

Proposed Template for Designated App Distribution Services Annual Online Safety Report to be submitted to IMDA under the Code of Practice for Online Safety – App Distribution Services (“ADS Code”)

Guidelines

- Please ensure that the report contains all the information requested in this template and is relevant to the reporting period.
- For the first annual online safety report, information and data must cover the nine-month period after the ADS Code came into effect (1 April 2025 to 31 December 2025). Subsequent annual online safety reports must cover the full calendar year (1 January to 31 December 20XX).
- Designated App Distribution Services (“ADS”) are encouraged to follow the flow and format of this template when preparing their reports.
- Please include Singapore-relevant data and information where possible.
- Please ensure that all information is self-contained within the report. E.g. do not include hyperlinks to information outside of the report.
- Please map the content categories in your content guidelines to the harmful/inappropriate content categories under the ADS Code.
- The first annual online safety report must be submitted to OCO@imda.gov.sg by no later than **31 March 2026**.

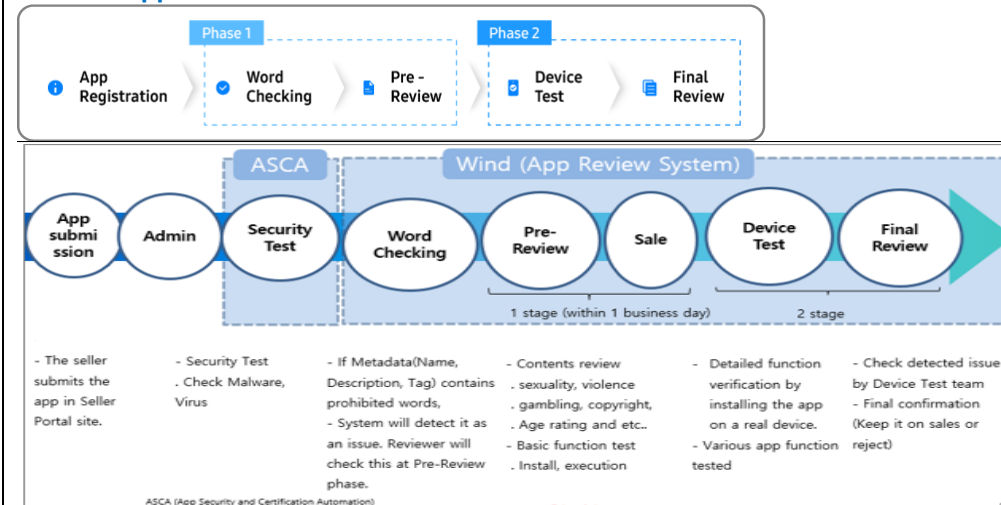
Code Obligations:	For designated ADSs’ input	Additional Comments and Explanatory Notes on the information/ data provided
Section A: User Safety		
Paragraph 9: ADS users must be able to use the Service in a safe manner. In this regard, the provider of the Service must put in place reasonable and proactive measures to (i) minimise ADS users’ access or exposure to harmful content on the Service; (ii) empower ADS users to manage their safety on the Service; and (iii) mitigate the impact on ADS users that may arise from the propagation of harmful content on the Service.	Please provide information on the measures in place for all ADS users in Singapore: Samsung takes online safety seriously, especially towards child online safety. Samsung’s content categories are applied globally and such standards are consistent with industry practices. Samsung has instituted reasonable and proactive measures, which are reflected in the Galaxy store app review process. 1.1 Galaxy Store app review process App Distribution Guide Samsung Developer App stage for review: 1) new apps	

And

Paragraph 10: Children in particular may lack the capacity or experience to deal with the information and content available online and will need more protection to ensure a safer online space for them. In this regard, the provider of the Service must also have specific measures in place to protect children from harmful content and inappropriate content on the Service.

2) Updated in term of content and app function.

Android App Review Process



[Phase 1: Pre-Review]

The tests that take place in this stage include both automated tests and human reviews.

(1) The seller (app developer) selects the Age Restriction (Age rating) option when the seller submits the app on the Seller Portal. There are 5 options. The seller selects 1 out of 5 options.

- Age Restriction (5 options): 0+ (All ages), 4+, 12+, 16+, 18+

(2) Security Test checks the malware and viruses automatically.

→ Test Result: Pass/Fail

(3) Validation Automation System (VAS) checks automatically for prohibited or inappropriate words, such as third-party brand names or slang from the metadata (this includes the app name, description, tag).

(4) App Review team (Pre-Review step) checks the app content review such as sexuality, violence, gambling, copyright issues, appropriateness of age-rating, VAS word checking, etc.

→ Test Result: Pass/Fail

Such criteria and policies are provided in the:

	• App Distribution Guide (App Review Policy): https://developer.samsung.com/galaxy-store/distribution-guide.html; https://seller.samsungapps.com/getSellerGuide.as#/0202020000 • Age Rating (Age Restriction): https://seller.samsungapps.com/getSellerGuide.as#/en/0202020000?id=_0202020400 Word Checking: A check is performed to see if inappropriate words, such as third-party brand names or slang, are used. Pre-Review: The basic actions and contents of the app are checked. If the app successfully passes the Pre-Review phase, the sale of the app begins in the Galaxy Store. • Basic app actions: App installation, execution, etc. • App content review: Sexuality, violence, gambling, copyright issues, appropriateness of age-rating, etc. [Phase 2: Device Test] Device Test: The detailed features of the app are checked. • App freezes, forced termination, errors in app functional operation, etc. Final Review: After reviewing the problems that have been found in the Device Test phase, it is decided whether the app sales need to be suspended or not. The final test report is released to the seller. From the start of submission until the final test report, it takes 3 days. Post-Approval App Store Management Beyond pre-distribution review and approval, the Galaxy Store maintains an ongoing post-approval monitoring framework to ensure that applications continue to comply with platform policies, regulatory requirements, and user safety expectations. Particular emphasis is placed on the timely identification and removal of harmful, inappropriate, or unlawful content through user reporting and moderation processes. 1. User-Reported Content Moderation and Appeals Management (Safety) Action • Users are provided with mechanisms to report applications or content that may be harmful, inappropriate, illegal, or otherwise in violation of platform policies.	
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	• All reports are reviewed and investigated by the relevant moderation and operations teams in accordance with established review procedures and escalation processes. • Developers are notified of confirmed violations and may be required to take corrective actions, including content modification, removal, or submission of updated application versions. • Where serious or repeated violations are identified, enforcement actions may include app suspension, removal from distribution, or other appropriate measures. • Developers may also utilize the established appeals process to request a review of enforcement decisions, ensuring fairness and procedural transparency. Objective: To maintain a safe and trusted ecosystem by promptly addressing user-reported harmful content, enforcing platform policies, mitigating potential risks to users (including children and young persons), and ensuring that appropriate corrective and enforcement actions are taken where necessary. <u>1.2 Escalation channel</u> Galaxy Store team ensures timely Voice of Customer (VOC) handling to end user who have reported problem for the related app. User report: User submits report --> Galaxy Store team reviews --> app suspended, where users cannot search/download the app from the Galaxy Store. A response is provided to the user even if the content is found to be not inappropriate. Seller report: After suspension, seller sends appeal email to Galaxy Store seller on system --> The seller can re-register the app after modification that addresses feedback provided. If a user reports on inappropriate content on an app and the app is found to not comply with Galaxy Store guidelines:	
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	1. The app can be suspended, where users cannot search/download the app from the Galaxy Store. 2. Seller (Developer) Account removal: The Seller's account can be removed according to Galaxy Store Seller Portal Terms and Conditions below. This would lead to all of the seller's apps being removed from the Galaxy Store. The seller account can also be removed due to intellectual property (IP): <u>(iii) an assertion or claim that your Application infringes the intellectual property rights of a third party or otherwise contains illegal content.</u> This can be done at any time if required based on the guidelines to remove the seller's account. - [Samsung Galaxy Store Seller Portal] Terms and Conditions : https://seller.samsungapps.com/terms/termsAndConditions.as?countryCode=SGP // (SGP = Singapore) ----- 5. Submission, Certification, and Distribution of Applications. 5.6 Removal. Samsung reserves the right to remove an Application from the STORE for any reason. Such reasons may include, without limitation, (i) your breach of these Terms or the Documentation (including but not limited to the Advertising and Content Guidelines); (ii) your express termination of this Agreement or of the license grants associated with an Application; <u>(iii) an assertion or claim that your Application infringes the intellectual property rights of a third party or otherwise contains illegal content;</u> (iv) an assertion by a mobile network operator that your Application causes harm to the operator's network; (v) your Application is already distributed under an agreement between you and a mobile operator (vi) customer complaint(s) about the quality of your Application; (vii) complaints in respect to your Content (and in particular that you frequently provide manifestly illegal Content in your Application); (viii) you have frequently submitted notices or complaints that are manifestly unfounded; (ix) you default on an obligation or	
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	liability incurred in connection with an in-app purchase such that Samsung incurs a liability as a result; (x) Samsung is subject to a legal or regulatory obligation which requires it to terminate the provision of the whole of its online intermediation services in a manner which does not allow it to respect that notice period; or (xi) Samsung exercises a right of termination under an imperative reason pursuant to a legal obligation imposed on Samsung. ----- 3. Appeal or review of decision made: User: A user who wants to appeal on the decision made by the Galaxy Store team regarding an app simply needs to re-register the report. Seller: A seller can leave inquiries through the Seller Portal Customer Service (CS): https://seller.samsungapps.com/. The feedback is forwarded to the person-in-charge, who will then respond to the seller.	
	Please provide information on any differentiated or additional measures in place for children:	
Paragraph 12: ADS users’ access or exposure to harmful content on the Service must be minimised via reasonable and proportionate measures. These measures include, but are not limited to, a set of content guidelines and standards for app providers, and content moderation measures that are put in place and effected by the	Please provide information on (a) the content guidelines and standards for app providers in place and (b) content moderation measures in place and how they are enforced or effected. Please include screenshots or evidence where possible. You may also provide information on additional measures outside (a) and (b) that meet the outcome of minimising ADS users’ access or exposure to harmful content. All ADS users in Singapore: Paragraph 12(a): Content guidelines and standards must address the categories of harmful content set out at paragraph 4 of the Code.	

provider of the Service: a. The Service’s content guidelines and standards must address the categories of harmful content set out at paragraph 4 of this Code. b. The Service’s content moderation measures must include systems and processes for the following: i. Review of apps and app updates before they are released on the Service, and other reviews of apps available on the Service to ensure compliance with the Service’s content guidelines and standards; and ii. Appropriate action(s) to be taken when there is a breach of the Service’s content guidelines and standards, which may include warning, suspending, or banning	Please map the content categories in your content guidelines to the harmful / inappropriate content categories under the ADS Code. Samsung takes online safety seriously, especially towards child online safety. Samsung’s content categories are applied globally and such standards are consistent with industry practices. Based on Samsung Galaxy store guidelines, the content guidelines have been mapped to 6 categories of harmful content under the ADS Code: <table><tr><th>Categories in ADS Code</th><th>Galaxy Store content descriptor</th><th>Galaxy Store content guidelines (based on App Content & Behavior, as per App Review (Distribution Guide: https://developer.samsung.com/galaxy-store/distribution-guide.html)</th></tr><tr><td>Sexual content</td><td>Sexuality</td><td>2.1 Sexual Content 2.1.1 Apps must not visually or audibly present or encourage overt sexual concepts or content (including, but not limited to, explicit nudity, exposed male or female genitalia, pornography, pedophilia, bestiality, sexually explicit behavior, and sexually suggestive poses). 2.1.2 Apps must not visually or audibly present or encourage exploitative sexual behavior (including, but not limited to, sexual abuse, sexual assault, and bestiality). 2.1.3 Apps must not provide a method to access websites that have a sexual emphasis (including, but not limited to, adult friend finder and dating websites).</td></tr><tr><td>Violent content</td><td>Violence</td><td>2.2 Violence 2.2.1 Apps must not visually or audibly present or encourage murder, suicide, torture, or abuse.</td></tr></table>	Categories in ADS Code	Galaxy Store content descriptor	Galaxy Store content guidelines (based on App Content & Behavior, as per App Review (Distribution Guide: https://developer.samsung.com/galaxy-store/distribution-guide.html)	Sexual content	Sexuality	2.1 Sexual Content 2.1.1 Apps must not visually or audibly present or encourage overt sexual concepts or content (including, but not limited to, explicit nudity, exposed male or female genitalia, pornography, pedophilia, bestiality, sexually explicit behavior, and sexually suggestive poses). 2.1.2 Apps must not visually or audibly present or encourage exploitative sexual behavior (including, but not limited to, sexual abuse, sexual assault, and bestiality). 2.1.3 Apps must not provide a method to access websites that have a sexual emphasis (including, but not limited to, adult friend finder and dating websites).	Violent content	Violence	2.2 Violence 2.2.1 Apps must not visually or audibly present or encourage murder, suicide, torture, or abuse.
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the app provider(s) from the Service.			2.2.2 Apps must not visually or audibly present or encourage violence or criminal behavior that could instigate a crime. 2.2.3 Apps must not visually or audibly present or encourage violent threats toward people or animals. 2.2.4 Apps must not visually or audibly present or encourage recklessly gruesome content (including, but not limited to, excessive bleeding). 2.2.5 Apps must not visually or audibly present or encourage use in the real world of weapons, bombs, terrorist actions, or other dangerous objects. 2.2.6 Apps must not contain content that could lead to self-harm, choking, serious injury, or death.	
	Suicide & self-harm content	Violence	2.2 Violence 2.2.1 Apps must not visually or audibly present or encourage murder, <u>suicide</u>, torture, or abuse. 2.2.2 Apps must not visually or audibly present or encourage violence or criminal behavior that could instigate a crime. 2.2.3 Apps must not visually or audibly present or encourage violent threats toward people or animals. 2.2.4 Apps must not visually or audibly present or encourage recklessly gruesome content (including, but not limited to, excessive bleeding). 2.2.5 Apps must not visually or audibly present or encourage use in the real world of weapons, bombs, terrorist actions, or other dangerous objects. 2.2.6 Apps must not contain content that could lead to <u>self-harm</u>, choking, serious injury, or death.	
	Cyberbullying content	Bad Language,	<u>2.4 Defamation and vulgarity</u>	

		Horror/Fear, Violence	2.4.1 Apps must not visually or audibly present content that could defame (by slander or libel) individual persons or groups of people based on race, gender, sexual preference or identity, ethnicity, nationality, disability, religion, political identity, or ideology. 2.4.2 Apps must not visually or audibly present excessively unpleasant, repellent, obscene, or vulgar language or expressions. 2.4.3 Apps must not visually or audibly present offensive, discriminatory, or inflammatory content about specific religious, social, or political parties, groups, or concepts. 2.4.4 Apps must not visually or audibly present content that reasonable public consensus may find to be improper or inappropriate. 2.4.5 Apps must meet all applicable censorship requirements of the countries the apps are published in (including, but not limited to, political, social, conflict, and security censorship).	
	Content endangering public health	Tobacco/Alcohol, Gambling	<u>2.3 Alcohol, tobacco, and drugs</u> 2.3.1 Apps must not visually or audibly present or encourage the illegal use of alcohol, tobacco (including electronic cigarettes), or drugs. 2.3.2 Apps must not visually or audibly present or encourage the sale of alcohol, tobacco (including electronic cigarettes), or drugs to minors. 2.3.3 Apps must not encourage excessive consumption of or make unnecessary references to alcohol, tobacco, or drugs. 2.3.4 Apps that present medical information to users must notify users that the medical information could be inaccurate.	

			2.3.5 App content must not contain unauthorized drugs, regulated drugs, dietary supplements, or products with names or designs that can cause user confusion. <u>2.5 Games and gambling</u> 2.5.1 Apps must not offer or provide users with real money, electronic money, or prizes that have any monetary value (including, but not limited to, gift cards and household appliances). 2.5.2 Apps must not promote or enable gambling (including, but not limited to, lotteries, casino activities, sweepstakes, and sports betting). 2.5.3 For game apps with an 19+ age restriction that are published in South Korea, the apps must be granted Game Rating and Administration Committee (GRAC) rating certificate.	
	Content facilitating vice & organized crime	Crime, Violence	<u>2.2 Violence</u> 2.2.1 Apps must not visually or audibly present or encourage murder, suicide, torture, or abuse. 2.2.2 Apps must not visually or audibly present or encourage violence or criminal behavior that could instigate a crime. 2.2.3 Apps must not visually or audibly present or encourage violent threats toward people or animals. 2.2.4 Apps must not visually or audibly present or encourage recklessly gruesome content (including, but not limited to, excessive bleeding). 2.2.5 Apps must not visually or audibly present or encourage use in the real world of weapons, bombs, terrorist actions, or other dangerous objects. 2.2.6 Apps must not contain content that could lead to self-harm, choking, serious injury, or death.	

	Content guidelines that covers across the board when mapped with the categories under ADS Code: <u>2.6 User-generated content</u> 2.6.1 Apps with user-generated content must have a mechanism to filter restricted content from the app. 2.6.2 Apps with user-generated content must provide measures to resolve intellectual property infringement. 2.6.3 Apps with user-generated content must provide users with a method and instructions to report to the app’s registering person or entity issues of restricted content or intellectual property infringement. <u>2.7 Advertisements</u> 2.7.1 Ads must be clearly identified as ads and must not harm app or device usability. 2.7.2 Ads must provide close and skip buttons and make them clearly visible. 2.7.3 The content of ads must be appropriate for the app’s age rating. 2.7.4 Apps must not contain or present ads that have the following types of content: • Violence toward or abuse of humans or animals • Sexual content (including, but not limited to, pornography, pedophilia, and bestiality). • Websites that have a sexual emphasis or adult toys, videos, or products (including, but not limited to, adult friend finder and dating websites) • Ads in Kids category apps that contain content that is not appropriate for children • Obscene, vulgar, or inappropriate language • Defamatory, libelous, slanderous, or unlawful content • Promotion of or unnecessary references to alcohol, tobacco (including electronic cigarettes), and drugs • Offensive references or discrimination towards individual persons or groups of people based on race, gender, sexual preference or identity, ethnicity, nationality, disability, religion, political identity, or ideology • Overtly political communication • Illegal activities, services, or substances		

- Description, depiction, or encouragement of illegal substances
- Illegal, false, or deceptive investment or money-making advice, promotions, or opportunities
- System notifications, push notifications, or similar notifications without user consent
- Pharmaceutical products that are not certified in the countries that the apps are published in
- Content that reasonable public consensus may find to be improper or inappropriate

The mapping conducted is derived from Samsung Galaxy Store's app content guidelines, which are provided in full as below:

1.3 Galaxy Store content descriptor

Content Descriptor	All/4 +	12+	16+	18+
Sexuality	None	- Mild sexual activities, such as kissing, are allowed - If it conforms to the socially accepted norms or ethics, and if it does not include any discriminatory content	- Mild sexual activities or sexual language are not frequent - Indirect descriptions of sexual activities	- Frequent and obvious portrayals of sexual activities - Sexual activities are allowed to be portrayed, but they can't be overly detailed

				- If it includes indirect, limited exposure of body parts, such as breasts or hips.		
	Violence	None	- Mild, infrequent expressions of violence without detailed descriptions are allowed - Weapons must be simplified; they cannot be presented in a realistic way and easily accessible tools, such as, knives or scissors, cannot be emphasized	- Mild, infrequent expressions of violence without detailed descriptions are allowed - Wounds or blood cannot be emphasized	- Intense violence is allowed to be portrayed, but scenes focusing on homicide, suicide, death by accidents or violence, or torture must be avoided - Blood is allowed to be portrayed	

			- All expression of blood/blood splatter must not be realistic (same applies to the animated) - If expression of bodily mutilation does not exist	- Weapons can be presented in a realistic way, but easily accessible tools, such as knives or scissors, cannot be portrayed as appealing	- Realistic or easily accessible tools, such as, knives or scissors, cannot be portrayed as appealing	
	Crime	None	- If an extremely small amount of crime is mildly portrayed	- Criminal activities cannot be portrayed in a positive way	- If criminal activities are positively described, and crimes and participation of such crimes are the main content of the application	
	Horror/Fear	None	- Horror effects must be briefly	- Mild and infrequent	- Intense threats are allowed	

			expressed, and the level of such effects must be adjusted for younger players	expression of horror via images, sound effects, or textual information	- Explicit expression of blood or cruelty that may cause extreme panic or anxiety is not allowed
	Bad	None	- Mild use of derogatory slang is allowed (e.g., jerk)	- Used of mildly derogatory slang (including abusive languages)	- Frequent use of violent language or obviously sexual slang
	Language			- Vulgar slang, such as "Son of a bitch," must not be frequently used	- Vulgar slang must not be continuously used
	Tobacco/	None	- Infrequent exposure to images of liquor/tobacco products (portrayal of drugs is prohibited)	- Relatively frequent exposure to images of liquor/tobacco products (portrayal of drugs is prohibited)	- Consumption of alcohol, tobacco, or drugs is allowed to be portrayed but must not be encouraged
	Alcohol				

	<table><tr><td>Gambling</td><td>None</td><td>- Mild images or depictions of gambling activities</td><td>- Mild images or depictions of gambling activities</td><td>- Gambling that does not involve betting and winning of cash or items</td></tr></table>	Gambling	None	- Mild images or depictions of gambling activities	- Mild images or depictions of gambling activities	- Gambling that does not involve betting and winning of cash or items	
Gambling	None	- Mild images or depictions of gambling activities	- Mild images or depictions of gambling activities	- Gambling that does not involve betting and winning of cash or items			
	All ADS users in Singapore: Paragraph 12(bi): Review of apps and app updates before they are released on the Service, and other reviews of apps available on the Service to ensure compliance with the Service’s content guidelines and standards. Before an app is released on the Samsung Galaxy Store, the process follows based on the Galaxy Store app review process (1.1) > [Phase 1: Pre-Review] Applications and their updates are subject to app review process (as per 1.1 Galaxy Store app review process) to ensure they meet the Service’s content guidelines and standards. This includes automated tests (Security Test, VAS) and human reviews (App Review team (Pre-Review step), Device Test team, App Review team (Final Review step)). Furthermore, periodic reviews of applications already available on the Service are undertaken to maintain continuous compliance with applicable policies and regulatory obligations. ASCA (App Security and Certification Automation) 1 If at any point the app does not comply with Galaxy Store guidelines, refer to 1.2 Escalation channel:						

	1. The app can be suspended, where users cannot search/download the app from the Galaxy Store. 2. Seller (Developer) Account removal: The Seller's account can be removed according to Galaxy Store Seller Portal Terms and Conditions below. This would lead to all of the seller's apps being removed from the Galaxy Store. The seller account can also be removed due to intellectual property (IP): <u>(iii) an assertion or claim that your Application infringes the intellectual property rights of a third party or otherwise contains illegal content.</u> This can be done at any time if required based on the guidelines to remove the seller's account. 3. Appeal or review of decision made: User: A user who wants to appeal on the decision made by the Galaxy Store team regarding an app simply need to re-register the report. Seller: SA sellers can leave inquiries through the Seller Portal Customer Service (CS): https://seller.samsungapps.com/. The feedback is forwarded to the person-in-charge, who will then respond to the seller. All ADS users in Singapore: Paragraph 12(bii): Appropriate action(s) to be taken when there is a breach of the Service's content guidelines and standards, which may include warning, suspending, or banning the app provider(s) from the Service. If at any point the app does not comply with Galaxy Store guidelines, refer to 1.2 Escalation channel: 1. The app can be suspended, where users cannot search/download the app from the Galaxy Store. 2. Seller (Developer) Account removal:	
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	. IP owner (trademarks owner) : Royal Match / Dream Games, Ltd. Trademarks Registration number 6579074 If you have a license related to this, please email appcopyright@samsung.com within 3 business days. You can also submit the license in Seller Portal - Sign In - Help - Contact Us. Otherwise, your account and all of your app can be removed from Galaxy Store. Sincerely, Samsung Galaxy Store App Review Team ----- - (Example #2) User report (Ads issue) ----- Dear Seller, We would like to inform you that your application status has been changed. [App information] - CID / Content Name: 0000082762XX / Jam Breaker: Traffic Escape [Status] - Suspended [Reason] User VOC : "This game runs nonstop ads when you're not using it." If you have any questions, please contact us https://seller.samsungapps.com/ (Seller Portal - Sign In - Help - Contact Us) Sincerely, Samsung Galaxy Store App Review Team -----	
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	All ADS users in Singapore: Other additional measures	
Paragraph 13: ADS users must be able to easily access information on the Service regarding online safety. Such information must be easy to understand and must include without being limited to the following: - The Service's content guidelines and standards; - The content moderation measures put in place by the provider of the Service and, in particular, the actions that may be taken by the provider of the Service to address a breach of its content guidelines and standards; and - Information on ADS users' ability to report content on the Service to the provider of the Service in relation to the categories of harmful content and inappropriate content set	Please <u>explain</u> how your service has made information regarding online safety easy to be accessed, including information that addresses the three sub-categories. All ADS users in Singapore: Paragraph 13(a): The Service's content guidelines and standards. Samsung provides easily accessible links to the public to help understand the guidelines and standards set for apps to be on its Galaxy Store. Samsung Galaxy Store's App Distribution Guide is provided in this link: https://developer.samsung.com/galaxy-store/distribution-guide.html Within this portal, under section 2. App content and behavior, it provides information regarding app material and actions including content guidelines and standards to adhere, and actions that may occur if app content violates local laws or customs. Samsung's Galaxy Store seller portal provides information about App Review here: https://seller.samsungapps.com/guidePopup.as?numcid=0202020000&localeLanguage=en&viewmore=0202020400 Within this portal, it provides how the Samsung Galaxy Store requires apps to review their app against Samsung's standards and guidelines before app submission and review by the Galaxy Store team. This includes info regarding app content and behavior, where the content of an app and the contents included in the app must comply with applicable local laws and customs.	

out at paragraphs 4 and 17 of this Code, and information on how to make such a report.

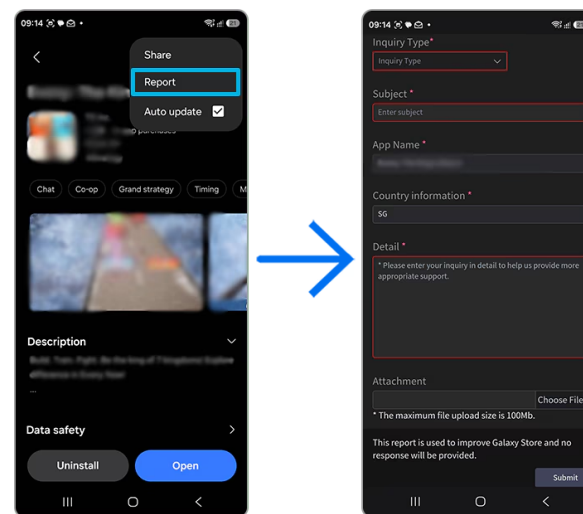
And

Paragraph 23: Children and their parents or guardians must be able to easily access information on the Service regarding online safety. Such information must be easily understood by children. The information must minimally include the tools available and the steps that parents or guardians may take to supervise and manage children's use of apps.

Further information regarding Samsung Galaxy Store's implementation of Age Assurance is provided here: <https://www.samsung.com/sg/support/apps-services/sg-age-assurance/>. The FAQ on Galaxy Store's implementation of Age Assurance will continuously be updated to help the public understand Samsung's commitment to child online safety and processes in place to keep users safe e.g. user reporting (available as Question 19 in the FAQ), content moderation, etc.

19. How do I report content that violates age restrictions or community guidelines?

You may click on the option on the right of the published app and select Report.



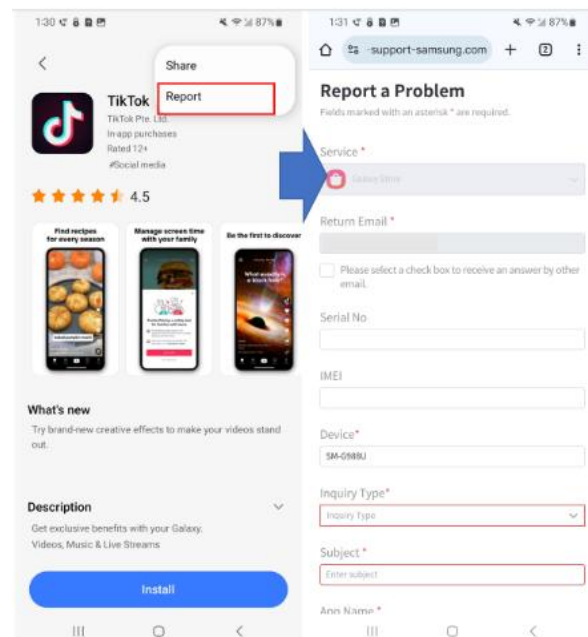
All ADS users in Singapore:

Paragraph 13(b): The content moderation measures put in place by the provider of the Service and, in particular, the actions that may be taken by the provider of the Service to address a breach of its content guidelines and standards.

Please refer to [1.1 Galaxy Store app review process](#) and [1.2 Escalation channel](#)

	Samsung Galaxy Store’s App Distribution Guide is provided in this link: https://developer.samsung.com/galaxy-store/distribution-guide.html Within this portal, under section 2. App content and behavior, it provides information regarding app material and actions including content guidelines and standards to adhere, and actions that may occur if app content violates local laws or customs. Further information regarding Samsung Galaxy Store’s implementation of Age Assurance is provided here: https://www.samsung.com/sg/support/apps-services/sg-age-assurance/ The FAQ on Galaxy Store’s implementation of Age Assurance will continuously be updated to help the public understand Samsung’s commitment to child online safety and processes in place to keep users safe e.g. user reporting (available as Question 19 in the FAQ), content moderation, etc. 1.2 Escalation channel – regarding actions that can be taken by the Galaxy Store to address a breach of our content guidelines and standards: 1. The app can be suspended, where users cannot search/download the app from the Galaxy Store. 2. Seller (Developer) Account removal: The Seller’s account can be removed according to Galaxy Store Seller Portal Terms and Conditions below. This would lead to all of the seller’s apps being removed from the Galaxy Store. The seller account can also be removed due to intellectual property (IP): <u>(iii) an assertion or claim that your Application infringes the intellectual property rights of a third party or otherwise contains illegal content.</u> This can be done at any time if required based on the guidelines to remove the seller’s account. 3. Appeal or review of decision made: User: A user who wants to appeal on the decision made by the Galaxy Store team regarding an app simply need to re-register the report.	
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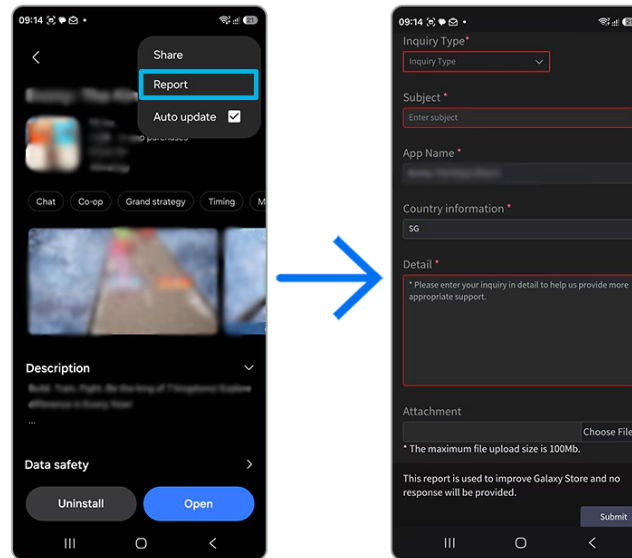
	Seller: A seller can leave inquiries through the Seller Portal Customer Service (CS): https://seller.samsungapps.com/. The feedback is forwarded to the person-in-charge, who will then respond to the seller. All ADS users in Singapore: Paragraph 13(c): Information on ADS users' ability to report content on the Service to the provider of the Service in relation to the categories of harmful content and inappropriate content set out at paragraphs 4 and 17 of this Code, and information on how to make such a report. If a user reports on inappropriate content on an app and the app is found to not comply with Galaxy Store guidelines, refer to 1.2 Escalation channel: 1. The app can be suspended, where users cannot search/download the app from the Galaxy Store. 2. Seller (Developer) Account removal: The Seller's account can be removed according to Galaxy Store Seller Portal Terms and Conditions below. This would lead to all of the seller's apps being removed from the Galaxy Store. The seller account can also be removed due to intellectual property (IP): <u>(iii) an assertion or claim that your Application infringes the intellectual property rights of a third party or otherwise contains illegal content.</u> This can be done at any time if required based on the guidelines to remove the seller's account. 3. Appeal or review of decision made: User: A user who wants to appeal on the decision made by the Galaxy Store team regarding an app simply need to re-register the report. Seller: A seller can leave inquiries through the Seller Portal Customer Service (CS): https://seller.samsungapps.com/. The feedback is forwarded to the person-in-charge, who will then respond to the seller. User may click on the option on the right of the published app and select Report.	
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Further guidance on user reporting is provided in the Galaxy Store's Age Assurance FAQ website: <https://www.samsung.com/sg/support/apps-services/sg-age-assurance/>

19. How do I report content that violates age restrictions or community guidelines?

You may click on the option on the right of the published app and select Report.



Children:

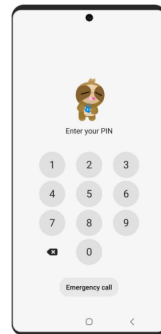
Paragraph 22(b): Tools that parents or guardians may use to supervise and manage children's access to and use of apps. These may include user or parental controls, and search restrictions.

1.4 Samsung Kids

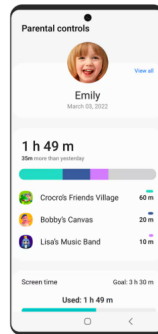
Samsung Kids is an opt-in child-friendly mode available on Samsung mobile devices and tablets that allows a parent to shape a safe environment for his or her child to explore and content digitally. This allows a parent or guardian to supervise a child's access to applications. Some of the actions within Samsung Kids include but not limited to parental control settings, account management features, and content or search restrictions, ensuring compliance with child protection policies and regulatory requirements.

Link: <https://www.samsung.com/sg/apps/samsung-kids/>

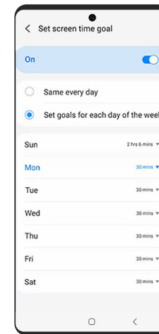
Help your child develop good digital habits with Samsung Kids. Set limits on playtime as well as give access to specific contacts and apps. Keep up with the usage report to see what your child is doing, or make sure they're only seeing what's appropriate. Samsung Kids is a safe environment for your child to learn and play.



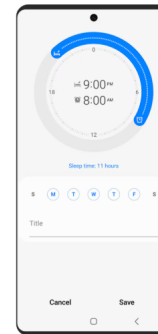
PIN Lock



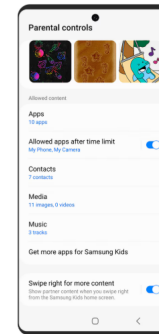
Kids' Usage dashboard



Set the daily playtime

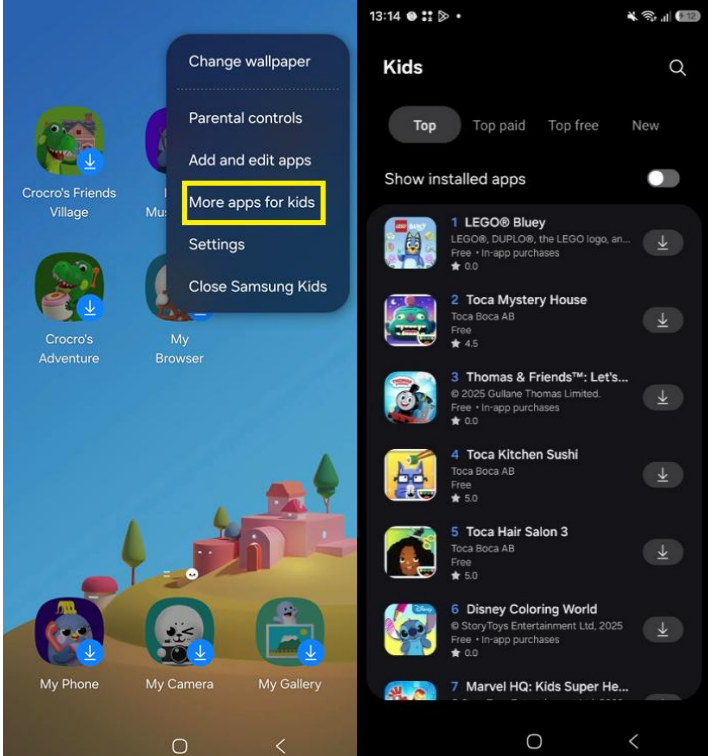


Set the daily bedtime



App/Contact/Media Allow

The “More Apps for Kids” feature within Samsung Kids redirects users to a dedicated Galaxy Store experience that presents only child-appropriate applications and content. Content available through this section is curated for younger audiences; supporting age-appropriate discovery and helping parents maintain a safe digital environment for their children.

		
	Parents or guardians: Parents or guardians can set and manage children access to app. Refer to 1.4 Samsung Kids.	
Paragraph 14: ADS users’ exposure to child sexual exploitation and abuse material and terrorism content on the Service must be minimised through the use of technologies and processes. These technologies and processes must	Please provide information on the measures to minimise ADS users’ exposure to <u>child sexual exploitation material</u>. Please include screenshots or evidence where possible. All ADS users in Singapore: Samsung takes a very strong stance of no tolerance against any form of child sexual exploitation and abuse (CSEA) material, which includes preparatory child sexual	

proactively detect and swiftly remove child sexual exploitation and abuse material and terrorism content as technically feasible, such that the extent and length of time to which such content on the Service is minimised. Paragraph 16: The measures in paragraphs 14 and 15 of the Code would entail the provider of the Service taking proactive steps by primarily engaging app providers through the Service’s content guidelines and standards and related processes to reduce ADS users’ exposure to child sexual exploitation and abuse material and terrorism content, as well as preparatory activities related to such content. These may include requiring app providers to take steps to prevent such material or activity from being created, shared, hosted, or facilitated on their apps, conducting reviews of apps and app updates before such apps or app updates are released on the Service, and suspending or removing apps containing or facilitating such content or activity from the Service.	exploitation and abuse activity. Measures taken to minimise ADS users’ exposure to CSEA material include: 1. Age Assurance implementation on Samsung Galaxy Store in Singapore: https://www.samsung.com/sg/support/apps-services/sg-age-assurance/ 2. App Distribution Guide that details standards and guidelines in place to protect against harmful content as referred to in this document as 1.1. Galaxy Store app review process, and as mapped to ADS Code content categories in answers to Para 12 of the ADS Code. Publicly available link: https://developer.samsung.com/galaxy-store/distribution-guide.html Applications and their updates are subject to app review process (as per 1.1 Galaxy Store app review process) to ensure they meet the Service’s content guidelines and standards. This includes automated tests (Security Test, VAS) and human reviews (App Review team (Pre-Review step), Device Test team, App Review team (Final Review step)). Furthermore, periodic reviews of applications already available on the Service are undertaken to maintain continuous compliance with applicable policies and regulatory obligations. Under the Galaxy Store the app content and behavior guidelines (Section 2 under App content and behavior: https://developer.samsung.com/galaxy-store/distribution-guide.html), this is already covered under 2.1 Sexual content: 2.1 Sexual content 2.1.1 Apps must not visually or audibly present or encourage overt sexual concepts or content (including, but not limited to, explicit nudity, exposed male or female genitalia, pornography, pedophilia, bestiality, sexually explicit behavior, and sexually suggestive poses). 2.1.2 Apps must not visually or audibly present or encourage exploitative sexual behavior (including, but not limited to, sexual abuse, sexual assault, and bestiality). 2.1.3 Apps must not provide a method to access websites that have a sexual emphasis (including, but not limited to, adult friend finder and dating websites).	
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	Samsung's own legal obligations to Korean laws also mean that it applies strict actions for its digital platforms such as deleting CSEA material immediately once it becomes aware of it, and stop its further publication or circulation on its services.	
	Please provide information on the measures to minimise ADS users' exposure to terrorism content. Please include screenshots or evidence where possible. All ADS users in Singapore: Samsung does not condone nor allow any terrorism content, which includes preparatory terrorism activity. Measures taken to minimise ADS users' exposure to terrorism content include: 1. Age Assurance implementation on Samsung Galaxy Store in Singapore: https://www.samsung.com/sg/support/apps-services/sg-age-assurance/ 2. App Distribution Guide that details standards and guidelines in place to protect against harmful content as referred to in this document as 1.1. Galaxy Store app review process, and as mapped to ADS Code content categories in answers to Para 12 of the ADS Code. Publicly available link: https://developer.samsung.com/galaxy-store/distribution-guide.html Applications and their updates are subject to app review process (as per 1.1 Galaxy Store app review process) to ensure they meet the Service's content guidelines and standards. This includes automated tests (Security Test, VAS) and human reviews (App Review team (Pre-Review step), Device Test team, App Review team (Final Review step)). Furthermore, periodic reviews of applications already available on the Service are undertaken to maintain continuous compliance with applicable policies and regulatory obligations. For terrorism material and preparatory terrorism activity, the Galaxy Store App Distribution Guide (https://developer.samsung.com/galaxy-store/distribution-guide.html) under Section 2.2.5 specifically mentions that "Apps must not visually or audibly present or encourage use in the real world of weapons, bombs, terrorist actions, or other dangerous	

	objects” and globally, Samsung does not allow any terrorism contents published in Galaxy Store. 2.2 Violence 2.2.1 Apps must not visually or audibly present or encourage murder, suicide, torture, or abuse. 2.2.2 Apps must not visually or audibly present or encourage violence or criminal behavior that could instigate a crime. 2.2.3 Apps must not visually or audibly present or encourage violent threats toward people or animals. 2.2.4 Apps must not visually or audibly present or encourage recklessly gruesome content (including, but not limited to, excessive bleeding). 2.2.5 Apps must not visually or audibly present or encourage use in the real world of weapons, bombs, terrorist actions, or other dangerous objects. 2.2.6 Apps must not contain content that could lead to self-harm, choking, serious injury, or death.	
Paragraph 15: ADS users must be protected from preparatory child sexual exploitation and abuse activity and preparatory terrorism activity on the Service through reasonable and proportionate steps taken by the provider of the Service to proactively detect and swiftly remove preparatory child sexual exploitation and abuse activity (such as online grooming for child sexual abuse) and preparatory terrorism activity (such as glorifying or endorsing	<u>Please provide information on the measures to protect ADS users from preparatory child sexual exploitation and abuse activity. Please include screenshots or evidence where possible.</u> All ADS users in Singapore: Answers provided here are complemented by answers above for Paragraph 14. Samsung takes a very strong stance of no tolerance against any form of CSEA material, which includes preparatory child sexual exploitation and abuse activity. Applications and their updates are subject to app review process (as per 1.1 Galaxy Store app review process) to ensure they meet the Service’s content guidelines and standards. This includes automated tests (Security Test, VAS) and human reviews (App Review team (Pre-Review step), Device Test team, App Review team (Final Review step)). Furthermore,	

terrorist activities and recruitment) on the Service. Paragraph 16: The measures in paragraphs 14 and 15 of the Code would entail the provider of the Service taking proactive steps by primarily engaging app providers through the Service's content guidelines and standards and related processes to reduce ADS users' exposure to child sexual exploitation and abuse material and terrorism content, as well as preparatory activities related to such content. These may include requiring app providers to take steps to prevent such material or activity from being created, shared, hosted, or facilitated on their apps, conducting reviews of apps and app updates before such apps or app updates are released on the Service, and suspending or removing apps containing or facilitating such content or activity from the Service.	periodic reviews of applications already available on the Service are undertaken to maintain continuous compliance with applicable policies and regulatory obligations. Samsung's own legal obligations to Korean laws also mean that it applies strict actions for its digital platforms such as deleting CSEA material immediately once it becomes aware of it, and stop its further publication or circulation on its services. An example on how the Galaxy Store acts towards an app with such content: - (Example #1) child sexuality issue ----- Dear Seller, We would like to inform you that your application status has been changed. [App information] - CID / Content Name: 0000072980XX / Livee - Video Chat Dating [Status] - Suspended [Reason] - Age rating (Age Restriction) : Inappropriate for 12+ (Sexuality) If you have any questions, please contact us https://seller.samsungapps.com/ (Seller Portal - Sign In - Help - Contact Us) Sincerely, Samsung Galaxy Store App Review Team -----	
	Please provide information on the measures to protect ADS users from <u>preparatory terrorism activity</u>. Please include screenshots or evidence where possible. All ADS users in Singapore:	

	Answers provided here are complemented by answers above for Paragraph 14. Samsung does not condone nor allow any terrorism content, which includes preparatory terrorism activity. Applications and their updates are subject to app review process (as per 1.1 Galaxy Store app review process) to ensure they meet the Service's content guidelines and standards. This includes automated tests (Security Test, VAS) and human reviews (App Review team (Pre-Review step), Device Test team, App Review team (Final Review step)). Furthermore, periodic reviews of applications already available on the Service are undertaken to maintain continuous compliance with applicable policies and regulatory obligations. An example on how the Galaxy Store acts towards an app with such content: - (Example #1) terrorism issue ----- Dear Seller, We would like to inform you that your application status has been changed. [App information] - CID / Content Name: 0000072980XX / Game X – Shooting Enemy [Status] - Suspended [Reason] - Age rating (Age Restriction) : Inappropriate for 12+ (Violence) If you have any questions, please contact us https://seller.samsungapps.com/ (Seller Portal - Sign In - Help - Contact Us) Sincerely, Samsung Galaxy Store App Review Team -----	
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Paragraph 17: Besides harmful content, children’s access or exposure to inappropriate content on the Service must also be minimised through reasonable and proportionate measures. These measures include, but are not limited to, a set of content guidelines and standards for app providers and content moderation measures put in place and effected by the provider of the Service that are appropriate for children. Stricter standards must, at least, apply to the following categories of harmful content, and must be published such that they are easily accessible by ADS users: a. Sexual content b. Violent content c. Suicide and self-harm content d. Cyberbullying content	Please provide information on the measures, and include screenshots or evidence where possible. Children: Paragraph 17(a): Sexual content The Samsung Galaxy Store team globally applies its app distribution guidelines strictly especially on app content that covers, among others, such as sexuality, violence, gambling, copyright issues, appropriateness of age-rating. For the 4 main categories (sexual content, violent content, suicide & self-harm content, and cyberbullying content) that require stricter standards as per Paragraph 17 of the ADS Code, the Samsung Galaxy Store team has mapped to the ADS Code as per, answers to Paragraph 12(a) above, and has processes in place based on the Galaxy Store app review process (1.1) to ensure they meet the Service’s content guidelines and standards. Furthermore, proactive periodic reviews of applications already available on the Service are undertaken to maintain continuous compliance with applicable policies and regulatory obligations. This includes automated tests (Security Test, VAS) and human reviews (App Review team (Pre-Review step), Device Test team, App Review team (Final Review step)). When there is an app found to be non-compliant especially in the 4 categories (with the Galaxy Store’s content guidelines mapped as per answers for Paragraph 12, and shown below), the app will be suspended and/or the seller’s account may be removed leading to removal of all of the seller’s apps as explained in 1.2 Escalation channel. This has been further strengthened by the implementation of Age Assurance on Samsung Galaxy Store in Singapore: https://www.samsung.com/sg/support/apps-services/sg-age-assurance/ Regarding advertising, Galaxy Store operates a two-layered child ad protection system (Galaxy Store Child App Advertising Protection Framework) combining pre-publication review with a user-reporting mechanism to address the inherent limitations of dynamically served ads.	
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	Due to the seriousness and volume of many games with sexual and violent content, the Galaxy Store team carefully reviews and test apps to check on such content. Currently, since the team first began tracking from 2024, there has been no report on CSEA material, suicide and self-harm, cyberbullying content. Samsung's own legal obligations to Korean laws also mean that it applies strict actions for its digital platforms such as deleting CSEA material immediately once it becomes aware of it, and stop its further publication or circulation on its services. Highlights from the Samsung Developer App Distribution Guide and the Samsung Galaxy Store Seller Portal: App Distribution Guide: https://developer.samsung.com/galaxy-store/distribution-guide.html Seller Portal: https://seller.samsungapps.com/guidePopup.as?numcid=0202020000&localeLanguage=en&viewmore=0202020400 <u>1. Sexual Content</u> The Samsung Galaxy Store has a strict zero-tolerance policy for sexually explicit content. Apps containing nudity, pornography, or sexually suggestive themes are not permitted on the platform. <u>Galaxy Store Content Policies</u> Samsung strictly prohibits apps that: • Apps must not visually or audibly present or encourage overt sexual concepts or content (including, but not limited to, explicit nudity, exposed male or female genitalia, pornography, pedophilia, bestiality, sexually explicit behavior, and sexually suggestive poses). • Apps must not visually or audibly present or encourage exploitative sexual behavior (including, but not limited to, sexual abuse, sexual assault, and bestiality). • Apps must not provide a method to access websites that have a sexual emphasis (including, but not limited to, adult friend finder and dating websites).	
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	<u>Age Rating Guidelines</u> To ensure content is appropriate for all ages, apps submitted to the Galaxy Store must carry an approved age rating. The allowed limits are defined as: • All / 4+: The app is suitable for users age four and older, including young children. App content does not explicitly present sexual content, graphic violence, offensive language, gambling, the use of alcohol and tobacco, and other similar content. • 12+: The app is suitable for users age twelve and older. App content may infrequently present mild sexual content and violence, and may infrequently present offensive language. • 16+: The app is suitable for users age sixteen and older. App content may infrequently present mild sexual content and violence, and may infrequently present offensive language, crude humor, minimal blood, and simulated gambling. • 18+: The app is suitable for users age eighteen and older, due to the adult nature of the app content. App content may frequently present intense sexual content, violence, and offensive language; and may present gambling and the use of alcohol and tobacco. Note: Even for 18+ content, overt sexual acts or explicit nudity remain strictly prohibited.	
	Children: Paragraph 17(b): Violent content Refer to the above in 17(a). These are highlighted in the Samsung Developer App Distribution Guide and the Samsung Galaxy Store Seller Portal: App Distribution Guide: https://developer.samsung.com/galaxy-store/distribution-guide.html	

	Seller Portal: https://seller.samsungapps.com/guidePopup.as?numcid=0202020000&localeLanguage=en&viewmore=0202020400 <u>2. Violent Content</u> Samsung explicitly prohibits violent content in the Galaxy Store. The Samsung Developer App Distribution Guide bans apps that depict or encourage murder, suicide, torture, abuse, or violence that instigates crimes. Recklessly gruesome content and the real-world use of weapons or dangerous objects are also prohibited. For apps and games that contain fictional or mild violence, Samsung enforces a strict age-rating system. The Samsung Developer Age Rating guidelines apply to Galaxy Store submissions: • 12+ Rating: - Mild, infrequent expressions of violence without detailed descriptions are allowed - Weapons must be simplified; they cannot be presented in a realistic way and easily accessible tools, such as, knives or scissors, cannot be emphasized - All expression of blood/blood splatter must not be realistic (same applies to the animated) - If expression of bodily mutilation does not exist - If mild video, music, audio effect, or languages of violence is included - If damages resulting from competitions between players (as in PVP mode, etc.) is minor • 16+ Rating: - Mild, infrequent expressions of violence without detailed descriptions are allowed - Wounds or blood cannot be emphasized - Weapons can be presented in a realistic way, but easily accessible tools, such as knives or scissors, cannot be portrayed as appealing - If mild portrayals of bodily mutilation exist - Expression of blood splatter that is not overly emphasized - If violent videos, music, audio effects, or language are not overly emphasized - If damage resulting from competition between players (in PVP mode, etc.) exists,	
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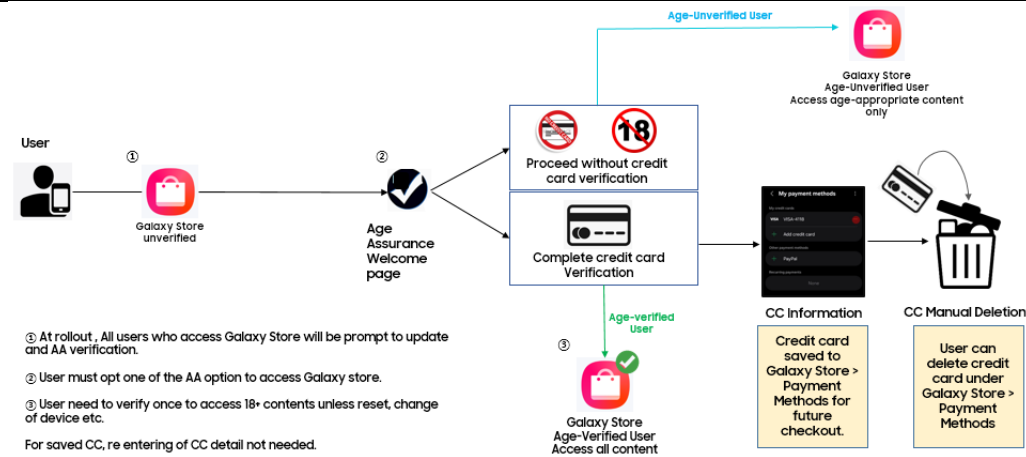
	and mitigating devices for such damage, such as safe havens or penalties against the attackers, exist • 18+ Rating: - Intense violence is allowed to be portrayed, but scenes focusing on homicide, suicide, death by accidents or violence, or torture must be avoided - Blood is allowed to be portrayed - Realistic or easily accessible tools, such as, knives or scissors, cannot be portrayed as appealing	
	Children: Paragraph 17(c): Suicide and self-harm content Refer to the above in 17(a). These are highlighted in the Samsung Developer App Distribution Guide and the Samsung Galaxy Store Seller Portal: App Distribution Guide: https://developer.samsung.com/galaxy-store/distribution-guide.html Seller Portal: https://seller.samsungapps.com/guidePopup.as?numcid=0202020000&localeLanguage=en&viewmore=0202020400 <u>3. Suicide and Self-Harm Content</u> Samsung's strict platform policies prohibit apps on the Samsung Galaxy Store from presenting, encouraging, or promoting suicide, self-harm, murder, or torture. Apps containing or facilitating self-harm content are banned from distribution. <u>Content Policies & App Guidelines</u> Under Samsung's App Distribution Guide, apps must: • Not visually or audibly present or encourage suicide and abuse. • Comply with applicable local laws, which in regions like Singapore are strictly enforced by the Infocomm Media Development Authority (IMDA). • Apps must not contain content that could lead to self-harm, choking, serious injury, or death.	

	Children: Paragraph 17(d): Cyberbullying content Refer to the above in 17(a). <u>4. Cyberbullying Content</u> Additional to what has been referred to in 17(a), Samsung also provides a guide on how to limit access to harmful or sensitive content when using Samsung products (example: https://www.samsung.com/au/support/newsalert/126409/): <u>Smartphones and Tablets</u> Samsung Kids is an application that allows users to monitor their children's use of certain Samsung devices. It lets you shape a safe environment for your child to happily explore and connect with the world. To learn more head to our page, Using Samsung Kids. For older children, users can download 'Google Family Link for parents' to add content restrictions and set other limits to help your child balance their screen time via parental controls. To learn how to set this up head to our guide, Using Parental Controls on my Samsung Phone. <u>Smart TVs</u> You can also ensure your child views kid-friendly content through parental controls on your Samsung TV. You can restrict usage of TV apps, channels and programme ratings and allow usage only via your TV's PIN. To learn more head to our page, Using Parental Controls on my Samsung TV.	
Paragraph 18: Children must not be targeted to receive content on the Service that the provider of the Service is reasonably aware to be detrimental to their physical or mental well-being. Such content includes but is not limited to the	Please <u>provide details</u> on the measures and include <u>explanations</u> on how they apply to content targeting including, but not limited to, in-app advertisements, promoted apps and app recommendations. Children:	

categories of harmful content and inappropriate content set out at paragraphs 4 and 17 of this Code. In this regard, content targeting refers but is not limited to advertisements (including in-app advertisements), promoted apps and app recommendations.	We operate our platform to ensure that content intended for individuals aged 18 and above is not displayed to children. Additionally, without completing age verification, access to content rated for 18 and above or otherwise inappropriate for certain age groups is restricted to prevent downloads. Regarding advertising, ads and recommendations are targeted based on the Samsung Account (i.e. declared age on Samsung Account). If the user declares on his/her Samsung account that he/she is below the age of 18, the user will not be able to receive ads/recommendations rated 18 and above. As a measure to prevent harmful or age-inappropriate content in these promoted apps/recommendations, the user has to verify his/her age (through Age Assurance) before being able to download the app. If the user is verified as below 18 or does not verify his/her age, the user will not be able to download the app. There are also no 3rd party ads on the Galaxy Store. Further, Galaxy Store operates a two-layered child ad protection system (Galaxy Store Child App Advertising Protection Framework) combining pre-publication review with a user-reporting mechanism to address the inherent limitations of dynamically served ads. If Ads is not appropriate for children, we detect the Ads defect according to the app review policy: 2.7 Advertisements. The app is rejected if Ads (e.g. sexuality, violence, etc.) is not appropriate for children while verifying the app. Policy - 2.7 Advertisements > 2.7.4 Apps must not contain or present ads that have the following types of content: Ads in Kids category apps that contain content that is not appropriate for children. ----- (Policy: https://developer.samsung.com/galaxy-store/distribution-guide.html)	
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	- App Review Policy > 2.7 Advertisements > 2.7 Advertisements 2.7.1 Ads must be clearly identified as ads and must not harm app or device usability. 2.7.2 Ads must provide close and skip buttons and make them clearly visible. 2.7.3 The content of ads must be appropriate for the app's age rating. 2.7.4 Apps must not contain or present ads that have the following types of content: • Violence toward or abuse of humans or animals • Sexual content (including, but not limited to, pornography, pedophilia, and bestiality). • Websites that have a sexual emphasis or adult toys, videos, or products (including, but not limited to, adult friend finder and dating websites) • Ads in Kids category apps that contain content that is not appropriate for children • Obscene, vulgar, or inappropriate language • Defamatory, libelous, slanderous, or unlawful content • Promotion of or unnecessary references to alcohol, tobacco (including electronic cigarettes), and drugs • Offensive references or discrimination towards individual persons or groups of people based on race, gender, sexual preference or identity, ethnicity, nationality, disability, religion, political identity, or ideology • Overtly political communication • Illegal activities, services, or substances • Description, depiction, or encouragement of illegal substances • Illegal, false, or deceptive investment or money-making advice, promotions, or opportunities • System notifications, push notifications, or similar notifications without user consent • Pharmaceutical products that are not certified in the countries that the apps are published in • Content that reasonable public consensus may find to be improper or inappropriate Further to this, Galaxy Store policy guidelines under 3.31 Kids category, apps need to comply with the following: 3.3.1 Apps published in the Kids category of Galaxy Store:	
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	• Must comply with applicable children’s privacy laws and statutes of the countries that the apps are published in (including, but not limited to, the Children’s Online Privacy Protection Act (COPPA) and European Union’s General Data Protection Regulation (GDPR)). • Must be designed for children under 13 years of age. • Must not contain links to outside of the app. It is further noted that for Kids category especially children under 13 years of age, they must not receive any calls from marketers or EDMs. Through proactive periodic reviews undertaken by the Samsung Galaxy Store team such as automated tests and human reviews, any app found to be non-compliant with any of the guidelines mentioned above will be suspended as per 1.1. Galaxy Store app review process.	
Paragraph 19: Unless the Service restricts access by children, children must be provided differentiated accounts whereby the settings for the tools to minimise access or exposure to and mitigate impact of harmful content and inappropriate content on the Service are robust and set to more restrictive levels that are age appropriate by default.	Please <u>describe</u> the settings/tools and <u>explain</u> how they are robust and set to more restrictive levels by default for children. Do include screenshots or evidence where possible. Children: Samsung Galaxy Store has implemented Age Assurance since 27 March 2026 to support online safety requirements and protect children online. All Galaxy Store users in Singapore must complete the Age Assurance step, before being able to access age appropriate apps and features, and restrict access to certain content (for example, 18+ content). FAQ link: https://www.samsung.com/sg/support/apps-services/sg-age-assurance/ The user journey flow is shown below:	

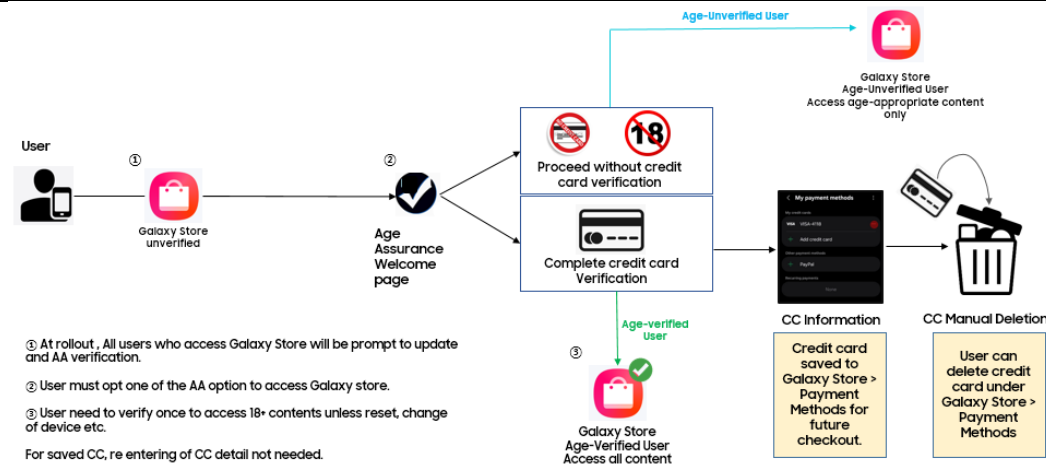


The Age Assurance implementation in the Samsung Galaxy Store establishes with reasonable accuracy whether a user should be treated as age verified for access to 18+ content. All users must complete the age assurance step before accessing Samsung Galaxy Store apps and features. The process is presented upfront through an age assurance welcome page. The landing page explains, in clear and simple language, that age assurance is required to determine whether the user can access all content, including 18+ content, or only age-appropriate content and features.

	The age assurance page explains the purpose of the process, the available choices, and the practical consequence of each choice before the user proceeds. It also uses simple terms such as “Age Verified: 18+” and “Age Not Verified” so that users, including younger users, can understand their status and the effect of verifying or not verifying their age. A user who does not verify age is not blocked from the Samsung Galaxy Store entirely, but will only be able to access age-appropriate content and features. The user will not be able to download or access 18+ content. This outcome is explained upfront in the age assurance journey. If a user who is 18 or above initially chooses to proceed without age verification, but later decides to verify their age, the user may reach out through Samsung Galaxy Store Settings > Contact Us to access the age assurance process again. The user may then choose to verify using a credit card, including an existing saved credit card where available. The Age Assurance implementation in the Samsung Galaxy Store ensures that users especially children under 18 by default will be restricted from 18+ and harmful content. When a user verifies to be aged under 18, the user is by-default allowed to download only age-appropriate content and will not be able to download apps rated 18+ and with harmful content based on the categories in Paragraph 4 of the ADS Code. The Age Assurance implementation is further complemented by Samsung Kids as per below on section 1.4. <u>1.4 Samsung Kids</u> Samsung Kids is an opt-in child-friendly mode available on Samsung mobile devices and tablets that allows a parent to shape a safe environment for his or her child to explore and content digitally. This allows a parent or guardian to set up and supervise a child’s access to applications. Some of the actions within Samsung Kids include but not limited to parental control settings, account management features, and content or search restrictions, ensuring compliance with child protection policies and regulatory requirements. A child would need a parent/guardian’s permission to download an app (all apps can be searched, but any downloads will require a parent/guardian permission to download).	
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	Example: When parents select to add the new app The “More Apps for Kids” feature within Samsung Kids redirects users to a dedicated Galaxy Store experience that presents only child-appropriate applications and content. Content available through this section is curated for younger audiences; supporting age-appropriate discovery and helping parents maintain a safe digital environment for their children. Link: https://www.samsung.com/sg/apps/samsung-kids/	
Paragraph 20: In this regard, the provider of the Service must have in place systems and processes, including age verification, or other means of age assurance, such that the age or age range of an ADS user of an account on the Service can be established with reasonable accuracy. Age assurance must be implemented in accordance with the data protection provisions under the Personal Data Protection Act 2012 and any relevant guidelines issued	Please <u>describe in detail</u> how and where the Service has implemented age assurance, and ensured the reasonable accuracy of it, in accordance with the Service’s age assurance implementation plan that IMDA has agreed to. Children: Samsung Galaxy Store has implemented Age Assurance since 27 March 2026 to support online safety requirements and protect children online. All Galaxy Store users in Singapore must complete the Age Assurance step, before being able to access age appropriate apps and features, and restrict access to certain content (for example, 18+ content). FAQ link: https://www.samsung.com/sg/support/apps-services/sg-age-assurance/ The user journey flow is shown below:	

by the Personal Data Protection Commission. These include the Advisory Guidelines on The PDPA for Children's Personal Data In The Digital Environment which stipulate, among other requirements, that organisations should practice data minimisation for age assurance purposes.



There will be two options available for user as below :

1. Credit card verification, for users aged 18 and above

Users who are 18 or above may verify their age using a credit card. Once verified, the user is labelled as “Age Verified: 18+” and may access all content in Samsung Galaxy Store, including 18+ content. If the user already has a saved credit card in the Samsung Galaxy Store account, Samsung may use the existing saved card for age assurance so the user does not need to re-enter card details.

2. Proceeding without age verification

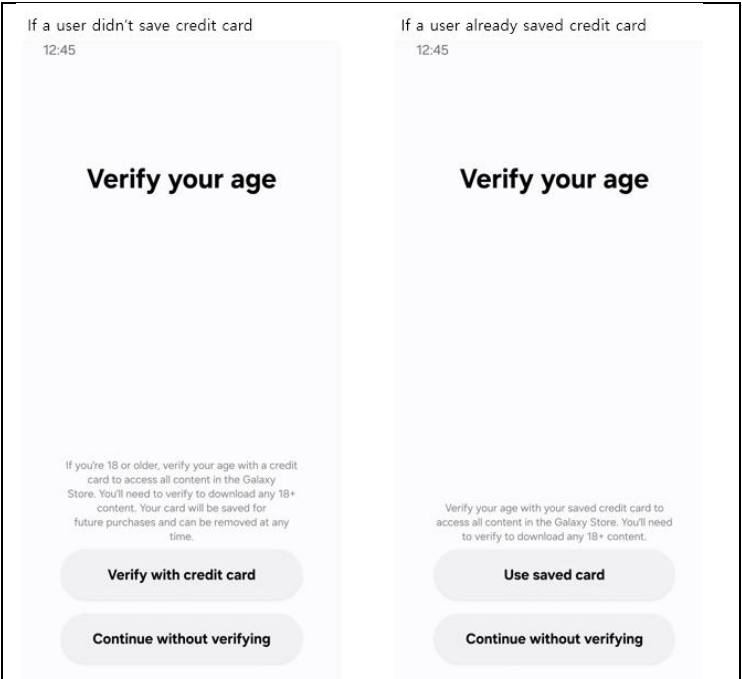
Users who are under 18, or users who prefer not to verify using a credit card, may continue without age verification. In that case, the account is treated as “Age Not Verified. You need to verify your age to download 18+ content” and the user may only access age-appropriate content and features. The user will not be able to access 18+ content unless age verification is completed.

The age assurance page explains the purpose of the process, the available choices, and the practical consequence of each choice before the user proceeds. It also uses simple terms

	such as “Age Verified: 18+” and “Age Not Verified” so that users, including younger users, can understand their status and the effect of verifying or not verifying their age. A user who does not verify age is not blocked from the Samsung Galaxy Store entirely, but will only be able to access age-appropriate content and features. The user will not be able to download or access 18+ content. This outcome is explained upfront in the age assurance journey. If a user who is 18 or above initially chooses to proceed without age verification, but later decides to verify their age, the user may reach out through Samsung Galaxy Store Settings > Contact Us to access the age assurance process again. The user may then choose to verify using a credit card, including an existing saved credit card where available. The Age Assurance implementation in the Samsung Galaxy Store ensures that users especially children under 18 by default will be restricted from 18+ and harmful content. When a user verifies to be aged under 18, the user is by-default allowed to download only age-appropriate content and will not be able to download apps rated 18+ and with harmful content based on the categories in Paragraph 4 of the ADS Code.	
	Please provide information on how the implementation of age assurance has complied with the data protection provisions under the Personal Data Protection Act 2012 (“PDPA”) and the relevant advisory guidelines issued by the Personal Data Protection Commission, such as the Advisory Guidelines on the PDPA for Children’s Personal Data in the Digital Environment. Children: Through the implementation of Age Assurance on the Galaxy Store, Samsung continues to be compliant in meeting PDPA and its advisory guidelines: Samsung has implemented an age assurance process for Samsung Galaxy Store to establish, with reasonable accuracy, whether a user should be treated as age verified for access to 18+ content.	

All users must complete the age assurance step before accessing Samsung Galaxy Store apps and features. The process is presented upfront through an age assurance welcome page.

The landing page explains, in clear and simple language, that age assurance is required to determine whether the user can access all content, including 18+ content, or only age-appropriate content and features.



Users are provided with two options:

1. Credit card verification, for users aged 18 and above

Users who are 18 or above may verify their age using a credit card. Once verified, the user is labelled as “Age Verified: 18+” and may access all content in Samsung Galaxy Store, including 18+ content. If the user already has a saved credit card in the Samsung Galaxy

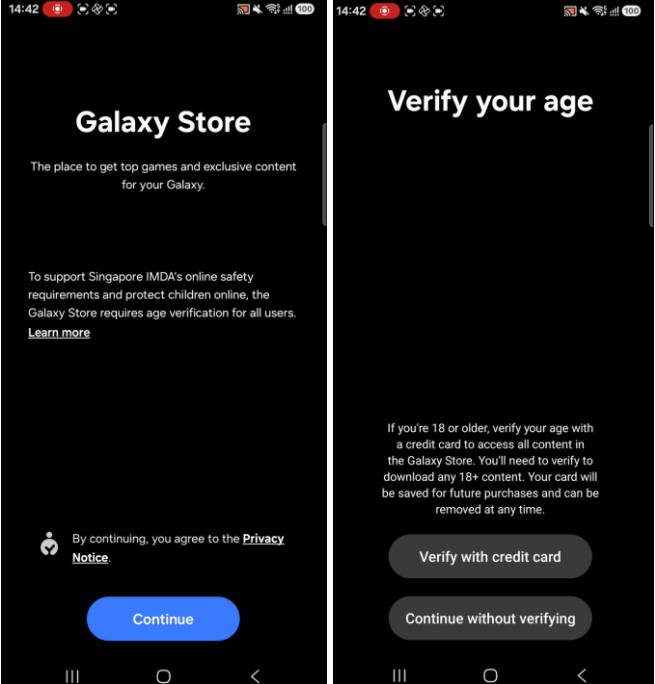
	Store account, Samsung may use the existing saved card for age assurance so the user does not need to re-enter card details. 2. Proceeding without age verification Users who are under 18, or users who prefer not to verify using a credit card, may continue without age verification. In that case, the account is treated as “Age Not Verified. You need to verify your age to download 18+ content” and the user may only access age-appropriate content and features. The user will not be able to access 18+ content unless age verification is completed. The age assurance page explains the purpose of the process, the available choices, and the practical consequence of each choice before the user proceeds. It also uses simple terms such as “Age Verified: 18+” and “Age Not Verified” so that users, including younger users, can understand their status and the effect of verifying or not verifying their age. A user who does not verify age is not blocked from the Samsung Galaxy Store entirely, but will only be able to access age-appropriate content and features. The user will not be able to download or access 18+ content. This outcome is explained upfront in the age assurance journey. If a user who is 18 or above initially chooses to proceed without age verification, but later decides to verify their age, the user may reach out through Samsung Galaxy Store Settings > Contact Us to access the age assurance process again. The user may then choose to verify using a credit card, including an existing saved credit card where available. Samsung practices data minimisation for age assurance purposes. Samsung only collects and uses information needed to complete the age assurance process, apply access settings, comply with online safety requirements, prevent misuse or circumvention, manage payment methods, and respond to support requests. Where the user already has a saved credit card, Samsung does not require the user to re-enter card details. Where the user proceeds without age verification, Samsung records only that the user proceeded without age verification and treats the account as not age verified.	
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	Samsung applies relevant payment security controls, including PCI-DSS requirements applicable to credit card processing and storage. Once age verification is completed, the resulting payment method information is saved in the user's Samsung Galaxy Store account for future checkout. The user is informed upfront that the saved credit card may be removed at any time through Samsung Galaxy Store > Payment Methods settings. Samsung Galaxy Store Privacy Notice which can be accessed at https://terms.samsungconsent.cn/6mztkyy858/PN/1.3/SGP/SGP_eng.html or through Galaxy Store > menu > settings > Privacy Notice further supports compliance with the PDPA by explaining the categories of information collected and used for age assurance. This includes age verification and payment method information, age verification status information, and a record where the user proceeds without age verification. The privacy notice also explains the purposes of use, including implementing age assurance measures, applying access settings, complying with online safety requirements, managing payment methods, preventing misuse or circumvention, and responding to support requests. The DPO contact information is also provided in the privacy notice as shown below as well: The Data Protection Officer, Samsung Electronics Singapore Pte. Ltd. 30 Pasir Panjang Road #17-31/32 Mapletree Business City Singapore 117440 Email: privacy.sg@samsung.com Samsung also applies retention controls. Age verification status and related records are retained only for as long as needed to operate Samsung Galaxy Store access settings, support online safety requirements, prevent misuse or circumvention, and comply with legal obligations. When this information is no longer required for these purposes, Samsung will delete or anonymise it in accordance with its retention practices.	
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Paragraph 22: Children and their parents or guardians must be provided clear warnings of the implications if they opt out of the default settings of the children accounts. Children and their parents or guardians must have access to information and tools that enable them to (i) manage children's safety; and (ii) effectively minimise children's access or exposure to, and mitigate the impact of, harmful content and inappropriate content on the Service. These must include without being limited to: a. Information about the apps made available on the Service that parents or guardians may use to assess the appropriateness of the apps for children. These may include description of the features and functionalities of the app,	Please provide information on the clear warnings of implications in place for children and parents who opt out of default settings. Please include screenshots or evidence where possible. Children: In the implementation of Age Assurance in the Samsung Galaxy Store, all Galaxy Store users in Singapore must complete the Age Assurance step, before being able to access age appropriate apps and features, and restrict access to certain content (for example, 18+ content). Users identified as children are not allowed to exercise opt-out, consistent with regulatory requirements and child protection measures. The explanation provided when a user verifies his/her age on the Age Assurance portal in the Samsung Galaxy Store (inclusive of the Privacy Notice) as well as the FAQ provided online make it clear the purpose of why Age Assurance has been implemented on the Galaxy Store and that users are not allowed to opt out. The Age Assurance implementation in the Samsung Galaxy Store ensures that users especially children under 18 by default will be restricted from 18+ and harmful content. When a user verifies to be aged under 18, the user is by-default allowed to download only age-appropriate content and will not be able to download apps rated 18+ and with harmful content based on the categories in Paragraph 4 of the ADS Code. FAQ link: https://www.samsung.com/sg/support/apps-services/sg-age-assurance/	
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description of the type of content on the app, and consumer advice regarding such content.

- b. Tools that parents or guardians may use to supervise and manage children’s access to and use of apps. These may include user or parental controls, and search restrictions.



Please describe in detail the information and tools available on your service for children and parents/guardians to (i) manage children’s safety; and (ii) effectively minimise children’s access or exposure to, and mitigate the impact of, harmful and inappropriate content.

You may also provide information on additional measures outside the sub-categories paragraphs 22(a) and 22(b) that meet the outcomes described in paragraph 22 of the Code.

Children:

Paragraph 22(a): Information about the apps made available on the Service that parents or guardians may use to assess the appropriateness of the apps for children. These may

include description of the features and functionalities of the app, description of the type of content on the app, and consumer advice regarding such content.

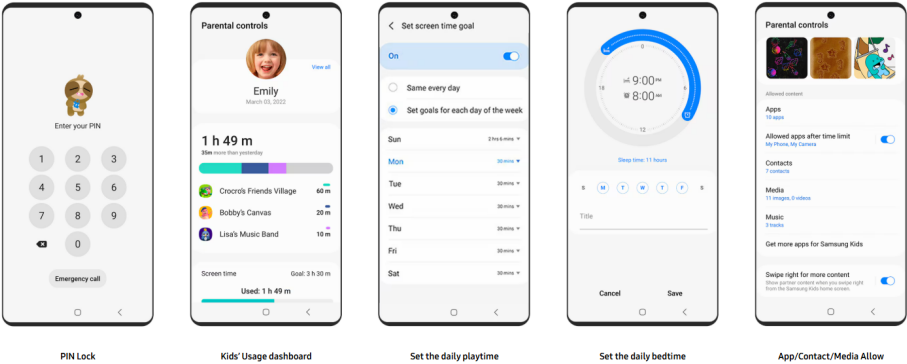
Samsung Galaxy Store Age Assurance implementation is further complemented by Samsung Kids as per below on section 1.4.

1.4 Samsung Kids

Samsung Kids is an opt-in child-friendly mode available on Samsung mobile devices and tablets that allows a parent to shape a safe environment for his or her child to explore and content digitally. This allows a parent or guardian to supervise a child’s access to applications. Some of the actions within Samsung Kids include but not limited to parental control settings, account management features, and content or search restrictions, ensuring compliance with child protection policies and regulatory requirements.

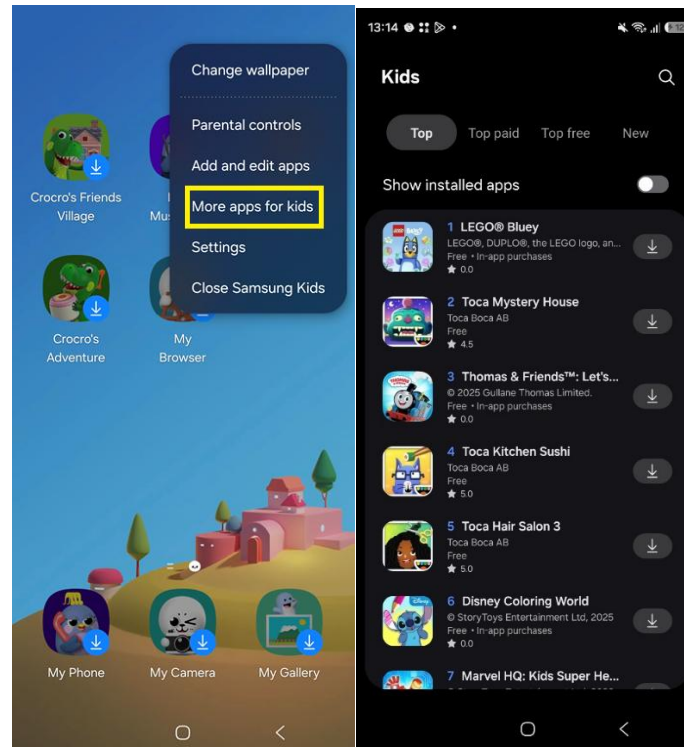
Link: <https://www.samsung.com/sg/apps/samsung-kids/>

Help your child develop good digital habits with Samsung Kids. Set limits on playtime as well as give access to specific contacts and apps. Keep up with the usage report to see what your child is doing, or make sure they're only seeing what's appropriate. Samsung Kids is a safe environment for your child to learn and play.



Example:

When parents select to add the new app The “More Apps for Kids” feature within Samsung Kids redirects users to a dedicated Galaxy Store experience that presents only child-appropriate applications and content. Content available through this section is curated for younger audiences; supporting age-appropriate discovery and helping parents maintain a safe digital environment for their children.



Children:

Paragraph 22(b): Tools that parents or guardians may use to supervise and manage children's access to and use of apps. These may include user or parental controls, and search restrictions.

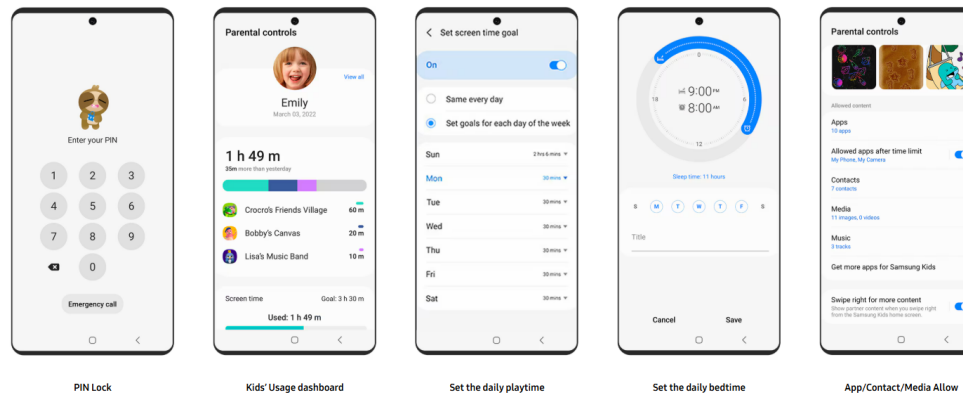
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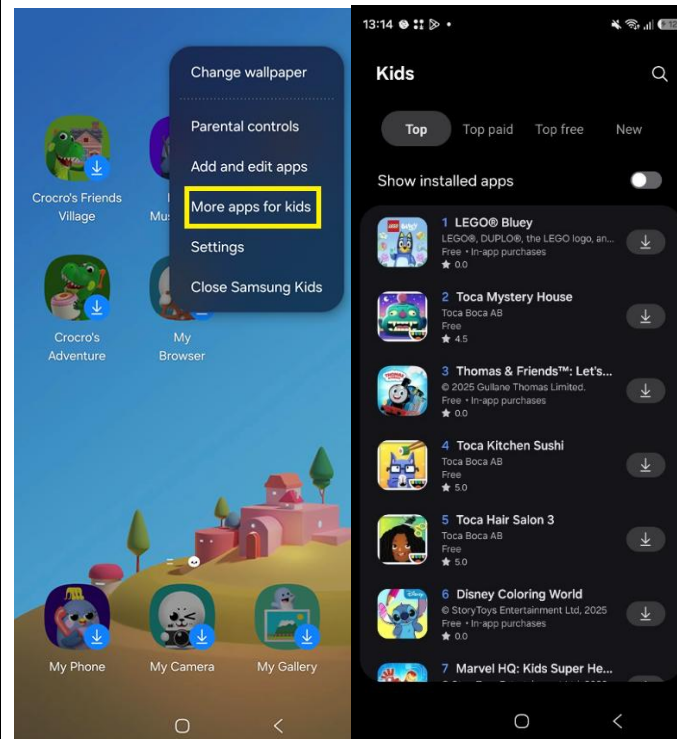
Link: <https://www.samsung.com/sg/apps/samsung-kids/>

Help your child develop good digital habits with Samsung Kids. Set limits on playtime as well as give access to specific contacts and apps. Keep up with the usage report to see what your child is doing, or make sure they're only seeing what's appropriate. Samsung Kids is a safe environment for your child to learn and play.



Example:

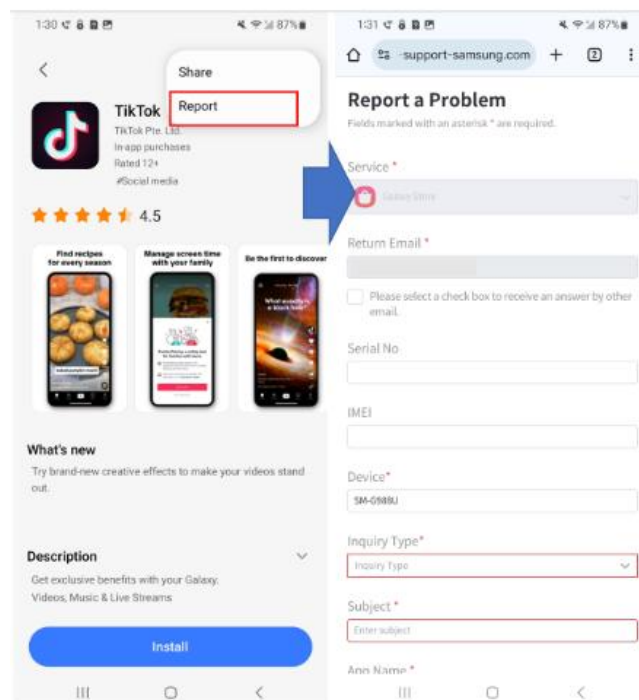
When parents select to add the new app The “More Apps for Kids” feature within Samsung Kids redirects users to a dedicated Galaxy Store experience that presents only child-appropriate applications and content. Content available through this section is curated for younger audiences; supporting age-appropriate discovery and helping parents maintain a safe digital environment for their children.



Children:

Other additional measures

Paragraph 24: Unless the Service explicitly disallows the distribution or storage of apps with a UGC functionality, the provider of the said Service must ensure that the providers of such apps have: a. Content moderation measures to detect, assess, and remove harmful content in relation to the categories set out at paragraph 4 of this Code; and b. An in-app channel for ADS users to report directly to the relevant app provider(s) any content on such apps in relation to the categories of harmful content and inappropriate content set out at paragraphs 4 and 17 of this Code.	Please provide information on how the Service has ensured <u>providers of UGC apps</u> have content moderation measures and in-app reporting channels in place. Please include screenshots or evidence where possible. All ADS users in Singapore: Paragraph 24(a): Content moderation measures to detect, assess, and remove harmful content in relation to the categories set out at paragraph 4 of this Code. Content moderation measures regarding user-generated content (UGC) are referred to under 1.1 Galaxy Store app review, which follows based on the Galaxy Store distribution guide (https://developer.samsung.com/galaxy-store/distribution-guide.html): <u>2.6 User-generated content</u> 2.6.1 Apps with user-generated content must have a mechanism to filter restricted content from the app. 2.6.2 Apps with user-generated content must provide measures to resolve intellectual property infringement. 2.6.3 Apps with user-generated content must provide users with a method and instructions to report to the app’s registering person or entity issues of restricted content or intellectual property infringement. All ADS users in Singapore: Paragraph 24(b): An in-app channel for ADS users to report directly to the relevant app provider(s) any content on such apps in relation to the categories of harmful content and inappropriate content set out at paragraphs 4 and 17 of this Code. User may click on the option on the right of the published app and select Report.	
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- (Example #1) TikTok contents IP issue report

<TikTok Contents - Copyright (IP) Infringement Report >

- TikTok (www.tiktok.com) > Copyright :

<https://support.tiktok.com/en/safety-hc/account-and-user-safety/copyright>

In here, Click " Copyright Infringement Report "

- Copyright (IP) Infringement Report :

<https://www.tiktok.com/legal/report/Copyright>

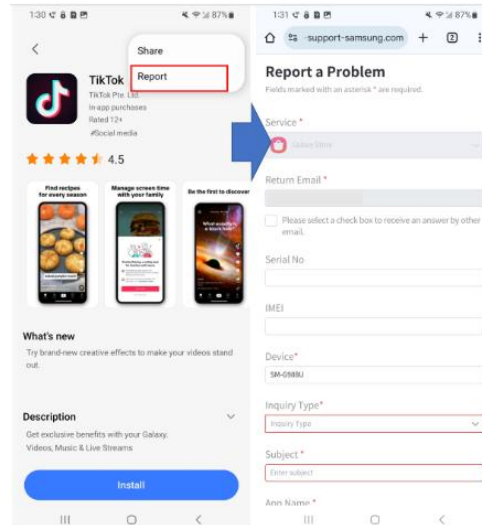
You can register the Copyright Infringement Report here.

- TikTok > Terms of Service :

	https://www.tiktok.com/legal/page/row/terms-of-service/en -----	
Paragraph 25: The provider of the Service must take appropriate action(s) against app providers that fail to resolve ADS user reports in accordance with the Service's policies.	Please provide information on the actions the Service has taken against <u>providers of UGC apps</u> who have failed to resolve ADS user reports. To date, no such instances have been observed. Should such cases arise, the Service will assess the matter and take appropriate enforcement actions in accordance with established policies and procedures, including removal of content or the application where necessary.	
Section B: User Reporting and Resolution		
Paragraph 26: Any individual must be able to report content on the Service in relation to the categories of harmful content and inappropriate content set out at paragraphs 4 and 17 of this Code. In this regard, the reporting and resolution mechanism provided to ADS users must be effective, transparent, easy to access, and easy to use. a. ADS users' reports must be assessed, and appropriate action(s) must be taken by the provider of the Service in a timely and diligent manner that is proportionate to the severity or imminence of the potential harm. In particular, timelines must be expedited for content and activity related	Please provide information on the measures, and include screenshots or evidence where possible. All ADS users in Singapore: Paragraph 26(a): ADS users' reports must be assessed, and appropriate action(s) must be taken by the provider of the material and terrorism. ADS user reports are systematically reviewed and processed on a weekly schedule with appropriate actions taken in accordance with established policies and procedures, as referred to in 1.1. Galaxy Store app review process where apps before and after publication have to go to automated tests and human reviews. Due to the seriousness and volume of many games with sexual and violent content, the Galaxy Store team carefully reviews and test apps to check on such content. Currently, since the team first began tracking from 2024, there has been no report on CSEA material, suicide and self-harm, cyberbullying content. The main mode of engagement between the Galaxy Store and the app developer/Seller is via the Seller Portal: https://seller.samsungapps.com/ The Galaxy Store team provides responses if the seller leave a feedback or Voice of Customer (VOC) regarding modifications through the Seller Portal.	

to child sexual exploitation and abuse material and terrorism. Appropriate action(s) may include: i. Swiftly removing the reported content or the app(s) containing such content from the Service, or restricting access to the reported content or app(s) on the Service; and ii. Warning, suspending, or banning the app provider(s) of the reported app(s). b. Where the Service receives a report that is not frivolous or vexatious, the ADS user who submitted the report must be informed of the decision and the action taken by the provider of the Service with respect to that report without undue delay, unless the ADS user had expressly opted not to be informed. c. Where the Service decides to remove or disable the reported app(s) from the app store, or suspend or terminate the	Please provide information on the measures, and include screenshots or evidence where possible. All ADS users in Singapore: Paragraph 26(b): Where the Service receives a report that is not frivolous or vexatious, the ADS user who submitted the report must be informed of the decision and the action taken by the provider of the Service with respect to that report without undue delay, unless the ADS user had expressly opted not to be informed. Feedback is formally provided subsequent to the final review, in line with established procedures and regulatory requirements, to ensure accuracy and accountability. Referring to 1.2 Escalation channel: 1.2 Escalation channel Galaxy Store team ensures timely Voice of Customer (VOC) handling to end user who have reported problem for the related app. User report: User submits report --> Galaxy Store team reviews --> app suspended, where users cannot search/download the app from the Galaxy Store. A response is provided to the user even if the content is found to be not inappropriate. Seller report: After suspension, seller sends appeal email to Galaxy Store seller on system --> The seller can re-register the app after modification. Appeal or review of decision made: User: A user who wants to appeal on the decision made by the Galaxy Store team regarding an app simply need to re-register the report. Seller: A seller can leave inquiries through the Seller Portal Customer Service (CS): https://seller.samsungapps.com/. The feedback is forwarded to the person-in-charge, who will then respond to the seller.	
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account of the app provider(s) of the reported app(s), any ADS user who has downloaded the reported app(s) within the last six months must be informed as soon as reasonably practical, taking into account the egregiousness or severity of the nature of the violation. d. The ADS users referred to in sub-paragraph (b) must be allowed to submit requests to the provider of the Service for a review of the decision and the action taken.	Please provide information on the measures, and include screenshots or evidence where possible. All ADS users in Singapore: Paragraph 26(c): Where the Service decides to remove or disable the reported app(s) from the app store, or suspend or terminate the account of the app provider(s) of the reported app(s), any ADS user who has downloaded the reported app(s) within the last six months must be informed as soon as reasonably practical, taking into account the egregiousness or severity of the nature of the violation. In the case of removed or disabled apps, both seller and reported user are informed of the decision to either suspend or remove the app. In 2027, Samsung Galaxy Store intends to operate a system to issue push notifications and/or emails to users who have installed the suspended application, ensuring timely communication in line with regulatory and internal requirements. Please provide information on the measures, and include screenshots or evidence where possible. All ADS users in Singapore: Paragraph 26(d): The ADS users referred to in sub-paragraph (b) must be allowed to submit requests to the provider of the Service for a review of the decision and the action taken. User may click on the option on the right of the published app and select Report.	
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Once a user submits a report to the Galaxy Store regarding the published app, the Galaxy Store team will review the app.

If at any point the app does not comply with Galaxy Store guidelines, refer to 1.2 Escalation Channel:

Galaxy Store team ensures timely Voice of Customer (VOC) handling to end user who have reported problem for the related app.

User report:

User submits report --> Galaxy Store team reviews --> app suspended, where users cannot search/download the app from the Galaxy Store. A response is provided to the user even if the content is found to be not inappropriate.

Seller report:

After suspension, seller sends appeal email to Galaxy Store seller on system --> The seller can re-register the app after modification.

	If a user reports on inappropriate content on an app and the app is found to not comply with Galaxy Store guidelines: 1. The app can be suspended, where users cannot search/download the app from the Galaxy Store. 2. Seller (Developer) Account removal: The Seller's account can be removed according to Galaxy Store Seller Portal Terms and Conditions below. This would lead to all of the seller's apps being removed from the Galaxy Store. The seller account can also be removed due to intellectual property (IP): <u>(iii) an assertion or claim that your Application infringes the intellectual property rights of a third party or otherwise contains illegal content.</u> This can be done at any time if required based on the guidelines to remove the seller's account. 3. Appeal or review of decision made: User: A user who wants to appeal on the decision made by the Galaxy Store team regarding an app simply need to re-register the report. Seller: A seller can leave inquiries through the Seller Portal Customer Service (CS): https://seller.samsungapps.com/. The feedback is forwarded to the person-in-charge, who will then respond to the seller.	
Section C: Accountability - Mandatory Information		
Paragraph 27: ADS users must have access to clear and easily comprehensible information that enable them to assess the level of safety and related safety measures afforded by the provider of the Service and make informed choices.	Please provide information on the measures, and include screenshots or evidence where possible. All ADS users in Singapore: All applications are published with a designated age rating to categorize content by age appropriateness, ensuring users can assess and access applications in accordance with the intended age group.	

		
Section C: Accountability – Mandatory Metrics		
Paragraph 29(a): The volume, breakdown by content category and outcomes of ADS user reports on the Service in relation to the categories of harmful content and inappropriate content set out at paragraphs 4 and 17 of this Code;	Please <u>provide information</u> and <u>insert metrics</u> that IMDA has agreed to, broken down by the content categories and ADS user categories. Please include accompanying explanations or footnotes to explain the metrics, where appropriate. <i>The use of the following table format (or a comparable version) is encouraged.</i>	

	Content Categories	ADS user Categories	Total volume of ADS user reports received	Volume of ADS user reports assessed to be harmful / inappropriate and <u>removed</u>	Volume of ADS user reports assessed to be harmful / inappropriate with <u>other action taken</u> (please specify and include a column for each type of action taken)	Volume of ADS user reports assessed to be <u>not</u> harmful / inappropriate , with <u>no action taken</u>	
	Sexual content	All ADS users in Singapore	0	0	0	0	
		Children	0	0	0	0	
	Violent content	All ADS users in Singapore	0	0	0	0	
		Children	0	0	0	0	
	Suicide and self-harm content	All ADS users in Singapore	0	0	0	0	
		Children	0	0	0	0	
	Cyberbullying content	All ADS users in Singapore	0	0	0	0	
		Children	0	0	0	0	

	<table><tr><td>Content endangering public health</td><td>All ADS users in Singapore</td><td>0</td><td>0</td><td>0</td><td>0</td></tr><tr><td>Content facilitating vice and organized crime</td><td>All ADS users in Singapore</td><td>0</td><td>0</td><td>0</td><td>0</td></tr><tr><td colspan="2">Sub-total: All ADS users in Singapore</td><td>0</td><td>0</td><td>0</td><td>0</td></tr><tr><td colspan="2">Sub-total: Children</td><td>0</td><td>0</td><td>0</td><td>0</td></tr><tr><td colspan="2">Total</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table>	Content endangering public health	All ADS users in Singapore	0	0	0	0	Content facilitating vice and organized crime	All ADS users in Singapore	0	0	0	0	Sub-total: All ADS users in Singapore		0	0	0	0	Sub-total: Children		0	0	0	0	Total		0	0	0	0	
Content endangering public health	All ADS users in Singapore	0	0	0	0																											
Content facilitating vice and organized crime	All ADS users in Singapore	0	0	0	0																											
Sub-total: All ADS users in Singapore		0	0	0	0																											
Sub-total: Children		0	0	0	0																											
Total		0	0	0	0																											
Paragraph 29(b): The prevalence and breakdown by content category of (i) violating or non-compliant apps on the Service that are accessible by ADS users in Singapore; and (ii) app providers providing such apps, in relation to the categories of harmful content and inappropriate content set out at paragraphs 4 and 17 of this Code;	Please <u>provide information</u> and <u>insert metrics</u> that IMDA has agreed to, broken down by the content categories and ADS user categories. Please include accompanying explanations or footnotes to explain the metrics, where appropriate. <i>The use of the following table format (or a comparable version) is encouraged</i> <table><tr><th>Content Categories</th><th>ADS user Categories</th><th>Volume of violating or non-compliant <u>apps</u> accessible by ADS users in Singapore</th><th>Volume of <u>app providers</u> providing violating or non-compliant apps accessible by ADS users in Singapore</th></tr><tr><td>Sexual content</td><td>All ADS users in Singapore</td><td>0</td><td>0</td></tr></table>	Content Categories	ADS user Categories	Volume of violating or non-compliant <u>apps</u> accessible by ADS users in Singapore	Volume of <u>app providers</u> providing violating or non-compliant apps accessible by ADS users in Singapore	Sexual content	All ADS users in Singapore	0	0																							
Content Categories	ADS user Categories	Volume of violating or non-compliant <u>apps</u> accessible by ADS users in Singapore	Volume of <u>app providers</u> providing violating or non-compliant apps accessible by ADS users in Singapore																													
Sexual content	All ADS users in Singapore	0	0																													

		Children	0	0	
	Violent content	All ADS users in Singapore	0	0	
		Children	0	0	
	Suicide and self-harm content	All ADS users in Singapore	0	0	
		Children	0	0	
	Cyberbullying content	All ADS users in Singapore	0	0	
		Children	0	0	
	Content endangering public health	All ADS users in Singapore	0	0	
	Content facilitating vice and organized crime	All ADS users in Singapore	0	0	
	Sub-total: All ADS users in Singapore		0	0	
	Sub-total: Children		0	0	
	Total		0	0	

Paragraph 29(c): The timeliness of the Service's systems and processes at reviewing and addressing ADS user reports, in relation to the categories of harmful content and inappropriate content set out at paragraphs 4 and 17 of this Code; and

Please provide information and insert metrics that IMDA has agreed to, broken down by the content categories and ADS user categories.

Please include accompanying explanations or footnotes to explain the metrics, where appropriate.

The use of the following table format (or a comparable version) is encouraged

Content Categories	ADS user Categories	Timeliness at reviewing and addressing ADS user reports in Singapore (e.g. median/average time taken)
Sexual content	All ADS users in Singapore	0
	Children	0
Violent content	All ADS users in Singapore	0
	Children	0
Suicide and self-harm content	All ADS users in Singapore	0
	Children	0
Cyberbullying content	All ADS users in Singapore	0
	Children	0
Content endangering public health	All ADS users in Singapore	0

	<table><tr><td>Content facilitating vice and organized crime</td><td>All ADS users in Singapore</td><td>0</td></tr><tr><td colspan="2">Sub-total: All ADS users in Singapore</td><td>0</td></tr><tr><td colspan="2">Sub-total: Children</td><td>0</td></tr><tr><td colspan="2">Total</td><td>0. Reason for the total of 0 is due to no such instances taking place in Samsung Galaxy Store in Singapore. Should such cases arise, the Service will assess the matter and take appropriate enforcement actions in accordance with established policies and procedures, including removal of content or the application where necessary.</td></tr></table>	Content facilitating vice and organized crime	All ADS users in Singapore	0	Sub-total: All ADS users in Singapore		0	Sub-total: Children		0	Total		0. Reason for the total of 0 is due to no such instances taking place in Samsung Galaxy Store in Singapore. Should such cases arise, the Service will assess the matter and take appropriate enforcement actions in accordance with established policies and procedures, including removal of content or the application where necessary.	
Content facilitating vice and organized crime	All ADS users in Singapore	0												
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Paragraph 29(d): The effectiveness of the Service’s proactive actions in detecting and addressing (including removing) violating or non-compliant apps that are accessible by ADS users in Singapore, in relation to the categories of harmful content and inappropriate content set out at paragraphs 4 and 17 of this Code.	Please <u>provide information</u> and <u>insert metrics</u> that IMDA has agreed to, broken down by the content categories and ADS user categories. Please include accompanying explanations or footnotes to explain the metrics, where appropriate. <i>The use of the following table format (or a comparable version) is encouraged</i> <table><tr><th>Content Categories</th><th>ADS user Categories</th><th>Volume of violating or non-compliant apps accessible by ADS users in Singapore <u>proactively detected and addressed</u></th></tr><tr><td></td><td></td><td><i>Note: Enforcement actions on violating or non-compliant apps detected by ADS user reports <u>would not</u> be considered as proactive efforts. Proactive efforts</i></td></tr></table>		Content Categories	ADS user Categories	Volume of violating or non-compliant apps accessible by ADS users in Singapore <u>proactively detected and addressed</u>			<i>Note: Enforcement actions on violating or non-compliant apps detected by ADS user reports <u>would not</u> be considered as proactive efforts. Proactive efforts</i>						
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			<i>are to be taken before an ADS user report is made.</i>	
	Sexual content	All ADS users in Singapore	0	
		Children	0	
	Violent content	All ADS users in Singapore	0	
		Children	0	
	Suicide and self-harm content	All ADS users in Singapore		
		Children	0	
	Cyberbullying content	All ADS users in Singapore	0	
		Children	0	
	Content endangering public health	All ADS users in Singapore	0	
	Content facilitating vice and organized crime	All ADS users in Singapore	0	
	Sub-total: All ADS users in Singapore		0	
	Sub-total: Children		0	
	Total		0	