

Meeting with Snap 24th March 2026

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2. Alejandra Fuentes Spain
3. Tomas Hartman Snap
4. Karl Hopwood Insafe/EUN

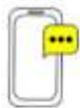
[the latest Digital Well-Being Index research](#)

[The Keys](#)

[Councils for Digital Well-Being](#)

Tomas Hartman is the senior public policy manager for Snap in Brussels.

Snapchat was founded by Evan Spiegel and Bobby Murphy who were two college students. They were dissatisfied with their experience on social media and wanted to build something different: an antidote to social media. They felt that there was a lot of focus on being perfect online and wanted to do something different and allow people to communicate with close friends like you do in real life.



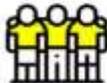
Designed to mimic **real life**, light-touch conversations

Rather than somewhere to chase likes and friends this was designed to be a space where you could be yourself.



Values the **privacy** of conversations among friends

Snapchat always opens to a camera and allows users to use AI filters – the idea is that it is easy to share in two simple steps. You can take a picture and send it and this is the main use for Snapchat. The chat application is very clear and easy to use.



Deepens connections without **social comparison**

Maps allow users to see where their friends are as well as places of interest.



Serves as a **creative outlet** for **self-expression** and playful communication

Spotlight and Stories are the more public facing areas of Snapchat. Trusted creators are developing content and it is easy to share with friends. In spotlight snaps can go public and reach a broader audience.

Safety is about risk mitigation and harm reduction. It centres on enabling community members to maximise their desirable experiences on the Snapchat app, while minimising those associated with illegal or potentially harmful content, contact, conduct, commercial activity and cross-cutting risks (the 5 Cs).

Protecting teens and other vulnerable populations is a key component of online safety at Snap. Safety by design and default is key. When a new feature is published this is looked at from the safety and privacy point of view.

- Friends's lists are private

- Profiles are private by default
- There is no public “like” counts on friend stories
- Mutual acceptance is needed for direct communication
- Private only profiles for all Under 16 users
- No endless feeds of unmoderated content – all content on Spotlight is moderated.
- Any content that violates the Community Guidelines is prohibited – see below:

Safety is grounded in our **Community Guidelines**

We prohibit content and behaviors that violate Snapchat's [Community Guidelines](#):

Sexually Explicit Content

We prohibit accounts that promote or distribute pornographic content. We prohibit sexually explicit content involving anyone under the age of 18 and report all instances of child sexual exploitation to authorities.

Harassment & Bullying

We prohibit bullying or harassment of any kind, including sharing another person's private information and Snaps of people in private spaces without their knowledge and consent.

Threats, Violence & Harm

Encouraging violence or dangerous behavior is prohibited. Snaps of gratuitous or graphic violence, including animal abuse are not allowed nor is the glorification of self-harm or self-injury allowed.

Impersonation, Deceptive Practices & False Information

We prohibit pretending to be someone (or something) that you're not, or attempting to deceive people about who you are. We prohibit spreading false information that causes harm or is malicious.

Illegal Activity

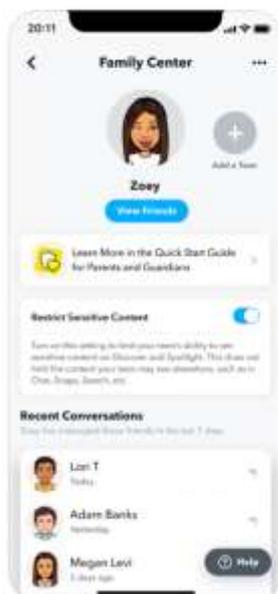
We prohibit promoting criminal activity; facilitating or participating in cybercrime; or to buy, sell or facilitate sales of illegal or regulated drugs, contraband, weapons, and counterfeit goods or documents. We prohibit the promotion of regulated goods or industries, including illegal gambling, tobacco products, and alcohol.

Terrorism, Hate Groups, and Hate Speech

Terrorist, extremist and hate groups are prohibited from using our platform. We have no tolerance for content that advocates or advances violent extremism or terrorism. Hate speech or content that demeans, defames, or promotes discrimination or violence is prohibited.

There are different options on how to react to a violation, users can be warned, their account can be blocked or deleted or blocked for a certain period of time.

Family Centre Updates



FAMILY CENTER

What is it?

Suite of tools giving parents, caregivers, and trusted adults insight into who their teens are **friends** with on Snapchat and who they **have messaged / has messaged them** in the last 7 days

Parents can also **report accounts** that may be in violation of our Community Guidelines and have access to **resources** in-app

Includes a conversation-starter for **dialogue** between parents and teens **about staying safe** on Snapchat and online generally

Took our time to develop a feature we hope **balances parents'** desire for **more insight** with **teens'** desire for autonomy and **privacy** - notably ensuring teens' messages remain private

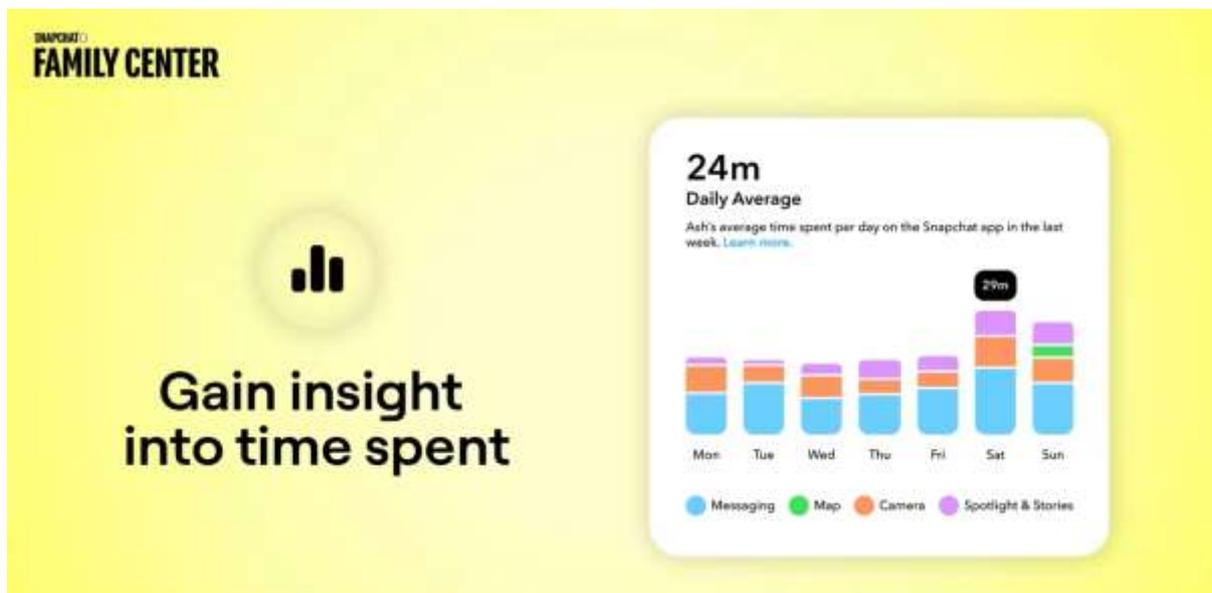
In 2024, added **My AI** parental controls, **Groups'** + **Birthdate** visibility, easier **discoverability**

Parents are able to see the groups that their teen is a member of and can see the DOB that the teen used when signing up for the account. The idea of this is to spark a conversation between teen and parent/carer.

It is now easier to find the family centre with options to join being shared in lots of places.

Recent Family Center Updates

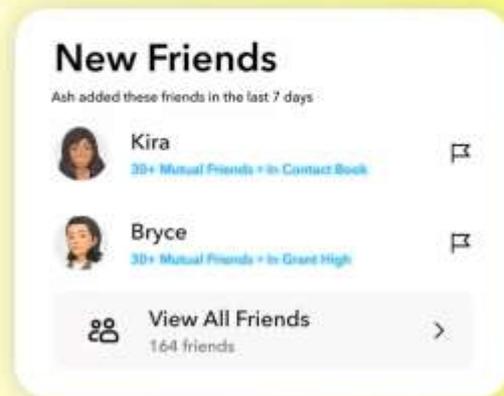
- **Insights into how teens spend time on Snapchat:** Parents can see the average amount of time their teen spent on Snapchat each day over the previous week, including a breakdown across tabs (Chat, Camera, Snap Map, Spotlight, Stories).
- **Details on new friend connections:** Parents can see how their teen might know a new friend, including mutual friends and phone book contacts, helping them understand new connections and start a productive conversation.
- **New safety and educational resources:** A new video explains how to get started with Family Center, and *The Keys: A Guide to Digital Safety* is now embedded directly in Family Center as an interactive course for teens and families.



Parents can see what teens were doing on Snap over the last 7 days as well as seeing any new friend connections and how many mutual friends there are and if their contact is already in the phone book (i.e. were they already connected before Snap).



Details on new friend connections

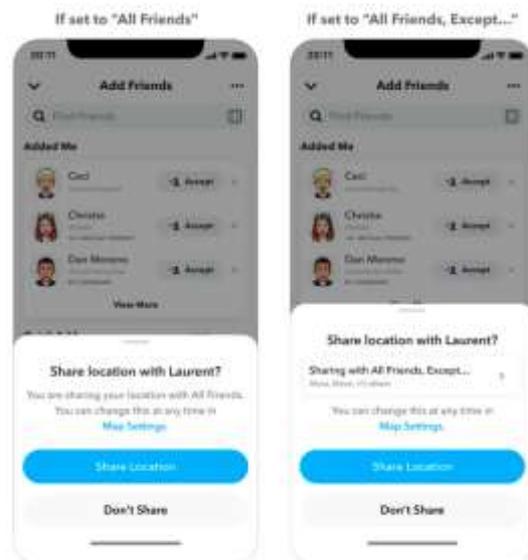


There are also new in-app warnings, e.g. prompting a teen to think whether they really want to share their location or not. The teen is able to decide this.

LOCATION-SHARING CONFIRMATION FOR LOW MUTUAL FRIENDS

Designed to:

- Offer additional protections to teens on Snapchat related to location-sharing
- Add final confirmation for location-sharing when a teen user accepts a friend request where the two users share few mutual friends



IN-CONVERSATION WARNINGS



Few mutual friends notification



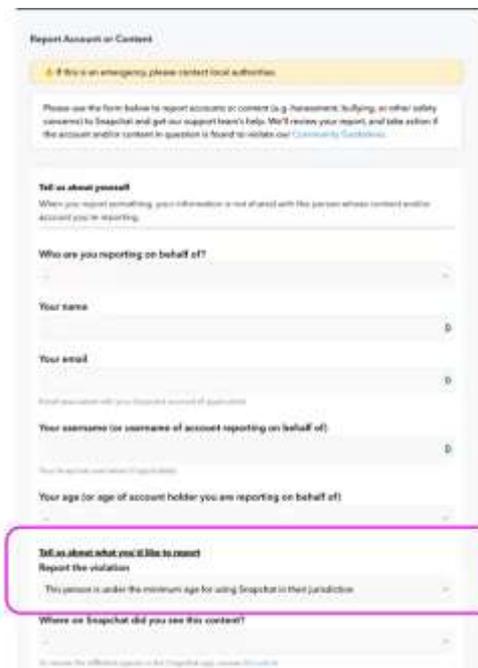
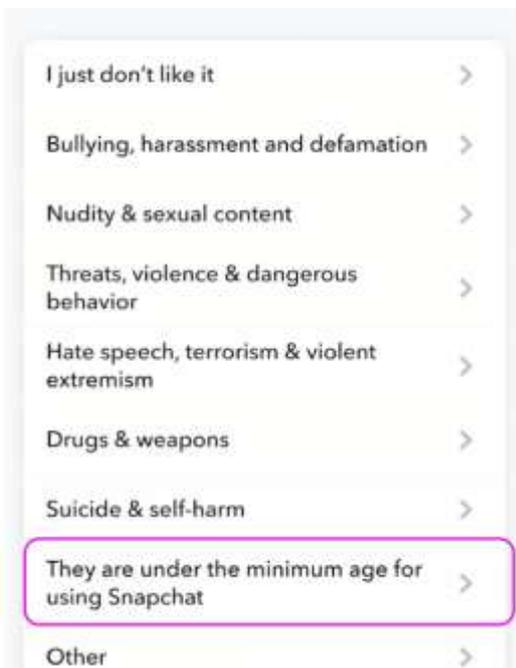
Previously reported by other Snapchatters



Location-based warning for distant geos

What's new

- Further increased u13 reporting visibility in the app and web
- New support [pages](#) on underage account reporting
- New 'Account status' tab
- Web-version 'My report' tab



It is easier to report under-age accounts and there is a support page which explains how to report under-age violations (see below).

How do I report an underage account on Snapchat?

How do I report an underage account on Snapchat?

The [minimum age](#) to have a Snapchat account is 13 years old, with some regional variations.

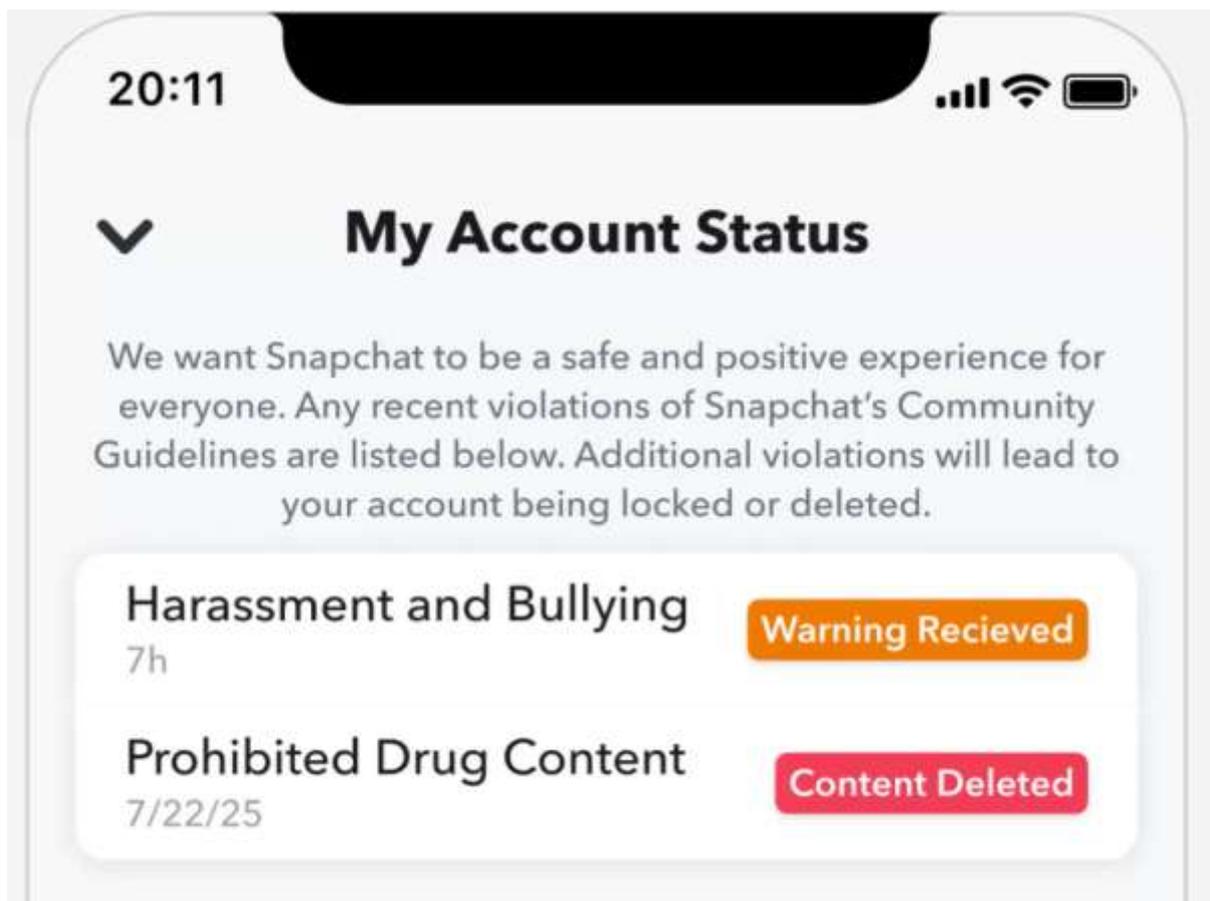
If you think a Snapchat account belongs to someone under the minimum age (for example, under 13), report the underage user here: [Report an underage account](#).

What happens after I report an account?

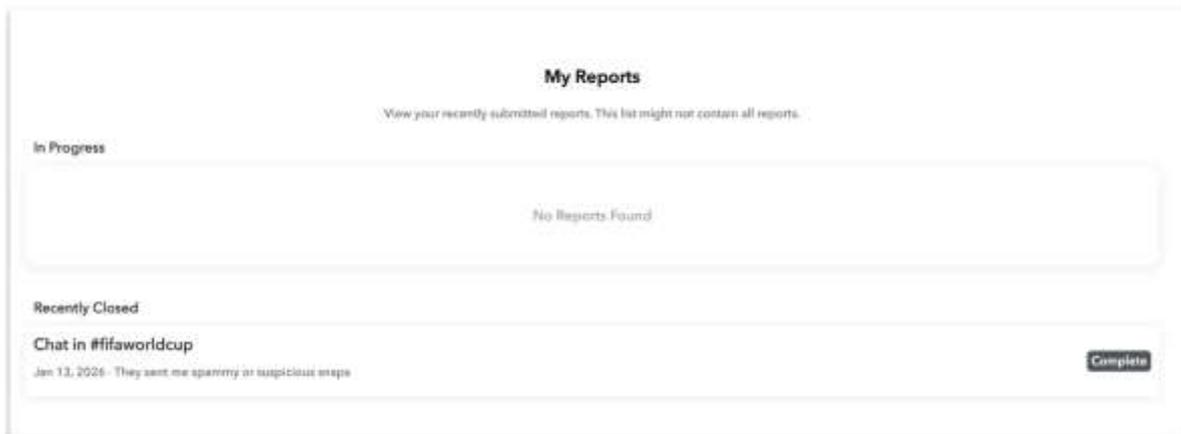
Our teams review reports and may take action if an account violates our policies. If we need more information to investigate, we may follow up to request additional details.

Please Note: For privacy and account security reasons, we can't always share the outcome of your report.

Following user feedback, there is now additional visibility into violations that users have made. On some occasions users did not realise that they had committed a violation and breached guidelines, this new feature explains what has happened (see below).



There is also a web-based version (see below).



There are a number of key safety initiatives.

- The Keys: An interactive course to educate teens and families about online risks and how to help protect themselves. This is already available for the US and an EU and UK version will launch soon.
- Digital well-being index: This is Snap-led annual research that offers insights into how teens and young adults are doing online. Around 9,000 teens and young adults and parents of teens in Australia, France, Germany, India, UK and US are surveyed. NB. This does not purely focus on Snap but on all platforms. Highlights from 2026 were published on SID.



DWBI 2025 highlights

- **Online risk exposure continues to rise:** 81% of Gen Z reported experiencing online risks in 2025 (+1pp YoY, +5pp since 2022)
 - **Most common risks remain consistent:** Misinformation (54%), threats of violence (47%), and unwanted contact (35%) lead, followed by impersonation (30%) and sexual risks (29%)
 - **Newly tracked risk is relatively low:** Gang recruitment exposure at 4%, the least reported risk among 15 categories
 - **Help-seeking reaches highest levels yet:** 71% of teens sought help (up from 68% in 2024, 59% in 2023); 88% of parents say teens reported incidents, though serious risks remain underreported
 - **Support systems strongly impact well-being:** 64% of highly supported teens flourish, while 77% with low support struggle, highlighting the importance of support assets
- A safety advisory board includes 19 global online safety experts including 3 young adults/youth advocates who advise Snap on safety and related issues
 - A council for Digital Well-Being was set up in 2024 in the US to hear directly from teens on the state of digital life today as well as their hopes and ideals for more positive and rewarding experiences – this has now expanded to Europe and Australia in 2025.
 - A Trusted Flagger Programme exists for designated nonprofits, NGOs and select government agencies and safety partners. NB. In Europe this programme is only available for trusted flaggers designated under the DSA.

Q&A

Thinking about the trusted partner programme – is content on Snapchat covered by the DSA?

Only for public part of the platform – so basically just on stories and spotlight/discover sections. We have strong pre-moderation tools – so content will have been checked. If we found content that was spread through discovery or spotlight then still use the TF reporting route. Some DSA reporting too is available.

What happens if we report a profile with content – do you just block the account or can you block IP addresses or a web-device? What information is shared with CyberTipLine?

The more information we get from you the better – what we do depends on the level of harm – if it's a serious breach, we can block the account/content. We can postpone content until the case is dealt with. 24/7 coverage from our team.

Some reports are anonymous and so we can't follow up. Hopefully sextortion is serious enough to block an account?

Yes!

We can see the potential benefits of the tool that provides an overview of violations that have been reported, are there any insights on this new feature? It could be educational but with a real perpetrator who is doing something illegal – they then have a list of their bad behaviour which could help them to avoid being caught the next time. What happens to them?

This tool is partly because some users could share problematic content and don't realise it's illegal. This isn't really about bad actors and giving them the line so they know where they can push the limits – it's more about those who didn't realise they'd shared content that might be considered harmful.

The TF programme states that Snap will respond to content within 48 hours – TFs have done their transparency reporting – this is going well with Snap cases – what is the 48-hour threshold based on?

It's a timeline we have for more complex cases where we request further information. But median time is actually much lower than this. It's not that the DSA specifies this – what is "due time"? It's not a legal basis. We have the codes of conduct we use.

Links

Digital well-being index research <https://values.snap.com/news/safer-internet-day-2026>

The Keys educational resource <https://thekeys.snapchat.com/student/catalog>

Digital well-being councils <https://values.snap.com/safety/cdwb>

Only trusted flaggers designated under the DSA are able to use the priority reporting channel, others are able to use dsa-enquiries@snapchat.com (although this is a publicly available email address).