

AMENDED Exhibit 1171

**PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS'
MOTIONS FOR SUMMARY JUDGMENT**

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Safety @ Snap

A holistic approach to Snapchatter safety

Part I: General Overview

October 2023



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Agenda

- Defining Safety & Our Values
- A Sampling of Snap's Safety Initiatives
 - *Safety Advisory Board*
 - *International Safer Internet Day*
 - *Digital Well-Being Index + Research*
 - *Sextortion deep-dive (Year Two)*
- Eye on 2024
 - *Snap Platform Safety "Standard"*
 - *Teen Council for Digital Well-Being*

What is Online Safety?

1

Online Safety is about enabling community members to **maximize** their **desirable experiences**, while **minimizing** those associated with illegal or harmful content, contact, conduct, or commercial activity (“**The Four Cs**”).

2

Protecting teens and other vulnerable populations is a key component of online safety @ Snap.

Slide 3 Notes

It's important to know what we mean when we say "online safety" ...

If we were to ask 10 different people for their definition of online safety, we'd probably get 10 different answers – from protecting teens and young people online and fighting back against illegal and harmful content, to promoting K-12 digital safety education and digital literacy.

Online safety is all of these things and more.

Specifically, this working definition is how we define online safety at Snap. It's important to note that the two halves of the definition are **necessary** and **cannot be decoupled**. We want people to maximize what they want to do on our app *while at the same time*, minimizing any connection with illegal or harmful content or activity.

Since Snap's key demographic is 13-to-24-year-olds, protecting teens and younger people is also a core component of the online safety mission.

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The “Four C’s” of Online Risk

Content: Illegal, inaccurate, extreme, hateful

Contact (Target): Unwelcome, unwanted

Conduct (Actor): Unwelcome, unwanted

Commercial activity: Solicitations, purchases

Family Center

Family Center offers parents and caregivers insight into who their teens are friends with on Snapchat, and who they have been communicating with, without revealing the substance of those conversations.

Family Center offers parents and caregivers the ability to:

- View the Snapchat friends their teens have sent messages, photos, or videos to in the last 7 days
- See a complete list of their teens' existing friends
- Easily and confidentially report any accounts that parents may be concerned about directly to our Trust & Safety teams
- Access information about how to use Family Center, as well as resources for important conversation-starters and other tips for using Snapchat safely



Thank You!

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