



KICK Streaming H2 2024 Transparency Report

REPORTING PERIOD

1 July - 31 December 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 H2 2024

H2 2024 saw vast improvements across the board in terms of development of technological tools to assist us in moderating content, alongside refinements of our policies and processes.

- Development of new chat safety tools such as AI Chat Automoderation.
- Establishing the Localisation Program which allows diverse Creators to assist in translation of language and provide a unique insight into internet culture.
- Community Guidelines update underpinning our approach to strengthening trust and safety on platform.
- Partnering with an internet safety organisation, the Internet Watch Foundation.

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

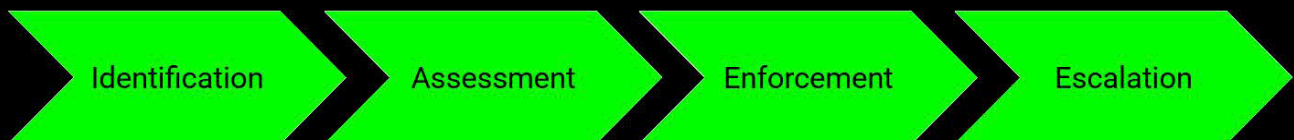
We regularly monitor and evaluate our systems and processes to ensure their effectiveness and we will make improvements where necessary.

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

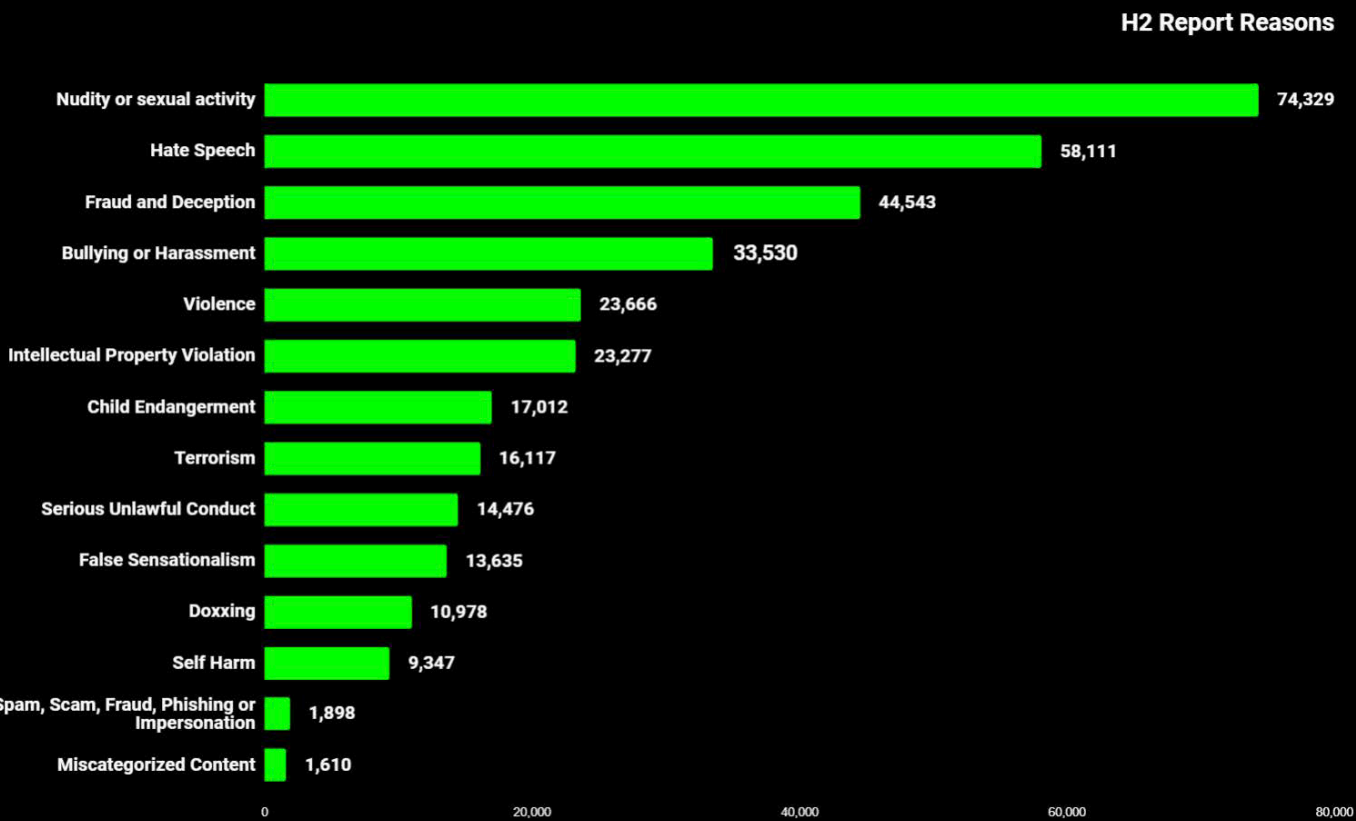
If content is confirmed to breach our Community Guidelines or Terms of Service, our moderators take appropriate enforcement actions. Enforcement actions are determined by internal policy and a weighing of factors regarding the content or behavior.

Escalation

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

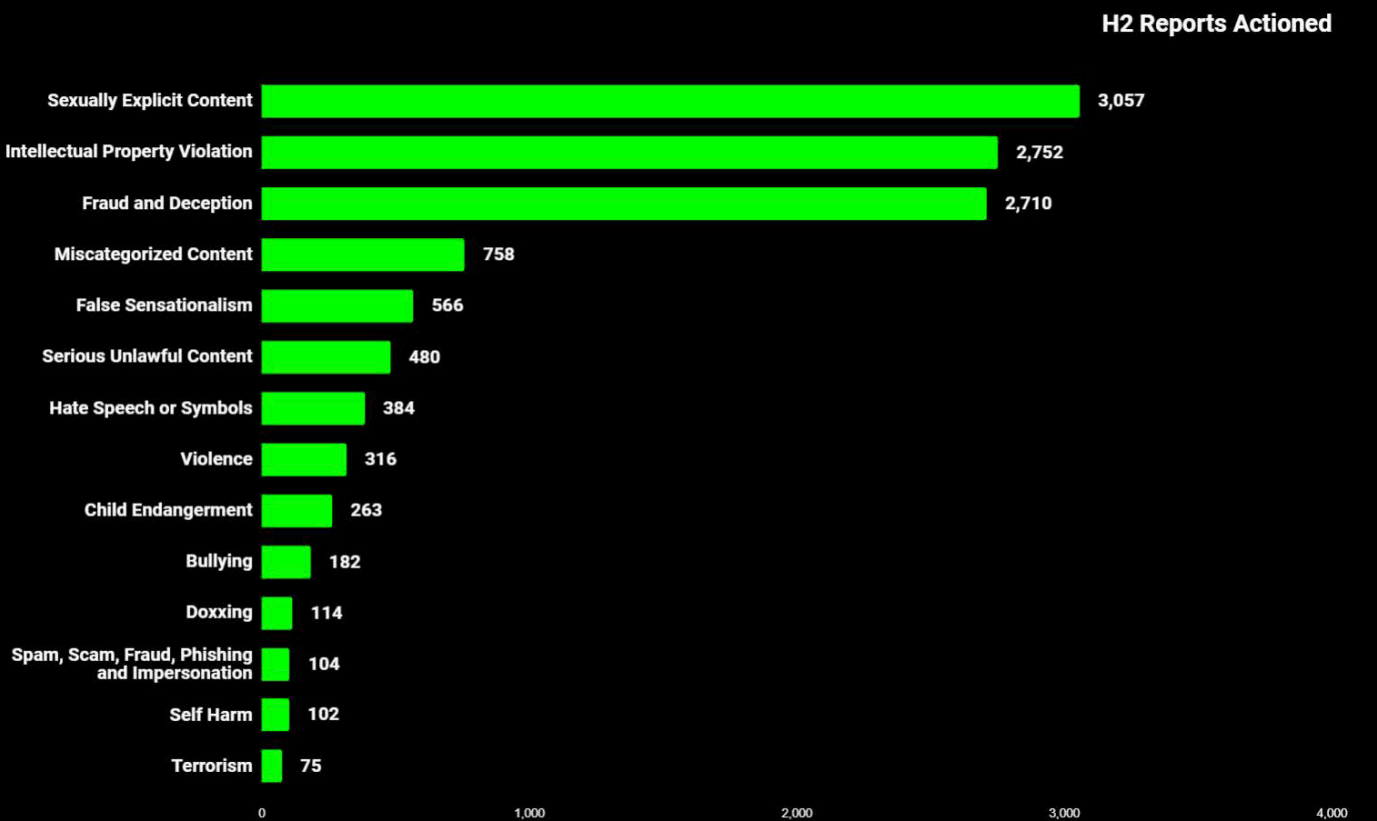
Platform Reports

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 July 2024 to 31 December 2024, we received 345,873 user reports. Of the 345,873 user reports, 11,863 were deemed to be legitimate reports and were actioned, comprising 3.42% of the total reports. There was an increase from H1 to H2 in total user reports of approximately 100,000, however this is attributed to significant growth in our user base from H1 to H2.



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 livestreaming 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.

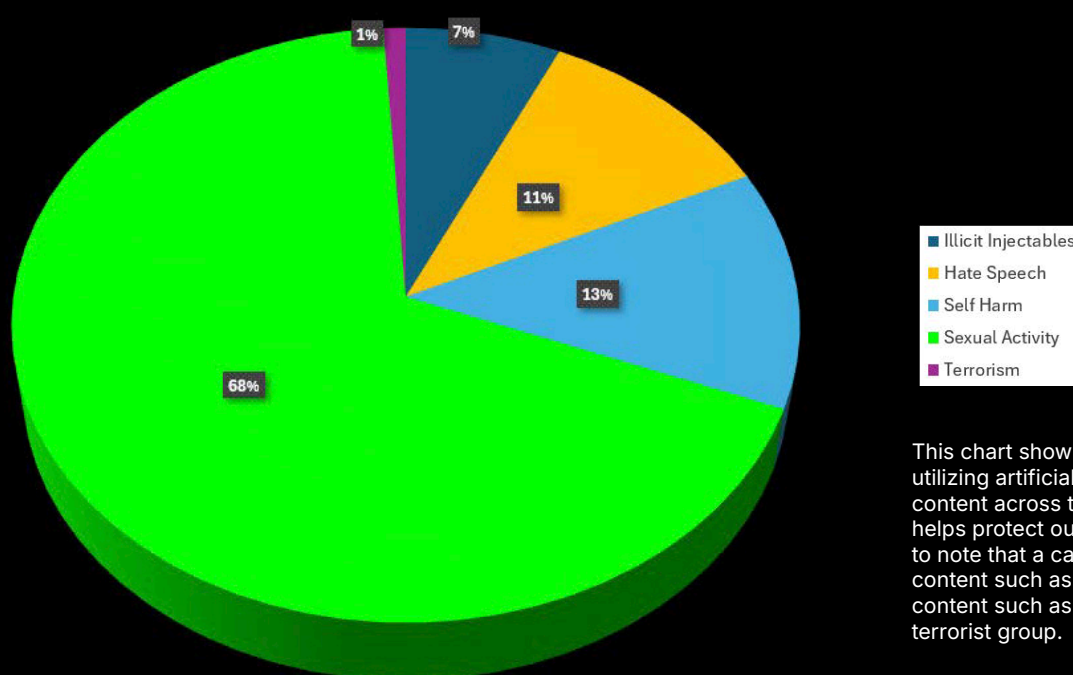
Wider staff also take part in educational training sessions raising awareness of Trust & Safety issues such as regulatory obligations, content moderation, and building a strong, reliable community that our users can depend on.

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 artificial intelligence to scan content across the platform which helps protect our users. It is important to note that a category of flagged content such as "terrorism" often flags content such as 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 **H2 2024**

H2 Safety Developments

Community Guidelines Update August 2024

The August 2024 update to the Community Guidelines reinforced the changes made in June 2024, by increasing clarity to what is and what is not accepted on the platform. This update aimed to simplify the Community Guidelines and included changes to the Guidelines prohibiting Pornography, Hate Speech, Terrorism, Self-Harm, False Sensationalism, Doxxing, Lawfulness and Gambling.

The most significant changes included changes to the Self-Harm Guideline, which included advising users in need to contact a mental health professional, emergency medical facility or helpline specializing in providing support; alongside directions to the KICK Crisis Resource List.

Significant changes were also made to the False Sensationalism Guideline, clarifying that KICK does not permit sensationalised material with malignant intent presented in a serious manner. Additionally, the changes included that enforcement actions will be taken by KICK where clips are used to promote hate raids or advance harmful agendas where not used in a good-natured manner such as for humour.

Lastly, the Gambling Guideline was simplified to emphasize that users must be aware of and adhere to legal requirements related to gambling activities in their respective jurisdictions.

AI Automoderation Chat Filter

In H2 2024, KICK developed and released AI Automoderation Chat Filter settings that allow Creators to choose filtering levels for 8 categories of chat messaging, allowing Creators total control over their chat. The filtering levels range from "unfiltered", "minimal", "moderate" to "maximum".

The 8 available categories of chat messaging can be filtered independently allowing creators to customize how their chat is moderated. Creators can also add banned words to their chat filter if there is anything they wish to remove, or prevent in their chat.

We are continually working on the AI Automoderation Chat Filter to ensure it is an effective tool for ensuring user and community safety.

Localisation Program

KICK has increased global moderation efforts focusing on increased language capabilities to more effectively moderate multiple languages across our platform. This includes language translation of platform tools which were previously only available in English. We have also upgraded our internal channels with the assistance of diverse creators to support us in understanding internet culture in multiple regions.

Partnership with Internet Watch Foundation (IWF)

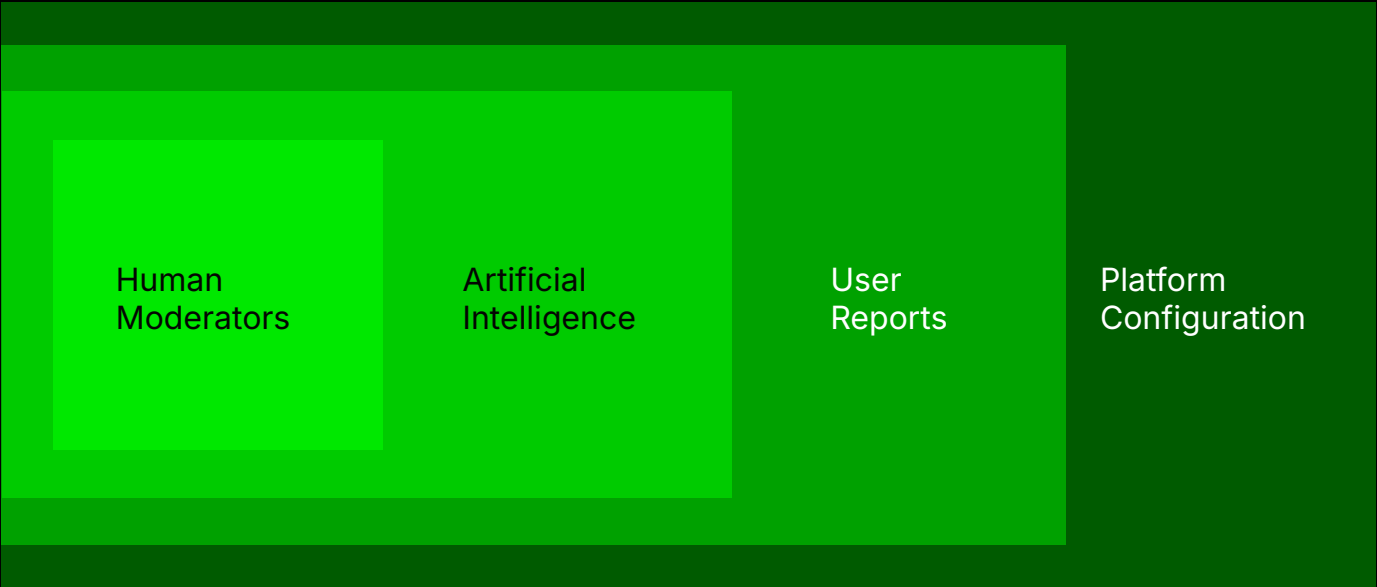
KICK has partnered with internet safety organisation, the Internet Watch Foundation (IWF) to outline our commitment to protecting children online. The IWF works to protect children from sexual abuse and aims to eliminate child sexual abuse from the internet through policy advocacy, tech tools, the IWF hotline and collaboration with governments, law enforcement agencies, charities and reporting hotlines. KICK is highly committed to protecting children online from sexual abuse and will work closely with IWF in 2025 and beyond.

Expansion of the Safety Hub

During H2 2024, KICK expanded the Safety Hub with 8 new articles, designed to provide safety information to the community regarding new and existing safety features, account safety and explainers on topics such as doxxing.

The new articles:

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



KICK

Government & Law Enforcement Information

United States

18 U.S. Code 2258A

As a livestreaming 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 H2 2024, KICK did not make any proactive notifications 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 31 December 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 July 2024 to 31 December 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 July 2024 to 31 December 2024, KICK received 1 formal order to remove content and/or restrict content from EU member states. This request was from Lithuania.

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

From 1 July 2024 to 31 December 2024, KICK received 2 formal information requests from EU member states. The information requests received were from German and Lithuanian 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 H2, 1,015 user bans were overturned and either lifted entirely or commuted down to a lesser ban length. This was an expected increase from H1 due to changes in procedure.

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 H2 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 with 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