



Snap Transparency Report 2024

1. Policies

Snap's Advertising Policies require that all ads must be suitable for their selected audience in each geographic area where the ads will run. Ads that promote or reference alcohol must not target or be likely to appeal particularly to people under the legal drinking age in the territory where the ad will run. Ads for alcohol products must be age targeted to at least 18+ or the applicable minimum drinking age in the territory where the ad will run.

2. Gating technology

Users are required to enter their birthdate when creating a Snapchat account.

3. Age assurance mechanisms

When it comes to targeting of advertisements featuring products that are associated with age restrictions, such as alcohol, Snap has a number of mechanisms in place to limit what ads we show to what users. First, Snap offers, and requires, age targeting for all our advertisements on the platform. To provide additional trust in our age targeting, we have also supplemented user-declared age with sophisticated imputed age modeling that incorporates age of friends in the friend graph, types of media consumed, frequently visited locales, and other features to further restrict delivery of regulated content advertising. These models are benchmarked against third-party age databases to continually improve and verify their accuracy.

4. Parental controls

Snap makes parental controls available in its Family Center to give them the ability to:

- See which Snapchat friends their teens have sent messages, photos, or videos to in the last seven days, in a way that still protects their privacy by not revealing the actual contents of their conversations (Snaps and messages);
- See a complete list of their teens' existing friends and easily view new friends their teens have added, making it easy to start conversations about who their new contacts are;
- Limit their teen's ability to view certain content in the Stories and Spotlight tabs; and
- Easily and confidentially report any accounts parents may be concerned about directly to our 24/7 Trust and Safety team.

5. Anything alcohol specific

Users can opt out of seeing alcohol ads in the Settings menu.

6. Any third party verification of methodology

We don't have this at the moment.

7. Appeals process and complaints

All advertisers who advertise on Snapchat must comply with [Snap's Business Services Terms](#), which incorporate Snap's [Self-Serve Advertising Terms](#), and [Advertising Policies](#). These terms require advertisers to comply with, and ensure any materials they submit to run on Snapchat comply with,

all applicable laws, rules, and industry codes and regulations. We review every ad against our Advertising Policies before it is published on Snapchat. Our review takes account of the targeted audience: if the ad promotes alcohol and the selected target audience for the ad includes under 18s, or users below the applicable minimum drinking age in the territory where the ad will run, then it will be rejected.

All ads on Snapchat are reportable. We make it easy for our community to report ads and content that they are uncomfortable with. Snapchatters may tap on the three dots on the top right hand corner of their screen and select "Report Ad"; they are then taken to a reporting menu and able to fill in additional feedback. It's easy to report something from directly within the viewing experience, and these reports are reviewed by humans - not algorithms.

For those that do not use Snapchat and would like to report an ad or piece of content, they can report it via our [Support Site](#).