



KICK Streaming H1 2024 Transparency Report

REPORTING PERIOD

1 January 2024 - 30 June 2024

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Transparency at KICK

Transparency and user safety is of the utmost importance to KICK. Community safety has been at the forefront of KICK's growth in the first half of 2024, with investments in our Moderation Team, expanding our Trust and Safety team and our Artificial Intelligence (AI) capabilities helping improve safety on the KICK platform and protection of our users.

Our Commitment to Safety

KICK is committed to transparency and accountability. We believe that transparency is essential for building trust with our users and community. Through our public transparency reporting, we provide information on content moderation, policy development and technological advancements that help us keep KICK safe. Our commitment to safety is crucial to our operations, and we consider the trust and safety implications of any new features or settings that we introduce on the platform.

Areas of Focus in H1 2024

Trust and Safety continued to develop new policies and strengthen our Community Guidelines and Terms of Service. We have deployed powerful Artificial Intelligence tools to help monitor and identify content that is in breach of our Community Guidelines and/or illegal. We continue to invest in and develop technologies to assist us in keeping KICK safe.

How does KICK Act to Manage Trust & Safety on the Platform?

Content Moderation

Our moderation team works alongside artificial intelligence models to monitor, flag and remove harmful content.

User Reporting Mechanism

Users are able to report behavior that violates our Community Guidelines or Terms of Service, or may otherwise be illegal.

Channel Management

We maintain enforcement action guidelines to ensure consistency in application of consequences for display of content which is not in line with our community guidelines, this can include shadow, temporary and permanent bans.

User Awareness

We make available online safety guidance via resources available in our Help & Support section available on the KICK website.

Transparent Community Guidelines

We maintain and make available clearly defined community guidelines for users, outlining what is acceptable and when actions will be taken against guideline contravention.

Privacy Protection

We implement measures to protect user privacy, such as data encryption, secure authentication methods, and clear data handling policies.

Responding to Regulator Requests

We respond promptly and appropriately to regulatory authorities as required by law.

Regular Audits and Compliance Reviews

Conduct regular audits and reviews of safety practices to identify and address potential vulnerabilities or areas for improvement.

Monitor and Evaluate

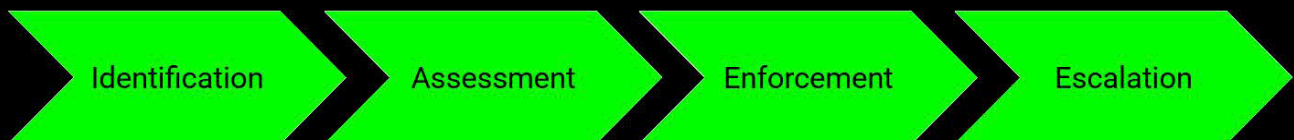
We regularly monitor and evaluate our systems and processes to ensure their effectiveness and we will make improvements where necessary.

Collaboration with Experts

We work with industry experts to develop and improve safety measures.

How does KICK Manage Potentially Harmful Content?

KICK has developed an internal harmful content process designed to protect our users and meet our regulatory obligations. In the interest of transparency, we have outlined some of the key steps we undertake to review harmful content.



Identification

Harmful content can be identified through AI scanning, platform reports, mailboxes, and notifications from regulators or law enforcement authorities.

Assessment

We have human content moderators online 24/7 assessing content in line with our Community Guidelines and Terms of Service. All platform reports and content flagged by AI are checked by human moderators.

Enforcement

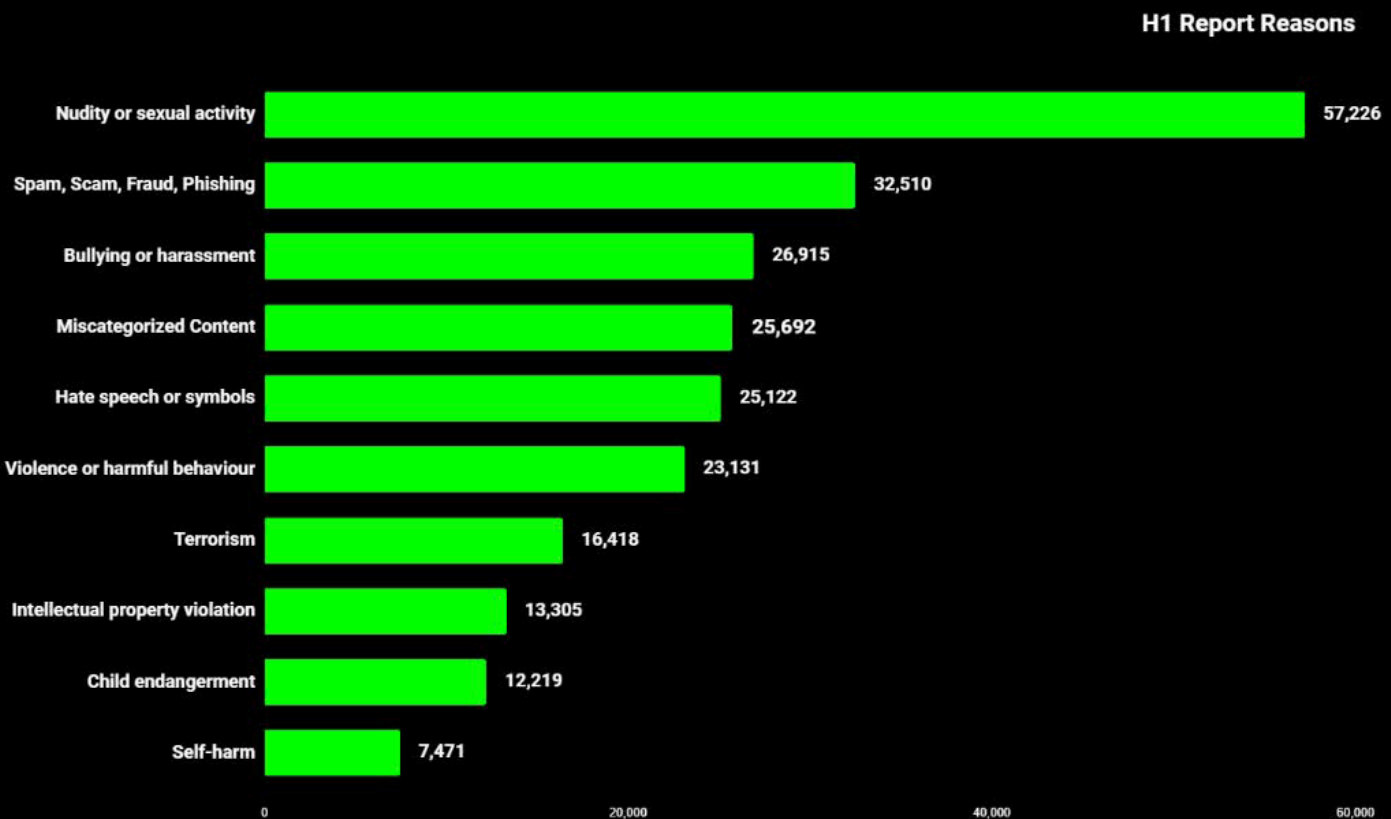
If content is confirmed to breach our Community Guidelines or Terms of Service, our moderators take appropriate enforcement actions. Enforcement actions are determined by internal policy and a weighing of factors regarding the content or behavior.

Escalation

Where required, we notify relevant regulators and law enforcement authorities.

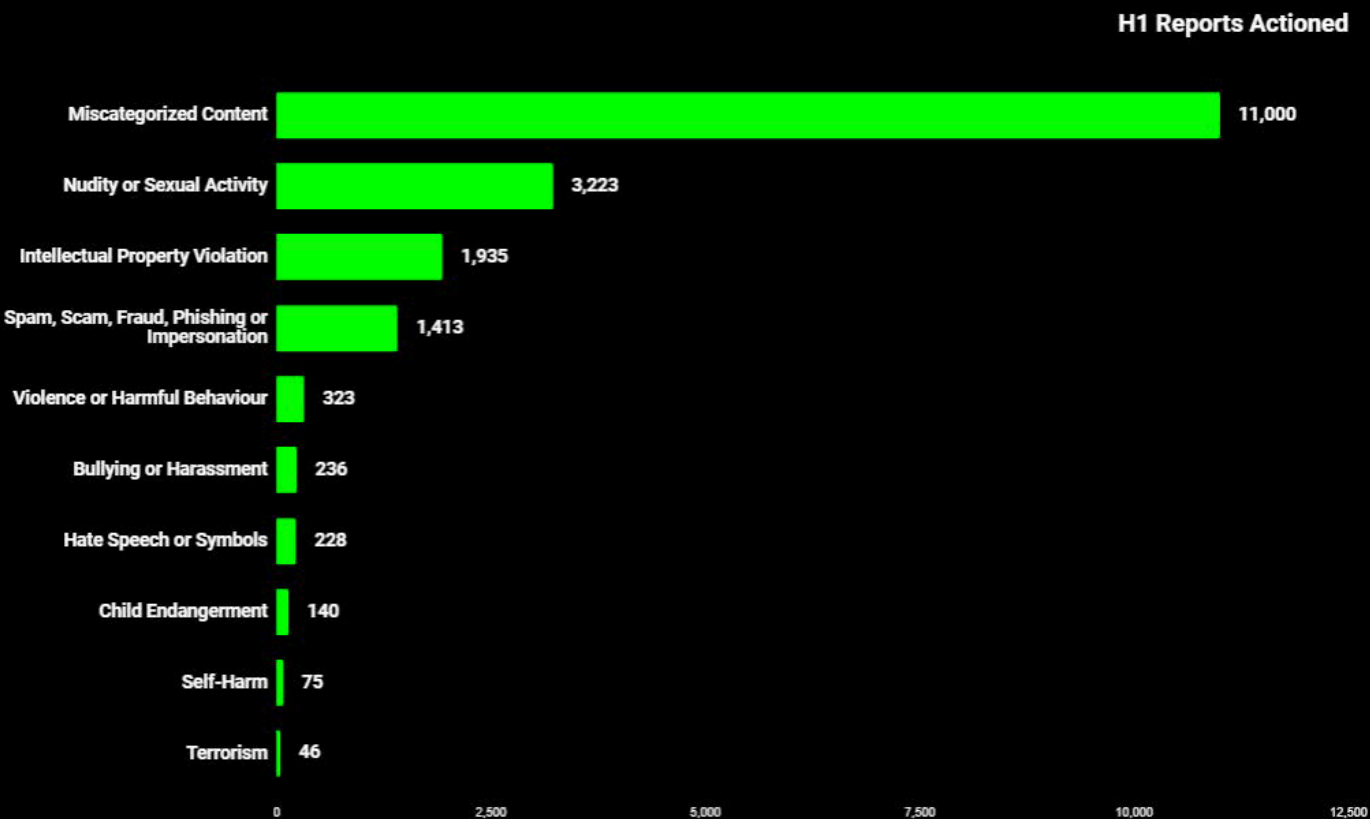
Platform Reports

Users are able to report content on KICK via the “Report” button available on every stream on KICK. When a user submits a report, our moderation team can review whether the reported activity breaches our Terms of Service, Community Guidelines or constitutes illegal behavior.



Reports Actioned

From January 2024 to 30 June 2024, we received 240,010 user reports. Of the 240,010 user reports, 18,619 were deemed to be legitimate reports and were actioned, comprising 7.75% of the total reports. 11,000 of the legitimate reports were due to miscategorized content.



KICK Moderation Team

The KICK Moderation Team operates 24/7, 365 days a year to help moderate KICK, respond to user reports, and proactively monitor streamer content. Streamers are able to directly report issues to moderators through the streamer user interface, whilst users flag content for the KICK Moderation Team to review. The KICK Moderation Team also reviews all image-related content flagged by our AI and machine learning programs.

The KICK Moderation team is also trained to be efficient, and moderators aim to action all reports on the platform within 5 minutes. In addition to dedicated content moderation staff, quality analysts review moderation through peer review to ensure high standards are met.

At KICK, we acknowledge that moderation is a highly subjective topic, and what some people may view as appropriate will not necessarily align with another person's view. Importantly, we recognize that our moderators are human and not infallible. We welcome all constructive feedback, but please remember that real humans are behind moderation at KICK.

Training Measures for Staff

We consistently train and provide learning opportunities for our KICK Moderation team members, to help them moderate effectively in line with our Community Guidelines and Terms of Service. We provide staff with guiding resources,

access to supervisors and content moderation examples/scenarios to ensure consistency.

Members of the KICK Moderation team undergo training through the onboarding process. Due to the specialised nature of live streaming and the difficulties inherent in moderating an online platform, our staff are trained by team leaders and their decisions are often subject to audits through our quality assurance process. KICK Moderation team members undergo recurrent training, and the Trust & Safety team meets with KICK Moderation team leaders on a regular basis.

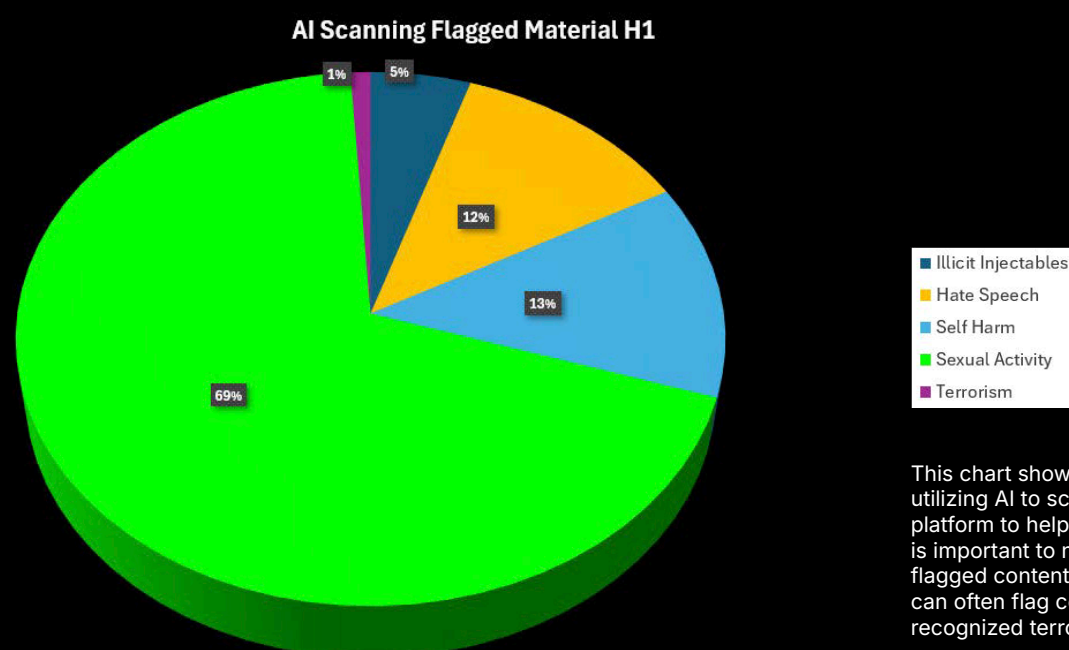
Wider staff also take part in educational training sessions raising awareness of Trust & Safety issues such as regulatory obligations, content moderation and building a strong, reliable community that our users can depend on.

Technology Assisted Content Moderation

We utilize Artificial Intelligence to detect harmful content for removal from our platform. By leveraging machine learning models, Artificial Intelligence can analyze vast amounts of data. Artificial Intelligence and machine learning models act as a third wall of defence for KICK, fortifying our moderation efforts and helping us keep KICK safe.

KICK recognizes the risks inherent in allowing artificial intelligence models to make automated content moderation decisions, so all image-related content flagged by our artificial intelligence and machine learning models are reviewed by the human KICK Moderation Team.

KICK is committed to implementing safeguards where we use automated tools, and evaluate the performance and accuracy of these tools regularly. Any automated tools we implement on KICK undergo rigorous testing and quality assurance before launch.



This chart shows an example of utilizing AI to scan content across the platform to help protect our users. It is important to note that a category of flagged content, such as "terrorism," can often flag content like a flag of a recognized terrorist group.

Trust & Safety Compliance Program

The KICK Trust & Safety team manages the Trust & Safety Compliance Program and Framework which outlines our overall approach to managing risks, issues, platform trends and initiatives.

The KICK Trust & Safety team is responsible for ensuring KICK meets its regulatory obligations, is a safe platform for the community and takes a proactive approach to ensure platform integrity.

In managing the Trust & Safety Compliance Program, the Trust & Safety team maintain separate registers for risk, incidents, industry engagement and regulator engagement. Additionally, they are responsible for harmful content assessment guidelines, internal process documents and other relevant documents.

As part of our Trust & Safety Compliance Program and in addition to our Framework, to help ensure we have a structured approach, we maintain a control list based on identified risks and conduct planned assurance testing over controls to review their efficacy.

Scheduled Trust & Safety governance meetings are held to ensure there is appropriate senior management oversight where key information surrounding the Safety of our platform, environment and users is presented.

KICK

New Safety Developments **H1 2024**

Community Guidelines

The Community Guidelines are KICK's essential framework that outline both the expected conduct and responsibilities of our users. KICK's rapid growth and evolution requires our Community Guidelines to evolve with it, and in H1 2024, we developed and released two major updates to strengthen our protections for users and harmonized our Community Guideline categories and report reasons. This harmonization allowed us to better analyse reporting data to focus on certain types of content that required larger moderation efforts.

Community Guidelines Update February 2024

The February 2024 Community Guidelines update was the first of two major updates in H1 2024 to the Community Guidelines, and was a major evolution from previous iterations of the Guidelines. Following on from the October 2023 update, the February 2024 update aimed to more explicitly address what content is acceptable on KICK.

Extensive changes were made to Guideline 1 Pornography to ensure that the creation of pornography and encouragement of sexual acts or services were more clearly captured in the definition of unacceptable content. Promises of reward or services through gifting for performing sexual acts was also added to the Guideline as well as ongoing depiction of performing sexual acts. Lastly, we updated this Guideline to include any physical sexual acts in animated formats to address content concerns in VR Chat and V-Tuber streams.

Guideline 2 Violence and Hate Speech saw updates relating to the definition of what constitutes violence to include instances of dangerous pranks, competitions or dares that lead to violence. We also added provisions to prohibit illegal violence against animals, whilst also acknowledging that legal hunting practices are permitted where there are no graphic or gruesome displays of animal suffering. We also clarified language around what KICK considers to be hate speech to prevent promotion of discrimination related to gender, gender identity, race or sexual orientation.

Guideline 6 was renamed Fraud and Deception and added to protections related to copyright, spamming, solicitation, restricted content and compliance with laws in the creator's jurisdiction.

Protection of Minors is always at the forefront of KICK's moderation policies and updates to Guideline 10 expanded protections for minors to prevent streaming of minors where there is no guardian present, including during Chat Roulette streams. Streaming minors or any individual a reasonable person would consider to be a minor via an external content sharing platform is strictly prohibited.

Community Guidelines Update June 2024

The Community Guidelines also underwent extensive changes to strengthen our community protections and make the Guidelines clearer for creators and viewers. The biggest changes were to our Protection of Minors Guideline which was updated to emphasize that KICK prohibits content that endangers or exploits children, that adult creators must not stream content of users under 18 who are not in the immediate presence of a parent or legal guardian and that KICK proactively

cooperates with law enforcement authorities and regulators to address violations. Additionally, there were changes to our Doxxing Guideline to increase clarity.

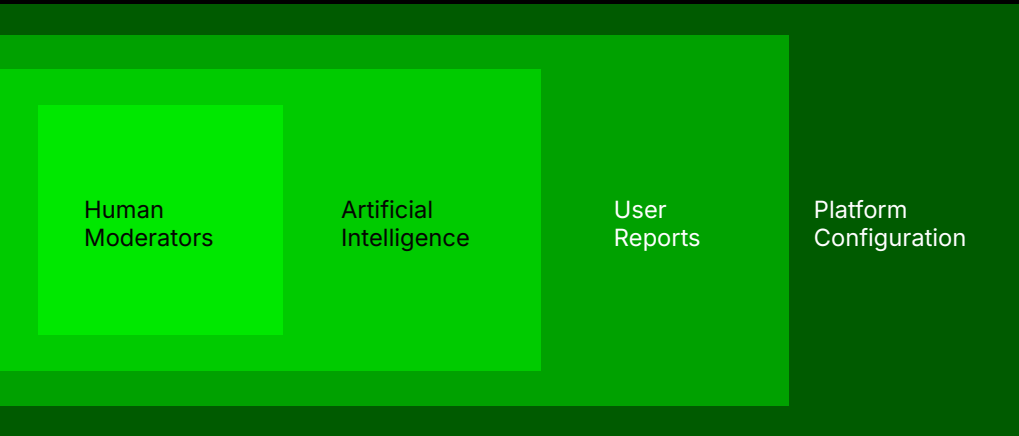
Our Lawfulness Guideline was also updated to ensure that Chat Roulette streamers are required to skip through minor-aged Chat Roulette users and not continue streaming them when they unexpectedly appear, and we provided extra safety guidelines for IRL streaming to minimize risks that may occur during these streams.

New Dedicated Categories: IRL and Chat Roulette

In an effort to improve our moderation practices and improve moderation consistency, KICK introduced two new dedicated categories in June 2024; IRL and Chat Roulette. These categories were introduced to allow our moderators to focus on the unique challenges of these two categories of live streaming content, and ensure greater consistency on moderation decisions. We received highly positive feedback from viewers, creators and our moderators alike in moving these content types to their own categories.

Content Moderation System Enhancements

In H1 2024, various updates were made to the systems we use to moderate content. These updates provide the KICK Moderation Team with more dynamic and precise review capabilities, which translates to more efficient and accurate moderation outcomes.



KICK

Government & Law Enforcement Information

United States

18 U.S. Code 2258A

As a live streaming platform, KICK has reporting requirements to stop the spread of child sexual abuse material (CSAM). KICK thoroughly investigates any alleged incidents of CSAM and reports them to the National Center for Missing and Exploited Children (NCMEC) and relevant authorities in each jurisdiction. KICK ensures that apparent violations and imminent violations are duly reported for assessment by NCMEC, and does not over report where not necessary to ensure that valid reports that require action are not overlooked due to resourcing constraints caused by overreporting.

United States - Anti Terrorism Law Enforcement Notification

In H1 2024, KICK made one proactive notification to the Federal Bureau of Investigation (FBI).

European Union Digital Services Act Information

European Recipients of the Service

The average monthly active users of KICK in the EU, as of 30 June 2024, was below 45 million users which is the threshold for being designated as a Very Large Online Platform (VLOP) as defined in the Digital Services Act.

As of June 2024, KICK has no more than 3.5 million monthly active recipients of the service in the European Union, calculated as an average over the period of 1 January 2024 to 30 June 2024.

Designated Point of Contact for Recipients of the Service

The DSA requires KICK to provide points of contact to allow for EU users and authorities to find the correct avenue for their DSA-related inquiries.

If you are an EU user and have a DSA-related inquiry, please contact us here: Privacy@KICK.com

Designated Point of Contact for Government Authorities

If you are a member state authority or EU law enforcement, please contact us here: Legal@KICK.com

EU Member States' Government Requests for Content Removal/Restriction pursuant to Article 15.1 (a)

All high-risk harmful content including Child Sexual Abuse Material (CSAM) and notifiable Terrorism related content is escalated to our Trust & Safety and Legal teams. These incidents are immediately reported to the relevant authorities. From 1 January 2024 to 30 June 2024, KICK received 0 formal orders to remove content and/or restrict content from EU member states.

EU Member States' Government Information Requests pursuant to Article 15.1 (a)

From 1 January 2024 to 30 June 2024, KICK received 4 formal information requests from EU member states.

Two of the Information Requests in H1 2024 were from German authorities. The other two Information Requests in H1 2024 were from French authorities.

Complaint-Handling (Appeals) Systems pursuant to Article 15(1)(d) DSA

KICK relies on our report system alongside artificial intelligence to identify and remove illegal content, or content that otherwise breaches our Community Guidelines or Terms of Service. When we take action in line with one of these reports, a user can appeal or request a review of our decision. Once a request for appeal has been received, we acknowledge the request and follow our review process. In Q2, (appeals in Q1 were not captured in this data set due to changes in procedures) 471 user bans were overturned and either lifted entirely or commuted down to a lesser ban length.

The Appeals Process

Users can send an appeal explaining why they believe their ban was incorrect to the appeals@KICK.com mailbox for consideration. Moderators consider the appeal based on the reasons for the appeal, previous ban history and the severity of the violation of the Community Guidelines.

Reports by Trusted Flaggers pursuant to Article 22 DSA

KICK received zero reports from trusted flaggers during the reporting period. KICK is prepared to enrol trusted flaggers into our content moderation program to provide a dedicated reporting channel once they have been designated.

Out-of-court Dispute Settlement Submissions (Article 24)

We did not receive any disputes from certified out-of-court settlement bodies in H1 2024 pursuant to Article 21 DSA.

KICK

European Union General Data Protection Regulation (GDPR)

European Union General Data Protection Regulation (GDPR)

KICK takes its responsibilities under GDPR seriously, and as part of this commitment to ensuring user privacy rights are respected, we would like to outline what your rights are if you are a user located in an EU member state.

Your rights in respect of your personal information:

In accordance with applicable privacy law, you may have the following rights in respect of your personal information that we hold (some rights may not be available in some countries):

Right of access & Right to be informed:

You have the right to obtain:

- Confirmation of whether, and where, we are processing your personal information;
- Information about the categories of personal information we are processing, the purposes for which we process your personal information and information as to how we determine applicable retention periods;
- Information about the categories of recipients with whom we may share your personal information; and
- A copy of the personal information we hold about you.

Right of portability:

You have the right, in certain circumstances, to receive a copy of the personal information you have provided to us in a structured, commonly used, machine-readable format that supports re-use, or to request the transfer of your personal information to another person.

Right to rectification:

You have the right to obtain rectification of any inaccurate or incomplete personal information we hold about you without undue delay.

Right to erasure:

You have the right, in some circumstances, to require us to erase your personal information without undue delay if the continued processing of that personal information is not justified.

Right to restriction:

You have the right, in some circumstances, to require us to limit the purposes for which we process your personal information if the continued processing of the personal information in this way is not justified, such as where the accuracy of the personal information is contested by you.

Right to withdraw consent:

There are certain circumstances where we require your consent to process your personal information. In these instances, and if you have provided consent, you have the right to withdraw your consent. If you withdraw your consent, this will not affect the lawfulness of our use of your personal information before your withdrawal.

Right to object:

You also have the right to object to any processing based on our legitimate interests where there are grounds relating to your particular situation. There may be compelling reasons for continuing to process your personal information, and we will assess and inform you if that is the case. You can object to marketing activities for any reason.

If you wish to exercise any of these rights, please contact us at privacy@KICK.com

Due to the confidential nature of data processing, we may ask you to confirm your identity when exercising the above rights.

You also have the right to lodge a complaint to your local data protection authority. If you are based in the European Union, information about how to contact your local data protection authority is available [here](#).

Terms of Service and Community Guidelines

For further information on the Terms of Service and Community Guidelines, you may access them here:

[Terms of Service](#)

[Community Guidelines](#)

Safety-related information

For further information on our Safety policies and features, please visit our [Safety Hub](#). KICK has recently expanded the articles available in our Safety Hub to include articles on:

- Non-Consensual Adult Material
- Mental Health on KICK
- Account Safety at KICK
- Doxxing Explainer
- Teen and Child Safety
- Viewer and Streamer Controls
- Emote Guide
- Moderation Features Guide