight, Public Stories, and Maps).

We use automated tools to help identify and remove certain known illegal child sexual exploitation photos and videos, including:
- Microsoft’s PhotoDNA (to detect duplicates of known illegal images)
- Google’s CSAI Match (to detect duplicates of known illegal videos)
- Google’s Content Safety API (to aid in detecting novel, “never-before-hashed” imagery)

We use similar technology to help identify and remove certain non-consensual intimate imagery. We participate in the Take It Down program run by the National Center for Missing and Exploited Children (NCMEC), receiving and leveraging hashes of nude or partially nude imagery supplied by minors that they want to prevent from spreading online. We also participate in StopNCII, a similar program for people who are 18 or older, run by South West Grid for Learning (SWGfL) based in the UK. In addition, in some cases, we use behavioral “signals” to identify potentially illegal or harmful activity so that we can proactively remove bad actors and report them to authorities as appropriate.

When we become aware of sexually explicit or exploitative content, we act swiftly to remove the offending content, enforce against the violating account, and where appropriate, escalate to NCMEC and/or law enforcement. We work closely with NCMEC and law enforcement to maintain a feedback loop on the effectiveness of our policies.

Takeaway

We prohibit sexual exploitation and sexually explicit content of any kind, including the sexual exploitation of children, sharing non-consensual intimate imagery (NCII), sextortion, sexual harassment, pornography, and offers of sexual services. Never post, save, send, forward, distribute, or ask for nude or sexually explicit content involving anyone under the age of 18 (this includes sending or saving such images of yourself). When we discover severe harm involving sexual content, we lock the offending account and report it to authorities where appropriate.

We want users to feel safe and comfortable using Snap. If you ever feel unsafe or believe you may be in immediate danger, consider contacting your local law enforcement, where appropriate, and block offending users. We also encourage you to report violating content or accounts to Snapchat so we can take appropriate action.

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Threats, Violence, & Harm

Community Guidelines Explainer Series
Updated: March 2026

Overview

The safety and well-being of our community is a top priority at Snapchat, and we take all instances of threats, violence, and harm seriously. We do not allow content that encourages, promotes, threatens, provides instructions for, or graphically depicts violent or dangerous behavior. We also prohibit content that promotes, glorifies, or encourages self-harm or suicide. Imminent threats to human life and safety may be referred to law enforcement.

While our policies and moderation practices enhance safety for all users, we also proactively invest in features and resources to help support the well-being of our community. We encourage Snapchatters to report content that indicates self-harm or emotional distress so that our teams can send resources and potentially alert emergency health responders.

Prohibited Conduct
We prohibit the following:

- Encouraging, promoting, or glorifying self-harm, including self-injury, self-mutilation, suicide, or eating disorders.
- Providing instructions or detailing methods of committing self-harm (including extreme dieting) or suicide.
- Encouraging or engaging in violent or threatening behavior, including any content expressing an intention to cause serious physical or emotional harm to a person, a group of people, or damage to property. Where content indicates a credible and imminent threat to human life or safety, our teams may alert law enforcement agencies who may be positioned to intervene.

- Vigilante activity. This includes coordinated efforts to intimidate or take physical action against individuals or communities outside proper legal process.
- Encouraging, promoting, providing instructions for, or engaging in dangerous behavior. This includes engaging in activities likely to be imitated that could lead to serious harm or injury, such as high-risk challenges, stunts, reckless driving, or other behavior that poses a risk to the person doing it, someone else, or the public.
- Encouraging the ingesting, injection, inhalation, or other self-administering of physically harmful substances or of substances in sufficient quantities as to be physically harmful.
- Content that glorifies, or risks inciting, violent or harmful behavior toward people or animals.
- Gratuitous or graphic violence, including animal abuse.

Our efforts to protect users
We aim to balance safety and privacy in our approach to protecting users. We use a combination of automated tools and human review to prevent users from being exposed to content that promotes or encourages self-harm, eating disorders, or suicide, as well as threats and dangerous activities, on public surfaces (such as Spotlight, Public Stories and Maps). We always encourage users to report any violating content so that our teams can review and take appropriate action.

Where users report content that indicates a risk of self-harm, eating disorders, or suicide, we want to help. Where appropriate, we provide helpful resources and may identify opportunities for emergency services to intervene. Additional information about our safety resources is available on our Privacy, Safety, & Policy Hub.

To further support the well-being of our community, our Here For You portal helps to surface resources from expert localized partners when users search for certain topics related to mental health, anxiety, depression, stress, suicidal thoughts, grief, and bullying.

We escalate cases to law enforcement where we believe there may be an imminent threat to human life. Snap's approach is to maintain established protocols for assisting law-enforcement authorities globally, including dedicated channels for responding to potential imminent harm situations, subject to strict legal safeguards. More information for law enforcement can be found here.

Takeaway
Our approach to responding to threats, violence, and harm areis tailored to the situation. When it comes to threats to oneself, our teams work to identify the best means of support via safety resources. Where others are under threat, we strive for safe outcomes both through the enforcement of our policies and, where appropriate, by involving law enforcement.
Doing our part to support the safety and well-being of our community is a top priority across our company.

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Hateful Content, Terrorism, and Violent Extremism

Community Guidelines Explainer Series
Updated: March 2026

Overview
Hateful content and activities that support terrorism or violent extremism have no place on Snapchat. Our policies operate to help create an environment that supports and prioritizes the safety and well-being of Snapchatters, and to help protect communities from violence and discrimination.

It is never acceptable to engage in hateful conduct, including the use of hate speech or hate symbols. Activities that support or advocate for acts of terrorism or violent extremism are similarly prohibited and, if warranted, may be reported to law enforcement.

To help ensure these policies are enforced responsibly, our teams consult the expertise and work of civil rights organizations, human rights experts, law enforcement agencies, NGOs, and safety advocates. We are routinely learning, and will calibrate wherever necessary to help ensure that our products and policies function to help keep Snapchatters safe. To assist us, we encourage users to promptly report any hateful content or activity that may violate our policies against terrorism and violent extremism.

Prohibited Conduct
We prohibit the following:

- The use of Snapchat to further the objectives of terrorist organizations, violent extremists, or hate groups.
- Content that glorifies, praises, supports, or advocates for violent extremism, terrorism, or hate.
- All 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.
- Hate speech or content that abuses, demeans, defames, promotes discrimination or violence, or incites hatred on the basis of race, color, caste, ethnicity, national origin, religion, sexual orientation, gender identity or reassignment, disability, or veteran status, immigration status, age, 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.

Our efforts to protect users
We aim to balance safety and privacy in our approach to protecting users. We use a combination of automated tools and human review to prevent users from being exposed to hate, terrorism, or violent extremism on public surfaces (such as Spotlight, Public Stories and Maps). Snap uses automated tools to help identify content we have reason to believe supports, glorifies, or furthers the objectives of terrorist or violent extremist entities. As a member of the Global Internet Forum to Counter Terrorism (GIFCT), we use GIFCT's resources to help identify and remove known terrorist and violent extremist content. We also work with third party vendors and experts to help stay current on emerging trends in order to accurately identify and take action on such content. We also use signal-based detection methods to identify and disrupt violent extremist networks.

We work with law enforcement, as appropriate, to prevent the spread of content relating to terrorism and violent extremism. Snap's approach is to maintain established protocols for assisting law-enforcement authorities globally, including dedicated channels for responding to potential imminent harm situations, subject to strict legal safeguards. More information for law enforcement can be found here.

Takeaway
We do not tolerate hateful content, terrorism, or violent extremism on Snapchat. Through our policies, enforcement strategy, and product design, we work diligently to maintain an environment that supports and prioritizes the safety of Snapchatters.
Users can help us protect our community by reporting any content that violates our policies. We are also committed to working with diverse leaders from across the safety community to help ensure we are advancing our safety objectives responsibly. For more information about our safety efforts, please visit our Safety Center.

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Harassment and Bullying

Community Guidelines Explainer Series
Updated: March 2026

Overview
Bullying and harassment are counter to Snapchat's values. These harms can take many forms, so we use a multifaceted approach to help combat them. Along with our policy and enforcement, we use product safety mitigations and provide resources to users.

As a baseline, our policies prohibit content and conduct that mocks, shames, or demeans a person based on their physical appearance, personality, intelligence, or personal characteristics, as well as repeated mistreatment or unwanted contact. We also prohibit sharing private information or imagery of people without their knowledge or consent-- especially of members of

vulnerable populations including minors, unhoused people, or those in medical or assisted-living facilities or nursing homes.

In addition to enforcing these policies consistently, we use our product design to help limit harmful behavior that may violate these rules. For example, we use default settings that require both friends to accept a connection before they can chat with each other.

Prohibited Conduct

Violations of our harassment and bullying policies include any unwanted behavior that could cause an ordinary person to experience emotional distress. We prohibit the following:

- Posting content that mocks, shames, degrades, stigmatizes, or demeans a person based on their physical appearance, personality, intelligence, or personal characteristics, including aggressive or profane name-calling.
- Rumor-spreading, including accounts dedicated to anonymously bullying or shaming individuals.
- Mocking victims of violence, death, or tragedy or wishing violence, death, or tragedy upon another party.
- Inviting harassment of another person by sharing personal or identifiable information together with encouraging harassment of that person (e.g., “doxxing”).
- Sharing manipulated imagery of another person (including AI-generated, digitally-created, manipulated, illustrated imagery (such as cartoons or edited stickers) for the purpose of humiliation.
- Repeated, unwanted contact, including using a new account to contact someone after previously being blocked or asked not to contact them.

Snap does allow for commentary and criticism of public figures who are 18 years or older, provided that such content does not include discrimination, harassment, or calls for violence or harm.

We expect users to respect others’ personal privacy. Snap prohibits the following:

- Sharing another person’s private or personally identifiable information (PII).
- Sharing private content, including screenshots or recordings of private imagery or conversations.
- Sharing content featuring vulnerable people who may not be able to consent to their content being captured or shared, including minors, unhoused people, people with diminished mental capacity, and those in a medical facility, nursing home, or assisted living facility.

Our efforts to protect users

We aim to balance safety and privacy in our approach to protecting users. We use a combination of automated tools and human review to prevent users from being exposed to harassment or bullying on public surfaces (such as Spotlight, Public Stories and Maps).

We built Snapchat to connect real friends and limit unwanted exposure. By default, users can receive messages only from people they've added as friends. Users can also make their profiles private and block users from seeing or contacting them. For users under the age of 18, profiles are private by default, and for users under the age of 16, profiles can only be set to private.
We encourage users to report when they experience or observe violations of these rules. We take a victim-centric approach when evaluating harassment and bullying by considering whether a user perceives a situation as bullying or harassment when they are the target of such conduct. Our moderation teams aim to ensure that each user feels safe and comfortable using Snapchat.

Takeaway
We prohibit harassment and bullying. We want our users to feel safe while using Snapchat. If you ever feel uncomfortable, please do not hesitate to send us a report and block the other user—these features are provided for your safety. Through our Here for You portal, we help ensure users have access to in-app resources and information to help recognize and address bullying and harassment. We also provide tools to facilitate easy reporting of any violating behavior on Snapchat.

Please be considerate of people's dignity and privacy—if they express discomfort, respect their boundaries. If they ask you to remove content about them, please do, and generally refrain from sharing images of people or information about them without their permission.

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Illegal or Regulated Activities

Community Guidelines Explainer Series
Updated: March 2026

Overview
Our prohibition against illegal and regulated activities reflects our stalwart commitment to safety on Snapchat. Upholding. By enforcing these rules, we help prevent misuse of our platform for unlawful purposes and protect Snapchatters from risks of serious harm. We also partner with safety stakeholders, NGOs, and law enforcement organizations to provide our community with educational resources and to promote safety more broadly.

While laws and regulations differ in jurisdictions throughout the world—and Snapchat is a global community—our policies generally prohibit any activity that undermines public safety.

Prohibited Conduct
We prohibit using Snapchat for illegal activity, including the following:

- Human trafficking – Snap prohibits content that promotes or facilitates human trafficking, including labor trafficking, sex trafficking, and other types of trafficking of adults or minors. Snap also prohibits human smuggling.

- Organized crime or criminal behavior – Snap prohibits the promotion of gangs, cartels, or other organized crime, as well as content that encourages or recruits persons for engagement in criminal behavior.
- Weapons – Snap prohibits promoting the attempted purchase, sale, or manufacturing of weapons, ammunition, or explosives, including fireworks. We also prohibit the depiction of reckless or irresponsible use of weapons.
- Drugs and pharmaceuticals – Snap prohibits promoting, facilitating, or participating in criminal activity, the buying, selling, exchanging, or facilitating sales of illegal or regulated drugs, including prescription drugs and drug paraphernalia. Snap also prohibits depictions of illegal drugs (such as heroin, cocaine, methamphetamine, or fentanyl) or prescription drugs that are commonly abused (such as opioids, barbiturates, and amphetamines).

Snap also prohibits the promotion of certain goods or activities that are often regulated, including the following:

- Offering financial loans or other financial products or services.
- Facilitating online gambling activities, including sharing apps, sites, or services that directly facilitate or provide direct access to gambling or gambling-adjacent apps, sites, or services that collect financial information or facilitate and/or monetize access to real-money sportsbooks or betting data.
- Selling alcoholic beverages;, tobacco, or vape products.
- Promoting CBD or THC businesses.
- The sale or acquisition of endangered animal species, as defined by CITES.

Businesses that wish to advertise regulated goods or activities must be approved as a business account and comply with our advertising policies. Please consult this resource for guidance regarding appropriate commerce and advertising activities on Snapchat.

Users must generally comply with their local laws while using Snapchat. However, we recognize that some laws may be specific to the user's jurisdiction and not broadly or globally applicable. In addition, some laws may be inconsistent with Snap's commitment to respecting human rights. When we receive requests to enforce against content or accounts that we determine do not violate our Community Guidelines, but allegedly violate local laws, we review those reports with that commitment to respecting human rights in mind. In some cases, we may reduce visibility of the account or content in question in a particular jurisdiction where content is locally prohibited, even if we do not remove the content. Please review our Moderation explainer for more information about review and enforcement of such reports.

Our efforts to protect users

We aim to balance safety and privacy in our approach to protecting users. We use a combination of automated tools and human review to prevent users from being exposed to illegal or regulated activity, such as the attempted sale of illicit drugs or weapons, criminal activity, or the promotion of broadly regulated goods or activities on public surfaces (such as Spotlight, Public Stories and Maps).

For serious violations such as attempted human trafficking or smuggling, as well as the attempted sale of illicit drugs or weapons, we use proactive, automated tools to detect and remove violating content. We also work closely with law enforcement, as appropriate, where we believe there may be an imminent threat to human life. Snap's approach is to maintain established protocols for assisting law-enforcement authorities globally, including dedicated channels for responding to potential imminent harm situations, subject to strict legal safeguards. More information for law enforcement can be found here.

We are committed to ensuring that Snapchatters have as much information as possible regarding the types of online behavior and activities that may violate the law and present serious risk to their safety. Through partnerships with nonprofit organizations and collaboration with diverse safety stakeholders, we aim to raise awareness about high-risk activities and ways that Snapchatters can stay safe. This includes in-app resources, like Here for You and Heads Up, as well as collaborations with safety stakeholders. We also cooperate with law enforcement agencies in response to valid legal processes concerning activities on Snapchat that may provide evidence of a crime.

Takeaway
Doing our part to promote public safety and protect Snapchatters from potentially harmful or illegal activities is a responsibility we take very seriously.

As we continue these efforts, we are committed to providing transparent insights into the effectiveness of our approach. Through our Transparency Reports, we provide country-level information related to our enforcements against illegal or regulated activities. To provide additional detail, we've broken out our reporting and enforcement data for illicit drug- and weapons-related violations in our Transparency Report.

We encourage users to report instances of illegal activity to help keep Snapchat safe and healthy. We are always looking for opportunities to improve our ability to address potentially harmful content or behavior, and we are committed to working with diverse leaders from across the safety community to help ensure we are advancing these objectives responsibly. For more information about our efforts, please visit our Privacy, Safety, & Policy Hub.

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Harmful False or Deceptive Practices

Community Guidelines Explainer Series
Updated: March 2026

Overview
Snap works to help ensure information on Snapchat is shared responsibly. Deceptive practices take many forms, can undermine trust, and pose a threat to Snapchatters' safety and security.

Snapchat's design and policies are intended to reduce the spread of misinformation, and protect users from fraud and spam, across a broad range of circumstances.

- We prohibit spreading false information 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 deceptive editing).
- We prohibit pretending to be someone (or something) that you're not, or attempting to deceive people about who you are. This includes impersonating your friends, peers, celebrities, brands, or other individuals or organizations.
- We prohibit fraud and deceptive practices, including scams, transmission of malware or other facilitation of cybercrime, money laundering, and the promotion of fraudulent goods and services. We also prohibit the hacking and sale of Snapchat accounts.
- We prohibit spam, including unsolicited or artificially inflated content or engagement.
- We prohibit content that incentivizes users to share personal information or download third-party apps in exchange for a chance to win prizes or rewards, including deceptive giveaways or promotions.

Prohibited conduct

Our Community Guidelines relating to Harmful False or Deceptive Practices cover distinct, but related, categories of harm: (1) harmful false information, (2) impersonation, (3) fraud, and (4) spam.

1. Harmful False Information

Content that distorts facts can have harmful consequences for users and for society. We know it can sometimes be tough to know what's accurate, particularly when it comes to fast-breaking current events, or complicated matters of science, health, and world affairs. For this reason, our policies focus not only on whether information is inaccurate or misleading, but also its potential for harm.

There are several categories of information in which the misrepresentation of facts can pose unique dangers. Across these areas, our teams take action against content that is misleading or inaccurate, irrespective of whether the misrepresentations are intentional. In this way, our policies operate against all forms of information threats, including misinformation, disinformation, malinformation, and manipulated media.

Examples of the information categories that we view as particularly vulnerable to harm include:

- Content that denies the existence of tragic events. We prohibit content that disputes or denies the events of, for example, the Holocaust or the Sandy Hook school shooting in the U.S. Misrepresentations and unfounded theories regarding such tragedies may contribute to violence and hate, in addition to harming users whose lives and families have been impacted by such events.
- Content that promotes unsubstantiated medical claims. We prohibit content that, for example, recommends untested therapies for preventing the spread of COVID-19; that features unfounded theories about vaccines; or that promotes debunked, harmful

practices such as so-called “conversion therapy.” While the field of medicine is ever-changing, and public health agencies may often revise guidance, such credible organizations are subject to standards and accountability and we may look to them to provide a benchmark for responsible health and medical guidance.

- Content that undermines the integrity of civic processes. Elections and other civic processes play an essential role in the functioning of rights-respecting societies, and also present unique targets for information manipulation. To safeguard the information environment around such events, we enforce our policies to apply to the following types of threats to civic processes:
    - Procedural interference: misinformation related to actual election or civic procedures, such as misrepresenting important dates and times or eligibility requirements for participation.
    - Participation interference: content that includes intimidation to personal safety or spreads rumors to deter participation in the electoral or civic process.
    - Fraudulent or unlawful participation: content that encourages people to misrepresent themselves to participate in the civic process or to illegally cast or destroy ballots.
- Delegitimization of civic processes: content aiming to delegitimize democratic institutions on the basis of false or misleading claims about election results, for example.

2. Impersonation

Our policies prohibit pretending to be someone (or something) that you’re not, or attempting to deceive people about who you are. This includes impersonating your friends, acquaintances, celebrities, brands, or other organizations. While fan, satire, and commentary accounts are generally permitted, they must be transparent and explicitly disclose this fact, including in the display name.

3. Fraud

Fraud can expose Snapchatters to financial harm, cybersecurity risks, and even legal risk. To help reduce these risks, we prohibit deceptive practices that undermine trust in our community.

Prohibited practices include content that promotes scams of any kind; get-rich-quick schemes; unauthorized or undisclosed paid or sponsored content; multilevel marketing or pyramid schemes; and the promotion of fraudulent goods or services, including counterfeit goods or documents, and the sale of social media accounts, including Snapchat accounts.

We also prohibit money laundering (including money couriering or money muling) of any kind. This includes receiving and transferring money that's illegally obtained or from an unknown source on behalf of someone else, unauthorized and illegal money transmission or currency exchange services, and soliciting and promoting these activities.

Finally, our policies prohibit imitating Snapchat or Snap Inc. branding in order to deceive other users.

4. Spam
Spam can be confusing and annoying to Snapchatters. We prohibit such practices, including artificially inflating engagement, such as pay-for-follower schemes or other follower-growth schemes; promoting spam applications; or mass, repetitive, or frequent posting or sharing.

Our efforts to protect users
We aim to balance safety and privacy in our approach to protecting users. We use a combination of automated tools and human review to prevent users from being exposed to harmful false information, fraud, or spam on public surfaces (such as Spotlight, Public Stories and Maps).

Our policies against harmful false information are complemented by product design safeguards and advertising rules that limit virality, promote transparency, and elevate the role of authenticity across our platform. For more information on the ways our platform architecture supports these objectives, visit this blog post.

We also use automated systems to detect known spam, scam, and fraud patterns, and remove bad actors from our platform. We encourage users to safeguard their accounts by utilizing the security and safety measures outlined in this support article.

Takeaway
Snap works to help ensure information on Snapchat is shared responsibly. We will continue to explore innovative approaches to help protect Snapchatters from the risks of Harmful False or Deceptive Practices.

As we continue these efforts, we are committed to providing transparent insights into the effectiveness of our approach. Through our transparency reports, we provide country-level information related to our enforcements against misinformation globally.

We are committed to regularly calibrating the operation of our policies to improve our ability to address harmful content or behavior, and we are committed to working with diverse leaders from across the global safety community to help ensure we are advancing these objectives responsibly.

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Snap's Commitment to Human Rights

Community Guidelines Explainer Series
Updated: March 2026

Snap is committed to respecting human rights, as set out in the United Nations Guiding Principles on Business and Human Rights (UNGPs). We have incorporated human rights

considerations in our Community Guidelines, content moderation practices, transparency reporting, and privacy practices, including through the following measures:

- Community Guidelines. We are transparent about what is and isn't allowed on our platform, through our Community Guidelines and linked explainers, and we work with our safety teams to help ensure that these policies are enforced in a fair and equal manner, taking into consideration local language and cultural nuances, and providing users with an appeal process, as well as support resources.
- Transparency. We voluntarily publish transparency reports twice a year as part of our commitment to safety, transparency, and accountability, in addition to other legally required transparency reports. We consistently strive to make these reports more comprehensive and informative for our stakeholders.
- Privacy. We strive protect user data and privacy through our Privacy Policy, Community Guidelines, and data-protection protocols. We prohibit users from violating the privacy of others on our platform or through our services, and we have strict privacy principles in place for employee access to user data.
- Freedom of expression. We empower users to express themselves creatively and authentically, and we take into consideration local language and cultural context, as well as content that may be educational, newsworthy, or of value to the public interest, before removing content or enforcing against accounts.
- Anti-terrorism. Terrorist and violent extremist entities are prohibited from using our platform. We also prohibit content that promotes terrorism or other violent or criminal acts committed by individuals or groups to further ideological goals, as well as content that promotes or supports foreign terrorist organizations or violent extremist groups.
- Anti-trafficking. We prohibit the use of our platform or services for human trafficking, including sex trafficking, forced labor, forced criminal activity, organ trafficking, and forced marriage.
- Anti-discrimination. We prohibit discrimination on our platform through our policies against hateful conduct, which ban 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.
- Work with law enforcement and civil society. Snap works with law enforcement, governmental agencies, NGOs, and academics around the world to understand emerging trends, incorporate feedback into our policies and content moderation processes, and promote safety on our platform.

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Severe Harm

Community Guidelines Explainer Series
Updated: March 2026

The safety of Snapchatters is a top priority. We take behavior that threatens the safety of our community very seriously, particularly when the threat of harm is severe. We consider severe harm to include both (1) harms that risk significant damage to the physical or emotional well-being of Snapchatters, and (2) the imminent, credible risk of severe harm, including threats to human life, safety, and well-being. We collaborate with experts, safety groups, and law enforcement on these topics in order to better educate ourselves and our community, and to take appropriate action where these threats may arise on our platform.

Certain categories of content and behavior—such as child sexual exploitation, terrorism-related activity, the promotion of dangerous and illicit drugs or weapons, human trafficking, and other serious criminal conduct—frequently meet this threshold, due to the severity and immediacy of the risks involved. We consider these types of harms to merit a heightened level of scrutiny, as well as swift, strict, and permanent consequences for violating accounts.

When we identify Snapchatters engaging in the following activities, we promptly remove the relevant content, disable their accounts and, in some instances, refer the conduct to law enforcement:

- Activity that involves sexual exploitation or abuse, including sharing imagery depicting child sexual exploitation for the purpose of sexual gratification, grooming for sexual purposes, child or adult sex trafficking, or sexual extortion (sextortion)
- Attempted selling, exchanging, or facilitating sales of dangerous and illicit drugs
- Credible, imminent threats to human life, safety, or well-being, which may include violent extremism or terrorism-related activities, human trafficking, specific threats of violence (such as a bomb threat), or other serious criminal activities

In addition to enforcing stricter consequences for these violations, we may use proactive detection measures to identify and remove severe and serious violating content more quickly, while respecting applicable privacy restrictions. Our internal teams consistently work with experts to better understand how we can detect and limit threats, prevent harm, and stay informed of potentially harmful trends. Our work on this topic is never finished and it will continue to evolve with the needs of our community. We invite you to report a safety concern, visit our Safety Center, or learn more about our efforts to address harmful content and promote wellness.

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Usernames, Display Names, and Public Profiles

Community Guidelines Explainer Series
Updated: March 2026

Usernames, display names, and public profiles must comply with our Community Guidelines. In addition, they must not contain references to content or behavior prohibited by our Community Guidelines, such as:

- Child sexual exploitation
- Adult sexual exploitation
- Pornography
- Commercial sexual transactions
- Illicit drug activity
- Bullying or harassment, including sexual harassment
- Impersonation (note that fan, parody, or commentary accounts must explicitly disclose this fact in the display name)
- Glorification of violent or disturbing content
- Glorification or encouragement of self-harm or suicide
- Hateful content
- Terrorism or violent extremism
- Promotion of regulated goods or activities
- Promotion of illegal goods or activities
- Fraud
- Spam

Violations of this policy may result in your account being disabled or you may be asked to choose a new username, display name, or edit your public profile in order to continue using Snapchat. We may also take steps to prevent such violative usernames, display names, and public profiles from being searchable on Snapchat or recommended to others.
For information on how to change your username or display name, please see the following support articles:

- How to Change My Username on Snapchat
- How to Change My Display Name on Snapchat
- How do I delete or clear my Public Profile?

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Snapchat Moderation, Enforcement, and Appeals

Community Guidelines Explainer Series
Updated: June 2026

Across Snapchat, we're committed to advancing safety while respecting the privacy interests of our community. We take a balanced, risk-based approach to combating potential harms — combining transparent content moderation practices, consistent and equitable enforcement, and clear communication to hold ourselves accountable for applying our policies fairly.

Content Moderation

We've designed Snapchat with safety in mind, and this design is key in helping to prevent the spread of potentially harmful content. For example, Snapchat does not offer an open news feed

where creators have an opportunity to broadcast potentially harmful or violating content, and friends lists are private.

In addition to these design safeguards, we use a combination of automated tools and human review to moderate our public content surfaces (such as Spotlight, Public Stories and Maps). Content that is recommended on public surfaces is also held to a higher standard and must meet additional guidelines. On Spotlight, for example, creators can submit creative and entertaining videos to share with the broader Snapchat community, all content is first reviewed via automation by artificial intelligence and other technology before gaining any distribution. Before a Snap is given the opportunity to be recommended for distribution to a large audience, it is reviewed by human moderators. This layered approach to moderating content on Spotlight reduces the risk that potentially harmful content will spread, and helps promote a fun and positive experience for everyone.

Similarly, editorial content that has been produced by media companies, such as Publisher Stories or Shows, is held to higher standards for safety and integrity. Additionally, we use proactive harm-detection technology on other public or high-visibility surfaces—such as Stories—to help identify potentially harmful content, and we use keyword filtering to help prevent such content (for instance accounts trying to advertise illicit drugs or other illegal items) from appearing in search results.

Reporting to Snapchat

Across all of our product surfaces, users can report accounts and content for potential violations of our policies. We make it easy for Snapchatters to submit a confidential report directly to our safety teams, who are trained to evaluate the report, take appropriate action according to our policies, and notify the reporting party of the outcome—typically within a matter of hours. (In some instances, if we are able to confidently make a high-precision moderation decision on a report using artificial intelligence technology, we may do that.)

If you see content that violates our Community Guidelines, please report it as soon as possible. When you report content in the app, we're able to review and retain it, even if it would otherwise delete by default. For more information about reporting potentially harmful content or behavior, visit this resource on our Support Site. You can also learn more about efforts to identify and take down violating content, and promote safety and well-being on Snapchat, here. If you have a question or concern about the outcome of a report you've submitted, you can follow up via our Support Site.

When you submit a report, you are attesting that it is complete and accurate to the best of your knowledge. Please do not abuse Snap's reporting systems, including by repeatedly sending duplicative or otherwise "spammy" reports. If you engage in this behavior, we reserve the right to deprioritize review of your reports. If you frequently submit unfounded reports against others' content or accounts, we may, after sending you a warning, suspend review of your reports for up to one year and, in egregious situations, may disable your account.

Please note that we have a dedicated reporting channel for principals and similar administrators of K-12 schools located in California and mental health professionals providing services to California-based minors, as required by California Business and Professions Code, Division 8, Chapter 22.2.8. Information about these reporting procedures can be found here.

Policy Enforcement at Snap

It's important to us at Snap that our policies promote consistent and fair enforcement. We consider context, the severity of the harm, and the history of the account to determine the appropriate penalties for violations of our Community Guidelines.

Our approach is to promptly disable accounts that we determine have engaged in severe harms. Examples of severe harms include sexual exploitation or abuse of children, attempted distribution of illicit drugs, and promotion of violent extremist or terrorist activity.

Our policy is also to disable accounts created or used primarily to violate our Community Guidelines, even for less severe harms. For example, an account may be promptly disabled if it has a violating username or display name, or if it has posted multiple pieces of violating content. For other violations of our Community Guidelines, Snap generally follows a three-part enforcement process:

- Step one: the violating content is removed.
- Step two: the Snapchatter receives a notification, indicating that they have violated our Community Guidelines, that their content has been removed, and that repeated violations will result in additional enforcement actions, including their account being disabled.
- Step three: our team records a "strike" against the Snapchatter's account.

A strike creates a record of violations by a particular Snapchatter. Strikes are accompanied by a notice to the Snapchatter. If a Snapchatter accrues too many strikes over a defined period of time, their account will be disabled. In addition, when a Snapchatter accrues one or more strikes, we may limit access to certain features or content on Snapchat. For example, accruing strikes due to violations in a group chat may lead to removal of the Snapchatter from that group or disbandment of the group. We may also limit the public distribution of a Snapchatter's content when they accrue one or more strikes. This strike system helps ensure that we apply the Community Guidelines consistently, and in a way that provides warning and education to users.

When we receive reports alleging that content or accounts violate local laws, we first assess the content against Community Guidelines. If no violation is found, we then assess the content under the laws applicable to the posting user's jurisdiction. Where content is determined to be illegal under the posting user's local law, we will remove the content or take appropriate enforcement action, consistent with Snap's commitment to respecting human rights. We may also employ a strike system, similar to what is described above. In cases where content is legal in the posting user's jurisdiction but illegal or restricted in the reporting user's jurisdiction, we may take localized enforcement measures, such as reducing the visibility of the content or account in the affected jurisdiction, even if the content is not removed globally.

Notice and Appeals Processes
To help Snapchatters have a clear understanding of why an enforcement action was taken against them and provide an opportunity to appeal, we have established Notice and Appeals processes that aim to safeguard the interests of our community while protecting Snapchatters' rights.

We apply our Community Guidelines and Terms of Service when we evaluate whether to enforce penalties against an account, and apply our Community Guidelines, Terms of Service, and Content Guidelines for Recommendation Eligibility to moderate content that is broadcasted or recommended. For information about how our appeals processes work, we have developed support articles on account appeals and content appeals. Please note that all Snapchat appeals related to violations of the Community Guidelines are conducted by a human reviewer. When Snapchat grants an appeal of an account lock, access to the Snapchatter's account will be restored. Whether or not the appeal is successful, we notify the appealing party of our decision in a timely manner.

Please do not abuse Snap's appeals mechanism by repeatedly submitting requests about your appeal. If you engage in this behavior, we reserve the right to deprioritize review of your requests. If you frequently submit unfounded appeals, we may, after sending you a warning, suspend review of your appeals (including related requests) for up to one year.

Snapchat Safety Center

Snapchat is a fast, fun way to share moments with friends and family. Most of our community uses Snapchat every day, so it isn't surprising that parents and teachers regularly ask us for advice. We share your concerns and wish to provide a safe, fun environment for creativity and expression.

Reporting is Easy!

In-App Reporting

You can easily report inappropriate content to us right in the app! Just press and hold on the Snap, then tap the 'Report Snap' button. Let us know what's going on — we'll do our best to help! Learn more about reporting abuse in-app and download our Quick-Guide to Snapchat Reporting.

Safety is a Shared Responsibility

Since the beginning, Snapchat has been about empowering people to express themselves with their camera. We didn't want to create a social network where you automatically friend everyone you know, or where you only see what's most popular. Instead, we wanted to make it easier for people, publishers, and brands to tell their stories — their way!

At Snap, the safety and well-being of our community is our top priority. These milestones provide an overview of the various safety-related products, features, and programs Snap has worked on since the beginning of the company.

Snapchat is for personal communication, not broadcasting.

Snaps are made for quick and easy communication, which is why they delete by default! Friends will only see the things that you send them directly, or choose to post publicly to your Story.

Approach to Safety Partnerships.

Snap is deeply committed to the safety and wellbeing of our community, and our teams, products, policies, and partnerships apply safety by design principles to keep Snapchatters safe and informed.

In addition to our internal team of content moderators who directly work to keep our platform safe, we work with industry experts and non-governmental organizations to provide resources and support to Snapchatters in need.

Trusted Flagger Program.

Our Trusted Flagger Program was developed to help provide support for non-profits, non-governmental organizations (NGOs), select government agencies, and safety partners that support the Snapchat community and report content that violates our Community Guidelines.

Safety Advisory Board.

Our Safety Advisory Board members also educate, challenge, raise issues, and advise Snap on how to keep the Snapchat community safe.

Through our partnerships, we have been able to create resources, such as *Here for You*, a custom section in Search that houses localized resources and content from professional non-profit organizations that's shown when people type in words associated with being in crisis and launch, *Safety Snapshot*, our digital literacy program aimed at educating Snapchatters about issues like data privacy, security and online safety. For more information about our wellness resources, download our Quick-Guide to Snapchat Wellness Resources!

Digital Well-Being Index and Research

To offer insight into how teens and young adults are faring online, Snap conducted research into Generation Z's digital well-being. The study, which draws on more than four decades of subjective well-being research, was adapted for the online environment to produce a Digital Well-Being Index (DWBI), a measure of Gen Z's online psychological well-being. In 2022, we surveyed teens (aged 13-17), young adults (aged 18-24) and parents of teens, aged 13 to 19 in six countries: Australia, France, Germany, India, UK and the U.S. We asked about their exposure to various online risks and, from those results and other attitudinal responses, devised a DWBI for each country and a combined reading across all six. The 2022 Digital Well-Being Index for the six geographies stands at 62. To read more about the Digital Well-Being Index and the research findings, please visit our DWBI page.

Tips for Staying Safe

As Snapchat has grown over the years, your privacy and safety have always been top of mind. That said, there are some steps you can take to make sure you stay

extra safe!

The Keys: A Guide to Digital Safety

The Keys is an interactive online safety program specifically designed for teens and their parents. Developed in collaboration with Common Sense Media, informed by safety experts, and reviewed by members of Snap's teen Council for Digital Well-Being, this program aims to educate teens about four key risks they may face online—bullying, illicit drug activity, nude and intimate images, and sextortion—and teaches platform-specific skills for helping to stay safe on Snapchat. The 45-minute program is designed for flexibility and can be completed all at once or paused and finished later.

Snapchat Etiquette

Be kind and respectful to other Snapchatters. Be thoughtful about what you Snap, and don't send people anything they wouldn't want to receive.

Snaps Delete by Default, But...

Remember, even though Snaps are designed to delete by default, a friend can still grab a screenshot or take a picture with another device.

Privacy Settings

Check your privacy settings to choose who can send you Snaps, or view your Stories and location on Snap Map.

Friends

Snapchat was made for keeping in touch with your close friends, so we'd suggest against friending anyone you don't know in real life.

Community Guidelines

Read up and follow our Community Guidelines, and try to help your friends follow them too!

Report Safety Concerns

If you come across something upsetting, or if anyone asks you to do something inappropriate or that makes you uncomfortable, please report the Snap to us — and talk to your parent or a trusted adult about it.

- If you ever need to report something, just press and hold on whatever Snap you're viewing, and then tap the 'Report Snap' button to reach out to us. You can also report a Snapchat safety concern on the web.

Bullying

If someone is bullying or harassing you, report the Snap to us — and talk to your parent or a trusted adult about it. You can also always block that person and leave any group chat where bullying is taking place.

- Additional Help: Snapchat is also partnered with the Crisis Text Line to provide additional support and resources to Snapchatters in the US. Just text KIND to 741741 to chat with a live, trained crisis counselor at Crisis Text Line. This service is free and available 24/7!

Password Security

Keep your password safe and don't share it with any other people, applications, or websites under any circumstances. We also suggest using a different password for every service you use.

Subscribe to Safety Snapshot

This Discover Channel was created to increase digital literacy and educate Snapchatters about safety and privacy tips and tricks.

Manage Your Discover Content

On Discover, you can watch friends' Stories, Publisher Stories, Shows, and Snap Map to learn about things going on around the world! You can also decide what Discover content you'd like to see.

- **Friends:** Friends' Stories are sorted based on who you keep in touch with the most, so you'll usually see mainly the people you care about. Learn more on how to manage your friends or add new friends.
- **Subscriptions:** Right below the Friends section, you'll see your favorite content from publishers, creators, and other channels that you've subscribed to. These are sorted by which Story was updated most recently.
- **Discover:** Here you'll find a growing list of recommended Stories from publishers and creators you don't subscribe to yet — as well as Sponsored

Stories, and Stories from our community around the world. If you really don't like a certain Story you come across, you can always hold down on it and tap 'Hide' to hide that Story and others like it.

- **Hiding Stories on Discover:** You can always hide any Story that you don't want to see. Just press and hold on a Story, and tap 'Hide'.
- **Reporting Stories on Discover:** If you come across something inappropriate on Discover, please reach out to us! Just press and hold on the inappropriate Snap, and tap the 'Report Snap' button to report it.

Age Minimum

Snapchat requires individuals to be 13 (or the minimum age at which a person may use the platform according to local law), and if we determine an account belongs to someone younger than that age, we take action to terminate it.

PRIVACY POLICY

TERMS OF SERVICE

LANGUAGE English (US) ↑

Safety

Safety Center

Safety Policies

Safety Resources

Safety Advisory Board

Report a Safety Concern

Report an Underage Account

Council for Digital Well-Being

Digital Well-Being Index

Financial Sextortion

Information for Parents

Information for Law Enforcement

Community Guidelines

Here 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 created these Community Guidelines to encourage the broadest range of self-expression, while helping make sure that Snapchatters are able to use our services safely every day.

Community Guidelines

Terms of Service

We've drafted Terms of Service so you'll know the rules that govern our relationship with you. The Terms form a legally binding contract between you and Snap. Please read them carefully.

Snap Terms of Service

Privacy Policy

Snap Inc. is a camera company. Our services — including Snapchat, Bitmoji, and others that link to this Privacy Policy — provide fast and fun ways to express yourself, live in the moment, learn about the world, and have fun together! We've tried to write it in a way that's blissfully free of the legalese that often clouds these documents. Of course, if you still have questions about anything in our Privacy Policy, visit our dedicated Privacy Center or contact us directly.

Privacy Policy

Report a Safety Concern

Reporting a Safety Concern

One of the most important things you can do to help limit potentially harmful content and activity on Snapchat is to **reach out** to us when you encounter something that makes you uncomfortable. All you need to do is **press and hold** on the piece of content or the chat message, and a menu will appear. Then, tap

some of the preceding messages will also be automatically included, so we have context about what occurred.

Our safety teams work 24/7 to review reports made on Snapchat or through our Support Site, and they will take action on reported content and accounts that violate our policies, including our Community Guidelines, or our Terms of Service. It's important to remember that reporting is confidential and the account-holder you reported won't be told who reported them. If you encounter anything that appears to be illegal or dangerous, or if you have reason to believe someone is at risk of harm or self-harm, **contact local law enforcement** immediately and then report it to Snapchat, as well.

You can read through our Community Guidelines and Terms of Service to familiarize yourself with what content is prohibited on Snapchat. A good rule of thumb: if what you're saying could create an unsafe or negative experience for someone, it's better left unsaid.

Also, if you see something you don't like on Snapchat, but it may not violate our

Community Guidelines, you can choose to **unsubscribe**, **hide the content**, or **unfriend** or **block the sender**.

Your Common Reporting Questions Answered

Is reporting on Snapchat confidential?

Yes. We do not tell other Snapchatters (including the reported account-holder) when you make a report. We generally inform the reported account-holder in-app and/or via email if we remove their content or take action on their account, but our policy is not to inform them about your report, even if they appeal our decision.

Can I submit a report anonymously?

Yes. The reporting form available on our Support Site requests that you provide your name and your Snapchat username (or the username of the account you are reporting on behalf of or which interacted with the account you are reporting), but if you do not wish to provide this information, you may write "none". Please note that not providing a username may limit our ability to investigate your report.

You will be required to provide an email address so that we can contact you about your report. Please note that the option to report anonymously is not widely available in-app. Regardless of whether you opt to report anonymously, your reporting will be confidential (see "Is reporting on Snapchat confidential?" above).

How will Snap communicate with me about my report?

When you report a safety concern on Snapchat, you receive a confirmation that your report has been submitted. We'll contact you at the email address on your Snapchat account or at the email address you provided if you submitted your report via our Support Site. Snapchatters can also check the status of their recent reports via the My Reports feature.

Who reviews my submitted report?

Our safety teams and systems work 24/7 to review your submitted report.

How long will it take for Snap's safety teams to review a report and make a decision?

Our review typically occurs within a matter of hours, but may take longer in certain cases.

What are possible outcomes of Snap's review?

- If we confirm that the reported content or account violates Snapchat's Community Guidelines or Terms of Service, we may then remove the content. In some cases, we may lock or delete the account, and report the offender to authorities, if appropriate. For certain public content, if we do not confirm a violation of our Community Guidelines or Terms of Service, but instead identify a violation of our Content Guidelines, we may take action against the content including removing it, limiting distribution, suspending, not promoting it, or restricting its availability to certain ages. Additional information about enforcement on Snapchat is available here.
- If we do not identify a violation of our policies or Terms of Service, then no further action is taken.
- In either case, we will inform you of our decision.

I reported something on Snapchat but it wasn't taken down. Why is this?

Not all reported content is removed. We remove content that violates our policies, including our Community Guidelines, or Terms of Service. If you see content that you don't like, but is permitted according to our policies or Terms of Service, you can avoid seeing it by hiding the content, or blocking or removing the sender.

Snap Inc.

PRIVACY POLICY

TERMS OF SERVICE

LANGUAGE English (US) ↑