GIPHY 2023 Transparency Report

GIPHY's annual transparency reports provide metrics around government and non-government requests for **user data** and **content removals** as well as the metrics for the **content removed by category** for all content including GIFs, Stickers, and Clips on our platform between January 1st, 2023 and December 31st, 2023. GIPHY is committed to respecting the internationally recognized human rights guidelines set out in the **United Nations Guiding Principles on Business and Human Rights (UNGPs)**, privacy, and free expression. Individuals can appeal if they believe no violation has occurred.

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Monthly Active Users

This data represents the average monthly totals of Monthly Active Users on GIPHY's owned and operated platforms. Our API partners do not provide us with user level data to allow us to calculate the numbers of individuals who use GIPHY across all third party integrations on a monthly basis.

Total Monthly Average MAU	Total Monthly Average EU MAU
18.2 Million	1.6 Million

Individual Member State Monthly Average EU MAU:

Austria	29,968
Belgium	66,971
Bulgaria	27,196
Croatia	16,523
Cyprus	5,612
Czechia	35,310
Denmark	31,524
Estonia	4,938
Finland	20,511
France	258,594
Germany	259,925
Greece	37,855
Hungary	49,900
Ireland	39,021
Italy	156,251
Latvia	5,932
Lithuania	10,726
Luxembourg	3,883
Malta	3,996
Netherlands	128,305
Poland	94,078
Portugal	45,161
Romania	74,061
Slovakia	14,778
Slovenia	8,296
Spain	130,247
Sweden	60,586

Avg. Time to Moderate
5.27 Hours

Time to Moderate

Time to moderate refers to the average time it takes from content upload until the content becomes available in search after passing through the moderation pipeline.

Content Removals for Prohibited Content

The following section displays the total amount of content removed from the GIPHY platform, along with the corresponding policy violation category. The "other" category represents content violations where the reason is unavailable. GIPHY identifies content that violates its Community Guidelines with a combination of human moderation, image matching, and machine learning to identify content that violates the Community Guidelines. We'll be implementing more policy violation categories in our next report for more context.

Human moderators proactively remove content violations manually while the content violations that are predicted by the ML model are automatically taken down. Automatic takedowns may be removed for more than one policy violation. The blocked reuploaded violations tool leverages hash matching to automatically detect and reject content uploads that have been previously uploaded and removed from our platform for Community Guidelines violations.

Community members are encouraged to use the tools provided to report any content they believe violates the guidelines, which is then reactively reviewed by human moderators. GIPHY is committed to respecting the internationally recognized human rights guidelines set out in the United Nations Guiding Principles on Business and Human Rights (UNGPs), privacy, and free expression. Individuals can appeal if they believe no violation has occurred.

For more information, please review **GIPHY's Community Guidelines**, **GIPHY's Content Moderation approach**, and a list of **GIPHY's Content Moderation Partners**

Automatic Content Takedowns	
Pornography	41,900
Hate	1,247
Violence	2,957
CSEA	61
Other	2
Total	44,530

Content Removed by Human Moderators	
Pornography	205,964
Hate	29,463
Violence	4,012
Misinformation	195
Clips Audio	87
CSEA	481
Privacy	13
Other	8,070
Total	248,597

Blocked Reuploaded Content Violations	
Pornography	249
Hate	171
Violence	18
Other	3,895
Total	4,333

Human Moderation Training

GIPHY provides a comprehensive training process for human moderators to ensure they have a thorough understanding of our policies and enforcement measures. This includes presentations of all of our policies given by a live instructor where there is time for QA, 1 week of observing a live instructor perform moderation tasks, and two weeks performing moderation tasks under the observation of a live instructor. After training, GIPHY implements an ongoing approach to moderator development including individualized coaching as well as regular meetings for policy refreshers, updates, and to communicate the latest information from our Strategic Partners.

For more information, please review **GIPHY's Content Moderation Partners**

Average Accuracy Score
98.6%

Human Moderation QA

GIPHY generates a monthly report to analyze moderation team and individual trends around content enforcement decisions for GIFs and Stickers. The QA results are used as a performance indicator and to determine where policies and processes can be further clarified.

Automatic Model Accuracy

The automatic model accuracy calculates accuracy based on the total number of takedowns and total for reinstated content that has been appealed for the auto takedown tool and the reuploaded content violations blocker tool.

Automatic Takedown Accuracy	Reuploaded Violations Blocker Accuracy
99.81%	100%

Deactivations	
Pornography	82,379
Hate	203
Violence	11
CSEA	218
Total	82,811

Deactivations

When a user is deactivated this prohibits future logins and uploads, removes the channel from GIPHY's interface, and deletes uploaded content. This action is typically taken following emails notifying the user of prohibited content or any other violations of our terms. However, a warning may not be sent before taking this action in the case of major offenses.

Flagging Tool Reports

Flagging tool reports are when registered users report inappropriate content via the GIPHY flagging tool by selecting the category that aligns with the Community Guideline violation they believe occurred. All of these reports are sent through human review. The time to take action is the average time it took the Trust and Safety team to act upon the content after it was reported. The number of reports that triggered content removal refers to the instances when the content was found to violate GIPHY's community guidelines and was removed. When it is determined that the content does not violate GIPHY's community guidelines, the content is not removed.

For more information, please review **How to report an inappropriate GIF.**

34 Hours

Average time to review submitted flagging tool reports

Less Than 1%

Number of reports that triggered content removal

Flagging Tool Reports	
Uploaded by Mistake	24,792
Other	7,029
Offensive Content	6,806
Doesn't belong on GIPHY	2,655
Incorrectly Tagged	2,424
Sexually Explicit	2,038
Violent Imagery	1,512
Spam or Scam	1,029
Total	48,285

Appealed Content

Appealed content refers to when a user appeals a moderation decision because they believe the action was made in error. All appeals are sent through human review. If it is determined that the content did not violate GIPHY's community guidelines, the content will be reinstated. Content violations will not be reinstated. The user will be contacted regarding the final decision on the appealed content.

To appeal an action, **contact us here.**

Total Appealed Content
129

Total Reinstated
89

Total Requested
345

Total Removed
289

Request Sent to Uploader Total
4

Intellectual Property Takedown Requests

Intellectual property takedown requests or Digital Millennium Copyright Act (DMC) requests refer to notices requesting the removal of content that infringes on a copyright sent by or on behalf of the copyright owner. When GIPHY receives a complete and valid copyright notice, we comply with the notice and send a counter notice when appropriate.

For more information, please review the **GIPHY DMCA Copyright Policy.**

Data Portability Requests

Data portability refers to a user's right to obtain a copy of their personal data in a machine-readable format as well as request that GIPHY transmit the data to another controller where technically feasible. GIPHY fully complies with these requests.

Total
1

For more information, please review the **GIPHY Privacy Policy**

Erasure Requests

Erasure requests refer to an Individual's right to have their personal data erased when requested. GIPHY fully complies with these requests.

Total
3

For more information, please review the **GIPHY Privacy Policy**

Preservation Requests

Preservation requests refers to government and law enforcement requests that require GIPHY to preserve account information pending the issuance of valid legal process to obtain that user data. In accordance with the law, GIPHY will temporarily preserve such data and will disclose the preserved records when we receive formal and valid legal process.

Total: 0

Government Information Requests

Government information requests refers to demands for account information issued by law enforcement and other government agencies. GIPHY reviews requests to ensure that the requests have a valid legal basis. If they do, we comply by providing data responsive to the request.

Requested but Data not Produced
0

Requested and Data was Produced
1

Country	Total Requested	Total Removed
Saudi Arabia	1	0

Government Requests For Content Removal

Law enforcement and other government agencies can request the removal of illegal content. GIPHY reviews requests to ensure that the requests have a valid legal basis. If they do, we comply by removing the content. GIPHY did not receive any removal orders from EU Competent Authorities per the European regulation on Terrorist Content Online (TCO)

Out-Of-Court Dispute Settlements

Users have the right to select a certified out-of-court dispute settlement body, i.e., an independent third party, in order to resolve disputes relating to decisions taken by GIPHY. These bodies need to be certified by national DSCs

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Total - 0

Total

0

Total

1

Emergency Disclosure Requests

In emergencies, law enforcement may submit requests with legal process. Under the circumstance we may voluntarily disclose information to law enforcement when the matter poses a credible threat to human life.

Civil Requests

Civil requests refer to non-government requests (e.g. a subpoena or court order) submitted by users and third parties seeking account information from GIPHY on behalf of a defendant in a criminal case. Non-government requests may include requests made by government entities as a party in civil litigation.

Total: 0