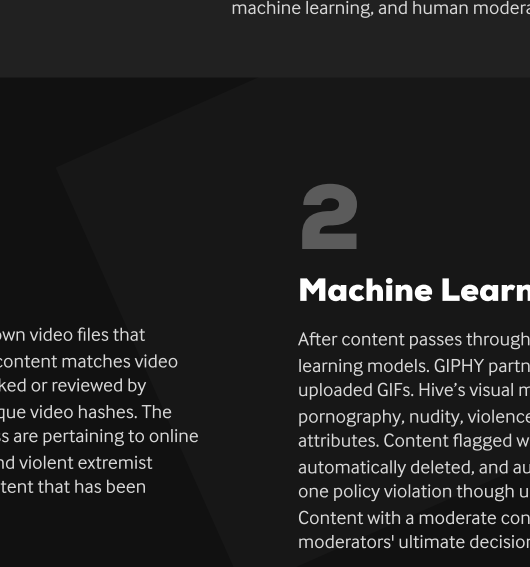


GIPHY 2024 Transparency Report

GIPHY's annual transparency report provides information about the quantity of moderation enforcement actions and requests for user data during the period of January 1st, 2024 to December 31st, 2024. The transparency report also outlines GIPHY's approach to content moderation, details about our tools, and data pertaining to enforcement appeals.

Intro · Content Moderation Process · Violation Definitions · Proactive Removals of Prohibited Content · Content · Reactive Removals of Prohibited Content and Channels · Child Safety · Moderation · Personnel · Information Requests and Removal Orders



Content Moderation Process

GIPHY's primary moderation goal is to prevent real-world harm stemming from our product. This goal has guided the creation of the **Community Guidelines**. These guidelines are based on employee input, industry standards, and societal expectations. Content policies are developed with input from external experts, legislation, and user feedback, with the goal of being clear, enforceable, and consistent. The Trust & Safety team handles policy enforcement, moderating content, training staff, and maintaining tools for accurate, scalable moderation. Users are notified when content is removed or accounts are deactivated for violations. Content is reviewed with both a reason and an opportunity to appeal. Policies are refined through internal, cross-functional feedback from teams including Trust & Safety, Legal, Content, and Executive departments, who evaluate the policies' goals, potential effects, clarity, consistency, and enforceability. Data on enforcement outcomes is tracked and used to further adjust policies, while partnerships with external experts help maintain impartiality.

GIPHY is committed to respecting the internationally recognized human rights guidelines set out in the United Nations Guiding Principles on Business and Human Rights (UNGPR), privacy, and free expression.

Enforcement of GIPHY's Community Guidelines is achieved through both proactive and reactive means. Proactively, GIPHY identifies content that violates its Community Guidelines with a combination of image matching, machine learning, and human moderation.

1

Image Hash Matching

Content is first hashed and compared to databases of known video files that contain problematic and illegal content. When uploaded content matches video files in these databases, the content is automatically blocked or reviewed by humans. GIPHY currently has access to over 4 million unique video hashes. The largest portions of the hash libraries utilized in this process are pertaining to online child sexual exploitation and abuse (OCSEA) and terrorist and violent extremist content (TVCC). GIPHY also has its own hash library of content that has been previously removed from the platform that is referenced.

2

Machine Learning

After content passes through hash matching, it is evaluated using machine learning models. GIPHY partners with Hive and Safer to evaluate all newly uploaded GIFs. Hive's visual moderation trains over 23 subcategories that deal with pornography, nudity, violence, controlled substances, hate, and other image attributes. Content flagged with a very high confidence in relevant subcategories is automatically detected, and automatic takedowns may be removed for more than one policy violation though ultimately only the most egregious reason is applied. Content with a moderate confidence is marked as such to inform human moderators' ultimate decision.

3

Human Moderation

Once content has made it through the hash matching and machine learning step, the content is reviewed by human moderators. Human moderators will determine if content needs to be removed from the platform for violating our Community Guidelines or if an account needs to be deactivated. When a channel is deactivated for multiple or egregious violations, the remaining content on the channel is also deleted. Those deleted items are not included in this report.

Additionally, GIPHY encourages users to use the tools provided on our owned and operated platforms to report any content they believe violates the guidelines. These reports are reviewed by human moderators, who make the final decision on enforcement action.

In order for content to be included in GIPHY's search results, users must apply for their channel to be an official Brand or Creator. Applications are reviewed and approved or denied by human moderators. If the applicant meets the requirements then their content is eligible to appear in GIPHY search results. If the applicant fails to meet the requirements, they receive a notification informing them of the reason.

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

Violation Definitions

The categories of infringing content are publicly posted in **GIPHY's Community Guidelines**. Each category will be represented by it's this in other sections of this report. The full definition of each category is included for reference below:

Pornography & Explicit Nudity

Content featuring oral, anal, and vaginal sex, as well as stimulation of the genitals by other body parts or devices, is not permitted. Additionally, nude genitals is not permitted, though we will make exceptions for classical and modern works of art, content depicting breastfeeding, birth, and illustrations and medical diagrams.

Self-Harm

Content that encourages or promotes self-harm or that negatively targets victims or survivors of self-harm and suicide is not permitted. This includes depictions of activities or behavior that encourage suicide, self-mutilation, or eating disorders. Obviously fictional content referencing self-harm is permitted, along with content that references self-harm with the purpose of providing support to those at risk.

Hate

Content that depicts or targets a group or person based upon their race, religion, gender, ethnicity, national origin, age, disability, disease or sexual orientation with violent, demeaning or belittling images or messages is not permitted. We do not permit content that promotes harmful racial stereotypes against these groups, which includes coded conspiracy theories. GIPHY does not allow avatars, logos, and other visual identifiers associated with hate groups.

Violence Against Animals

Content depicting violence and substantial harm towards animals is not permitted. This includes content uploaded by advocacy groups with the intention of spreading awareness, as the content can be used out of context for shock and awe or to glorify violence.

Misinformation

Content that perpetuates harmful conspiracy theories or misinformation is not permitted. GIPHY differentiates between misinformation and disinformation. Disinformation that is shared in a deceptive or confusing manner. This also includes content that diminishes the suffering of others, or motivates or coordinates violent or hateful actions.

Graphic Medical Content

Content that features graphic images of medical procedures or injuries is not permitted.

Online Child Sexual Abuse & Exploitation (OCSEA)

Child sexual abuse material and content that exploits, sexualizes, or fetishizes minors is not permitted.

Underage User

GIPHY has restrictions on the age of its users. Content that we determine to be uploaded to channels created by underage users is not permitted.

Intellectual Property

Content that violates another party's intellectual property rights is not permitted. You should only upload content that you've created yourself or have the rights to use. Review GIPHY's **DMCA Copyright Policy** for more information.

Real Violence

Content that portrays real death, kidnappings or abductions, mutilation, or gore is not permitted. Forage or depictions of scenes where it is commonly known that an individual was killed, physically assaulted, kidnapped or mutilated are not permitted. We do not permit any content that depicts, documents, condones, attempts to justify, attempts to minimize or glorify any violent crimes, including any related footage of people known to be the perpetrators of such crimes. Content that shows fictional violence from movies, TV, and video games is permitted, along with mild and explicit real violence in images where no serious injuries are visible.

Threats & Stalking

Content that threatens an individual's or group's safety is not permitted. Any content that promotes, coordinates, or encourages harm and would cause a reasonable person fear or intimidation is not permitted. This policy applies to both private individuals and public figures.

Terrorism & Violent Extremism

Content that promotes, supports, encourages, or celebrates terrorist organizations or violent extremists, their leaders, or associated activities, is not permitted. Content that shows real scenes of death are not permitted in any context, including documentation or depictions of acts of terrorism and violent extremism. GIPHY does not allow symbols, logos, and other visual identifiers associated with terrorists, violent extremist groups or violent extremists.

Bullying & Harassment

Content that bullies or harasses individuals is not permitted. Content reflecting public discourse that criticizes or targets public figures and organizations in a satirical, non-violent, non-discriminatory, non-sexual context is permitted.

Disasters & Tragedies

Content that can be used to denigrate or exploit the suffering or deaths of a group of people or individuals is not permitted. Content that appropriately remembers historic disasters and tragedies is permitted.

Illegal Activity

Content that promotes illegal or fraudulent activities or violent crimes is not permitted. This includes content that may deceive, defraud or mislead others for money or property. Content that shows fictional depictions of illegal or violent activities in TV shows or movies, as well as any content that condems such illegal or violent activities or raises awareness and educates others about them, is permitted.

Private Information

Content that reveals any private data about another person is not permitted. This includes, but is not limited to, information such as addresses, phone numbers, and passwords. GIPHY will also take action to remove content featuring private individuals at the request of the individual.

Spam

Any content that is posted in an effort to disrupt the normal user experience or circumvent GIPHY's updated application requirements is not permitted. Content that is inaccurately tagged to make it appear in irrelevant search results is not permitted. Tags that change the context of content from benign to harmful or harmful are not permitted. All content uploaded must follow GIPHY's **Content Tagging Guidelines**.

Proactive Removals of Prohibited Content

The following sections display the total amount of content proactively removed from the GIPHY platform, along with the corresponding policy violation reason.

Total amount of content moderated
6,230,977 Evaluated by hash matching and machine learning only
7,766,494 This section displays the total amount of new uploads that went through the moderation pipeline in this reporting period.
1,535,517 Evaluated by human moderators

Content Removed Automatically	
Pornography & Explicit Nudity	67,159
Real Violence	5,384
Hate	2,540
Total	75,083

This section displays the amount of content that was automatically removed via machine learning. The model leverages confidence scores for a number of relevant infringing subcategories and content is removed if the confidence of a violation is very high. Content may be automatically removed for more than one policy violation, ultimately only the most egregious reason is applied.

Content Removed by Human Moderators	
Pornography & Explicit Nudity	58,764
Real Violence	11,578
Self-Harm	36
Threats & Stalking	35
Hate	30,442
Terrorism & Violent Extremism	59
Violence Against Animals	112
Bullying & Harassment	1,723
Misinformation	4
Graphic Medical Content	28
Illegal Activity	95
Private Information	761
Underage User	6
Spam	7
Total	104,456

This section displays the amount of content that was removed proactively by human moderators and the corresponding reason for removal.

Blocked Uploads Based on Hash Matching	
Pornography & Explicit Nudity	2,534
Real Violence	255
Threats & Stalking	2
Hate	1,285
Bullying & Harassment	1
Misinformation	12
Illegal Activity	10
Total	4,099

This section displays the number of times that uploads were blocked due to hash matches and the reason. GIPHY leverages hash matching to automatically detect and reject content uploads that have been previously blocked or removed from the platform for Community Guidelines violations.

Time to Moderate

Time to moderate refers to the amount of time it takes for content to pass through GIPHY's moderation pipeline once it is uploaded. Content is not eligible to appear in search results until it has been moderated. This average outcomes include the time to moderate content evaluated by hash matching and machine learning only, as this happens almost instantly and would skew the value. This average for the year is calculated using each month's Average Time to Moderate.

2024 Average Time to Moderate

6.02 Hours

Machine Learning Model Accuracy

99.8%

Hash Matching Accuracy

99.7%

Automatic Removal Accuracy

This section displays the accuracy of GIPHY's automatic removals. The data is based on the total number of removals and overturned decisions based on user appeals.

Reactive Removals of Prohibited Content and Channels

The following sections display the total amount of content reactively removed from the GIPHY platform, along with the corresponding policy violation reason. The quantities in this section were removed after GIPHY received a notice from users or third parties and the content was reviewed.

Reporting Reason	Reports Received	Content Removed
Pornography and Explicit Nudity	699	56
Real Violence	603	3
Self-Harm	201	0
Threats and Stalking	148	8
Hate	491	30
Terrorism and Violent Extremism	119	46
Bullying and Harassment	413	18
Misinformation	498	8
Illegal Activity	258	12
Online Child Sexual Abuse and Exploitation	183	1
Private Information	190	30
Underage User	229	10
Total	4,032	242

Online User Reports

Onsite reporting features are available to registered users and are used to report inappropriate content to GIPHY. Users are able to select the category that aligns with the Community Guideline violation they believe occurred. All of these reports are sent through human review. Content is removed when the report accurately identifies a Community Guidelines violation. When it is determined that the content does not violate GIPHY's community guidelines, the content is not removed.

For more information, please review the **How to Report an Inappropriate GIF** resource.

Reason	Quantity
Pornography and Explicit Nudity	2
Hate	3
Bullying and Harassment	8
Illegal Activity	8
Spam	249
Third Party Content Uploads	1,224
Total	1,494
Total Reinstated	530

This section displays the number of user channels that were deactivated in the reporting period. Deactivation of a channel 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.

Channel Downgrades

This section displays the number of channels that were Downgraded. A Downgrade occurs when a channel's upgraded permissions are revoked, which removes the channel's content from search results. This action is typically taken after a user has been informed that their situation includes violating content. If the user does not take action to remedy the situation within the time frame specified in the email notification, then the channel is downgraded. Channels may be downgraded without warning if the user has been informed of violations three times in the past.

Channels can be downgraded for uploading content that violates GIPHY's Community Guidelines. More often, channels are downgraded for uploading third party content or brands other than their own. Channels are also downgraded for spammy behavior, such as violating GIPHY's **Content Tagging Guidelines** or otherwise attempting to disrupt the normal user experience by circumventing GIPHY's upgraded application requirements.

When channels are downgraded, they are given a chance to take action to comply with our policies. If they take action to comply, they will be reinstated. The total number of reinstated channels during the reporting period is also included.

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Reason	Quantity Removed
Pornography and Explicit Nudity	2,026
Real Violence	52
Hate	300
Bullying and Harassment	13
Illegal Activity	9
Underage User	1
Total	2,401

Appealed Decisions

This section displays the amount of appeals received due to enforcement actions. Appeals are submitted by users when they disagree with a moderation decision. All appeals are reviewed by human moderators. If it is determined that the content did not violate GIPHY's community guidelines, the content will be reinstated. Confirmed content violations are not reinstated. The user will be contacted regarding the final decision on the appealed content.

Total Appealed Content
178
Total Reinstated
114

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

Child Safety

GIPHY takes action to detect, remove, and report instances of online child sexual abuse and exploitation. This section is dedicated specifically to those efforts and displays the quantity of content identified along with the method of identification.

Similar to other infringing content types, GIPHY detects OCSEA through hash matching, machine learning, and human review. Our primary partner for this work is Thorn and the Safer tools they have developed. GIPHY also utilizes Safer Image Hash Service, Safer Video Classifier, and Safer Review tool. Aside from MDS hash matches from the Safer Image Hash Service, none of this content is removed automatically. We ensure that safe content is confirmed to be OCSEA before it is reported and have taken steps to make sure content that may contain children is not automatically deleted, which would prevent it from being reported.

The National Center for Missing & Exploited Children (NCMEC) is a private, non-profit 501(c)(3) corporation whose mission is to help find missing children, reduce child sexual exploitation, and prevent child victimization. GIPHY reports instances of OCSEA material to the authorities through NCMEC and has integrated with NCMEC's API to automate the reporting process when content is discovered.

468

Total NCMEC reports submitted

Reason	Quantity
Pornography and Explicit Nudity	2
Hate	3
Bullying and Harassment	8
Illegal Activity	8
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