



Singapore Code of Practice for Online Safety Transparency Report

Submitted: June 30, 2025

Resubmitted with clarifications: January 7, 2026

Code Obligations:	
Section A: User Safety	
<p>Paragraph 8: End-users must be able to use the Service in a safe manner. In this regard, the Service must put in place measures to minimize end-users’ exposure to harmful content, empower end-users to manage their safety on the Service and mitigate the impact on end-users that may arise from the propagation of harmful content.</p> <p><i>And</i></p> <p>Paragraph 9: 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 Service must therefore also have specific measures to protect children from harmful content.</p>	<p>Please provide information on the measures in place for all End-users in Singapore:</p> <p>YouTube’s systems are designed to connect users with high quality content from high-quality sources. In addition, YouTube has various policies that set what is not allowed on YouTube. These policies can be accessed via this landing page in YouTube’s Help Centre. For example, YouTube’s Community Guidelines include policies that cover the categories of harmful content in Paragraph 4 of the Code of Practice.</p> <p>YouTube’s approach to curbing the spread of harmful content involves removing content that violates its policies as quickly as possible, raising high quality information in rankings and recommendations, and rewarding trusted eligible creators and artists. YouTube applies these principles globally. YouTube uses a combination of people and machine learning to detect problematic content automatically and at scale. Machine learning is well-suited to detect patterns, which helps YouTube find content similar to other content that YouTube has already removed, even before it is viewed. Every quarter, YouTube publishes data in the Community Guidelines enforcement report about removals that were first detected by automated means. YouTube invests product and engineering resources toward continually advancing our systems’ capacity for rapid and efficient detection and removal of violative content, including by leveraging AI and emerging technologies.</p> <p>YouTube also recognises the best way to quickly remove content is to anticipate problems before they emerge. YouTube’s Intelligence Desk monitors news, social media, and user reports to detect new trends surrounding inappropriate content, and works to make sure YouTube’s teams are prepared to address them before they become a larger issue.</p> <p>In this report, we highlight additional details about specific measures in places to minimise users’ exposure to problematic content, empower users to manage their safety on YouTube and mitigate the impact on users that may arise from the propagation of problematic content.</p> <p>Please provide information on any differentiated or additional measures in place for Children:</p> <p>Based on YouTube’s Terms of Service, YouTube users must be at least 13 years old to use YouTube unless they are enabled by their parent or a legal guardian. YouTube is committed to ensuring an as safe as possible experience for our young users. While we provide kids and teenagers with a space and tools to navigate their imagination and curiosity, we also understand that these same young people need special protections and considerations when it comes to what they experience and discover online. Accordingly, we give parents choices to guide their kids’ YouTube journey and invest heavily in the technology and teams that help provide kids and families with the best protection possible. These are:</p>

YouTube Kids

[YouTube Kids](#) is a separate app that is simple and packed full of age-appropriate videos, channels, and playlists for kids to explore. It also includes tools for parents and caregivers to guide their journey. Our systems work hard to exclude content not suitable for kids, but if parents or caregivers find something inappropriate that we missed, it can be blocked or reported for fast review. To learn more, visit the [YouTube Kids Help Centre](#).

On YouTube Kids, we work to identify content that is age-appropriate by using a mix of automated filters, human review, and feedback from parents to protect the community. We also adhere to our [quality principles](#) to identify content that is enriching, engaging, and inspiring and is diverse enough to meet the varied interests of kids globally. This includes specific content policies designed with feedback from our [Youth and Families Advisory Committee](#), which is made up of external specialists in children's media, child development, digital learning, and citizenship from a range of academic, non-profit, and clinical backgrounds. This includes participation from Singapore Management University. These principles are used to determine eligibility for the YouTube Kids app. Then, eligibility for each content setting is based on the age-appropriateness rating (Pre-school, Younger and Older content, as described [here](#)).

When parents choose a content setting for their child, they will see content eligible for that setting. The setting parents choose will impact what their children find in searches or in recommended videos. Our automated systems and human reviewers work to identify suitable content based on the setting they have selected.

In addition to content settings, parents can tailor the YouTube Kids experience for their child by adjusting specific parental controls and settings. For example, these controls and settings let parents do things like:

- [Limit content available to a child's profile to parent-approved videos and channels](#)
- [Block and share content with their child](#)
- [Disable autoplay](#)
- [Limit screen time on YouTube Kids](#)

Supervised Experiences

A [supervised experience](#) on YouTube is a parent-managed version of regular YouTube for children under 13. With a supervised account, parents select a [content setting](#) that limits the videos and music children under 13 can find and play. [Supervised accounts](#) also limit the [features](#) they can use and the ads they can see, and adjust the default account settings.

In September 2024, YouTube [announced](#) parents and teens will be able to [link](#) their accounts in our new Family Centre hub. In the Family Centre, parents can see shared insights into their supervised teens' channel activity on YouTube including the number of uploads, subscriptions, and comments. Parents (and teens) will also receive proactive email notifications at key events, like when teens upload a video or start a livestream, providing an opportunity to offer advice on responsible creation supported by [resources](#) created with [Common Sense Networks](#), an affiliate of [Common Sense Media](#).

Made for Kids Quality Principles

As mentioned above, we have developed a set of [quality principles](#), alongside child development specialists and based on extensive research, to help guide creators who upload kids and family content. These principles supplement our Community Guidelines, which help create a safe viewing experience for everyone, and apply to both long-form content and YouTube Shorts.

The [quality principles](#) for kids and family content may affect a channel's performance. High-quality content gets raised up in recommendations. The principles also guide decisions both for inclusion in YouTube Kids and channel and video monetisation. On the other hand, content that demonstrates low-quality is reduced in recommendations. Channels found to have a strong focus on low-quality "made for kids" content may be [suspended](#) from the YouTube Partner Program. If an individual video is found to violate these quality principles, it may also get limited or no ads.

Age restriction and safeguards

In response to Paragraph 8, Google uses a combination of people and machine learning tools to detect and flag potentially age inappropriate content for minors, which is then [age-restricted](#). YouTube also provides an option for creators to [age-restrict their own videos](#). This type of age restriction is self-imposed and is not a result of a review by YouTube. When a video is age-restricted, viewers must be signed in and 18 years of age or older to view it. These videos are not shown in certain sections of YouTube. Age-restricted videos may also have limited or no ads. Videos that creators proactively age restrict are still subject to YouTube's Community Guidelines. If YouTube decides that a video should be age restricted, a [permanent age restriction](#) will be applied. This restriction happens even if the creator also age-restricts the video.

In March 2025, as part of YouTube's continued efforts to create an age-appropriate experience, we're strengthening enforcement of our existing violent or graphic content policy. In accordance with our policy, certain dramatised or fictional violence when it contains graphic scenes may become [age-restricted](#). For more information, visit the [violent or graphic content policy](#).

Additionally, in March 2025, the [illegal or regulated good or services policy](#) was [strengthened](#) relating to online gambling content. Content that does not violate our Community Guidelines but still features depictions or promotions of online casino sites or apps may be [age-restricted](#). This means that online gambling content (excluding online sports betting and depictions of in-person gambling) won't be viewable to signed-out users or users under 18. For more information, visit the [illegal or regulated goods or service policy](#).

In February 2025, the YouTube CEO [announced](#) YouTube's plans to use machine learning in 2025 to help estimate a user's age – distinguishing between younger viewers and adults – to help provide the best and most age appropriate experiences and protections.

Additionally, see our response to Paragraph 18 below for more information about YouTube's [safeguards limiting repeated recommendations](#) of certain content to support the well-being and mental health of young people.

Child safety policy

	<p>The child safety policy explains guidance on how YouTube doesn't allow content that endangers the emotional and physical well-being of minors. A minor is someone under 18 years old. A user can report Community Guidelines violations or situations they believe a child is in danger by following these instructions. Users are also able to report the channel when multiple videos or comments violate policy.</p> <p>To protect minors on YouTube, content that doesn't violate our policies but depicts children or is uploaded by minors may have some features disabled at both the channel and content level.</p> <p>YouTube also disallows children under the age of 13 to appear in a live stream unless they are visibly accompanied by an adult. Channels not in compliance with this policy may temporarily or permanently lose their ability to live stream.</p> <p>In this report, we highlight additional details about specific measures in place to protect children from problematic content.</p>
<p>Paragraph 11: End-users' exposure to harmful content must be minimised via reasonable and proportionate measures. These measures include, but are not limited to, a set of community guidelines and standards, and content moderation measures that are put in place and effected by the Service. The Service's community guidelines and standards must address the categories of harmful content in paragraph 4 and must be published.</p>	<p>Please provide information on the community guidelines and standards in place and how they address the categories of harmful content in paragraph 4.</p> <p>Please provide information on the content moderation measures in place and how they are enforced or effected. Please include screenshots or evidence where possible.</p> <p>Community Guidelines on YouTube YouTube enforces a broad range of policies to help build a safe community. These policies include, but are not limited to, YouTube's Community Guidelines, which broadly cover the categories of harmful content in Paragraph 4 of the Code of Practice. YouTube applies these policies globally.</p> <p>These include, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Nudity and sexual content policy • Violent or graphic content policy • Harmful or dangerous content policy • Suicide, self-harm, and eating disorder policy • Harassment and cyberbullying policy • Misinformation policy, including YouTube's medical misinformation policy • Sale of illegal or regulated goods or services policies • Violent extremist or criminal organisations policy <p>Content Moderation on YouTube YouTube's approach to combating harmful information involves removing content that violates YouTube's Community Guidelines as quickly as possible, and surfacing high-quality information in ranking and recommendations. Each of YouTube's policies is carefully thought through so they are consistent, well-informed, and can be applied to content from around the world. They are developed in consultation with a range of external industry and policy experts, as well as YouTube creators. New policies go through testing before they go live to ensure YouTube's global team of content reviewers can apply them accurately and consistently.</p> <p>As referenced in Paragraph 9, YouTube continues to invest in automated detection systems, and relies on both human evaluators and machine learning to train their</p>

	<p>systems on new data. YouTube’s engineering teams also continue to update and improve their detection systems regularly.</p> <p>In general, enforcement of YouTube’s policies is a joint effort between people and machine learning technology. YouTube starts by giving its most experienced team of content moderators enforcement guidelines (detailed explanations of what makes content violative and non-violative), and asks them to differentiate between violative and non-violative materials. If the new guidelines allow them to achieve a very high level of accuracy, YouTube expands the testing group to include hundreds of moderators across different backgrounds, languages and experience levels.</p>
<p>Paragraph 12: End users must have access to tools that enable them to manage their own safety and effectively minimise their exposure to, and mitigate the impact of, harmful content and unwanted interactions on the Service. Such tools may include:</p> <p>(a): Tools to restrict visibility of harmful content and/or unwanted comments</p> <p>(b): Tools to limit visibility of the end-user’s account, including profile and content, as well as contact and/or interactions with other end-users</p> <p>(c): Tools to limit location sharing</p>	<p>Please describe in detail the tools that address all three sub-categories and how they meet the outcomes described in paragraph 12 of the Code. You may also provide information on additional tools outside these sub-categories that meet the outcomes of the Code. Do include screenshots or evidence where possible.</p> <p>All End-users in Singapore: Paragraph 12(a): Tools to restrict visibility of harmful content and/or unwanted comments</p> <p>Tools to report abuse or inappropriate content on YouTube For content believed to violate YouTube’s Community Guidelines, users can report content using YouTube’s flagging feature, which is available to signed-in users in Singapore via computer (desktop or laptop), mobile devices, and other surfaces. Details on how to report different types of content using YouTube’s flagging feature is outlined in YouTube’s Help Centre. Users can also submit a legal complaint if content identified may violate local law.</p> <p>Restricted Mode on YouTube Restricted Mode is an optional setting that users can use on YouTube. This feature can help screen out potentially mature content that you or others using your devices may prefer not to view. Turning on Restricted Mode will also hide the comments section on videos. For more information, visit the Help Centre.</p> <p>Managing recommendations and search results YouTube has built controls that help users decide how much data they want to provide, including managing recommendations and search results. Users can view, delete, or turn on or off their YouTube watch and search history at any time. Specifically, if users do not want to see recommendations at all on the homepage or on the Shorts tab, they can turn off and clear their YouTube watch history. For users with YouTube watch history off and no significant prior watch history, the homepage will show the search bar and the Guide menu, with no feed of recommended videos. This allows users to take steps to minimise the chances of them getting recommendations for content that they feel is harmful. Users can also tell YouTube when it is recommending something a user is not interested in. For example, buttons on the homepage and in the ‘Up next’ section allow users to filter and choose recommendations by specific topics. Users can also click on ‘Not interested’ and/or ‘Don’t recommend channel’ to tell YouTube that a video or channel is not what a user wanted to see at that time, and YouTube will consider that when generating recommendations for that viewer in the future.</p>

Additional information about how a user can manage their recommendation settings are outlined in [YouTube's Help Centre](#).

Moderating comments and live chats on YouTube

YouTube offers users who upload videos the opportunity to control various [settings](#) to restrict the visibility of comments on videos that they upload. Creators can choose to turn comments on or hold all comments for a specific video. If creators choose to turn on comments, they can select the following comment moderation options: "none" (don't hold any comments); "basic" (hold potentially inappropriate comments); or "strict" (hold a broader range of potentially inappropriate comments). YouTube also offers the ability for creators to [hide comments from specific users](#) from the rest of the creator's audience, which means the hidden channel's comments won't show on any videos on the creator's channel, and they cannot create clips from the creator's videos or live streams. Comments held for review are available in over 100 languages and are not publicly visible unless a user approves them.

Viewers of YouTube videos are also able to block a channel if they no longer want to see their messages on live chat or receive their mentions.

Users can also select moderators to help review and manage comments other users leave on their videos or the messages participants send during a live chat. There are two types of moderators: a standard moderator and managing moderator. A standard moderator can remove any inappropriate or potentially abusive or offensive content or hide another user from viewing a channel. A managing moderator has the same privileges as a standard moderator, in addition to being able to enable features to detect spam or self-promotion in comments, turn live chat on or off, limit how often other users can send a chat message, and block live chat messages that contain or closely match certain words.

All End-users in Singapore:

Paragraph 12(b): Tools to limit visibility of the end-user's account, including profile and content, as well as contact and/ or interactions with other end-users

Users who wish to limit visibility of content uploaded to their channel or interaction with users can adjust [channel-level settings](#), [comment settings](#), or [privacy settings](#).

Limit channel visibility

Users can [hide](#) their channel to make their channel name, videos, likes, subscriptions, and subscribers private. If a user wishes to make their content viewable to others, or if they want to upload, comment, or use playlists, they will need to re-enable their channel following the steps outlined [here](#).

Limit contact with other users

As mentioned in our response to Paragraph 12(a), YouTube offers users who upload videos the ability to control their [comment settings](#), including pausing or turning off comments for a specific video, and hiding comments from a specific user. Additionally, users can add a list of words and phrases that they do not want to show in comments to [blocked words](#) lists.

Manage privacy settings on content

	<p>By adjusting privacy settings, users can limit visibility into their videos and playlists. Both videos and playlists can be set to private or unlisted. Private videos and playlists can only be seen by the user and whomever they choose, while unlisted videos and playlists can be seen and shared by anyone with the link to the content. Private and unlisted videos won't appear in the Videos tab of a channel homepage or show up in YouTube's search results. Unlisted videos may show up in search results if added to another user's public playlist.</p> <p>All End-users in Singapore: Paragraph 12(c): Tools to limit location sharing</p> <p>YouTube does not by default display the location of creators in their respective videos, and also does not display the location of users on any comments.</p>
<p>Paragraph 13: End-users must be able to easily access information related to online safety on the Service. Such information must be easy to understand and must include the availability of tools and local information, including Singapore-based safety resources or support centres, if available. The service should seek to implement, support and/ or maintain programmes and initiatives to educate and raise awareness of such information.</p> <p><i>And</i></p> <p>Paragraph 21: Children must be able to easily access information related to online safety on the Service. Such information must be easily understood by children and must include information on tools available to protect children harmful and/or inappropriate content and unwanted interactions, as well as local information, including Singapore-based safety resources or support centres, if available. The Service should seek to implement, support and/ or maintain programmes and initiatives to educate and raise awareness of such information.</p>	<p>Please explain how your service has made information related to online safety easy to be accessed, including local information. You may also include details on programmes and initiatives to educate and raise awareness of such information.</p> <p>All End-users in Singapore:</p> <p>YouTube has published a Help Centre article on Information on online safety specifically for users in Singapore. This article outlines information about:</p> <ul style="list-style-type: none"> • Policies in place to address harmful content • How to report Community Guidelines violative or illegal content • Locally based organisations in Singapore to assist users in need of suicide and self-harm support • Parental controls and settings for YouTube Kids profiles & supervised accounts <p>In addition to the YouTube Help Centre, YouTube regularly updates its YouTube for Families Help Centre to share safety resources for families with children, pre-teens, or teens who use YouTube Kids or Supervised Experiences. This Help Centre page is accessible to everyone and provides information about YouTube's products and features that parents and caregivers can use to guide their kids' YouTube journey and choose the best YouTube experience for their family.</p> <p>For teens, YouTube has partnered with experts like the World Health Organization (WHO) and Common Sense Networks to develop public industry-wide resources (example here) related to teens and online well-being. YouTube also has a family guide for supervised experiences that outlines tips and tricks that parents and caregivers can leverage to help build healthy digital habits.</p> <p>For creators, YouTube makes safety resources available in the Creator Safety Centre. The resources cover a range of topics including, but not limited to: growing a channel safely, managing unwanted behavior from others, and finding support for matters related to physical danger and violent threads as well as depression, suicide or thoughts of self-harm. For YouTube Shorts, a guide has been introduced to share best practices on creating YouTube Shorts.</p> <p>Programmes and initiatives</p>

	<p>In March 2025, YouTube announced it will join over a dozen regional content creators and distributors representing ten countries to participate in the Youth Digital Wellbeing Initiative, supporting a unified vision for the development of high-quality, age-appropriate content for young people. This work includes enabling greater access to content that promotes media literacy and digital citizenship, fosters learning in and outside of the classroom, and supports development and wellbeing.</p> <p>Please explain how your service has made information related to online safety easily accessible for children, including local information. You may also include details on programmes and initiatives to educate and raise awareness of such information.</p> <p>Children:</p> <p>See response to Paragraph 13, which also applies to users who are children.</p>
<p>Paragraph 14: End-users who use high-risk search terms such as, but not limited to, terms relating to self-harm and suicide on the Service must be actively offered relevant safety information (stated in paragraph 13) such as, but not limited to, local suicide prevention hotlines, if available.</p> <p><i>And</i></p> <p>Paragraph 22: Children who use high-risk search terms, such as, but not limited to, terms relating to self-harm and suicide, on the Service must be actively offered relevant safety information (stated in paragraph 21) such as, but not limited to, local suicide prevention hotlines, if available.</p>	<p>Please provide information on safety resources provided to users who use high-risk search terms with new examples of search terms, that are not limited to self-harm and suicide. Do include screenshots or evidence where possible.</p> <p>All End-users in Singapore:</p> <p>Protective measures are in place for high-risk search terms used by any user (including a user that is a child). When a user in Singapore searches for content related to self-harm and suicide, search results will display a crisis resource panel encouraging them to seek support and share contact information of locally based organisations like Samaritans of Singapore.</p> <p>YouTube crisis resource panels also include a full-page experience that better helps viewers pause for a moment. This full-page experience allows viewers to more prominently see resources for the third-party crisis hotlines run by locally based organisations. An example of the full-page experience of the crisis resource panel in Singapore is shown in the screenshot below:</p>

	
<p>Paragraph 15: End-users’ exposure to child sexual exploitation and abuse material and terrorism content on the Service must be minimized through the use of technologies and processes. These technologies and processes must 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 is available on the Service is minimised.</p>	<p>Please provide information of safety resources provided to users who use high-risk search terms. The information provided is not limited to terms relating to self-harm and suicide. Do include screenshots or evidence where possible.</p> <p>Children:</p> <p>See response to Paragraph 14, which also applies to users who are children.</p> <p>Please provide information on the measures, and include screenshots or evidence where possible.</p> <p>All End-users in Singapore:</p> <p>We rely on a combination of people and machines to identify and remove violative content. Flags can come from our automated systems, from members of the Priority Flagger program, or from users in the broader YouTube community. YouTube’s automated systems use machine learning that uses data from previous human reviews to identify potentially violative content. Most of our systems are continuously supplied with millions of data points from human reviews, meaning our automated systems offer a high level of accuracy in detecting violations. Automated systems also provide efficient response time to our users for the high volume of content that YouTube receives. When systems have a high degree of confidence, they make an automated decision. If not, the system flags the content, and a trained human reviewer evaluates before any action is taken.</p>
<p>Paragraph 16: End-users must be protected from preparatory child sexual exploitation and abuse activity and terrorism activity on</p>	<p>We elaborate further on the specific measures we have in place in relation to CSAM and terrorism content below:</p> <p>Minimising exposure to child sexual abuse material (CSAM) and protecting end-users from preparatory child sexual exploitation</p>

the Service through reasonable and proportionate steps taken by the Service to proactively detect and swiftly remove preparatory child sexual exploitation and abuse activity (such as online grooming for child sexual abuse) and terrorism activity (such as glorifying or endorsing terrorist activities and recruitment).

YouTube has strict policies and robust operations in place to tackle content and behaviour that is harmful or exploitative to children. Under YouTube's [child safety](#) policy (as mentioned in our response to Paragraph 9 above and Paragraph 17 below), YouTube prohibits content that puts minors at risk including areas such as unwanted sexualisation and child sexual abuse material (CSAM).

We have heavily invested in engineering resources to detect child sexual abuse material (CSAM) in ways that are precise and effective, and have long used this technology to prevent the distribution of known child sexual abuse imagery (CSAI) videos on YouTube. Our proprietary [CSAI Match technology](#) allows us to detect known CSAI videos. In cases where a video contains CSAI or a user solicits CSAI through comments or other communications, our team reports it to the [National Center for Missing and Exploited Children \(NCMEC\)](#), who then liaise with global law enforcement agencies.

YouTube also deploys safety by design principles to deter users from seeking out child sexual abuse material (CSAM) on YouTube. YouTube blocks search results that lead to child sexual abuse imagery or material that appears to sexually victimise, endanger or otherwise exploit children. More information on how YouTube is fighting abuse can be found [here](#).

Google's [Combating Child Sexual Abuse Material transparency report](#) includes data about YouTube's efforts to detect, remove, and report CSAM and CSAI. Learn about CSAI Match and our other tools to identify CSAM at scale [here](#).

Minimising exposure to terrorist content

Under YouTube's [violent extremist or criminal organisations policy](#), content intended to praise, promote, or aid violent extremist or criminal organisations is not allowed on YouTube. These organisations are not allowed to use YouTube for any purpose, including recruitment.

Similar to CSAI content, YouTube uses hash matching (or “digital fingerprints”) technology to detect known violent extremist content. Previously reviewed content determined to be violative of our policies is hashed, and these hashes are compared against other content hosted on our products. When a match is found, the content is reviewed to verify whether it indeed violates our policies. If it does, the content is removed and is used to train our machines for better coverage in the future.

In 2016, YouTube created a [hash-sharing database](#) with industry partners where we share hashes of terrorist content to stop its spread. The shared database currently contains more than [400,000 unique hashes](#) that are near-identical to the human eye. Once content has been hashed, other platforms can use these hashes to help detect related content on their platforms and assess it against their own content policies. This organised effort is now formally operated by the Global Internet Forum to Counter Terrorism (GIFCT), of which YouTube and Google are members. YouTube's vast media library and automated detection systems make us a large contributor of hashes to the hash-sharing database. In accordance with the sharing criteria established by GIFCT, YouTube contributed over 65,000 unique hashes to the hash-sharing database in 2024.

Paragraph 17: Besides harmful content, children’s exposure to inappropriate content must also be

Please provide information on the measures, and include screenshots or evidence where possible.

minimised through reasonable and proportionate measures. These measures include, but are not limited to, a set of community guidelines and standards and content moderation measures put in place and effected by the Service that are appropriate for children. These community guidelines and standards must minimally address the following categories of content, and must be published:

- (a): Sexual content
- (b): Violent content
- (c): Suicide and self-harm content
- (d): Cyberbullying content

Children:

As mentioned in our response to Paragraph 9, YouTube has a broad range of Community Guidelines and content moderation measures to help limit users' (including children's) exposure to harmful content.

Our Community Guidelines include, but are not limited to, the following:

- [Nudity and sexual content policy](#)
- [Violent or graphic content policy](#)
- [Harmful or dangerous content policy](#)
- [Suicide and self-harm policy](#)
- [Harassment and cyberbullying policy](#)

In addition to such generally applicable policies, we highlight that YouTube has the following policies to further protect children, in relation to the 4 categories of harmful content mentioned in Paragraph 17 of the Code:

Child Safety Policy

YouTube does not allow content that endangers the emotional and physical well-being of minors, including content that features sexualization of minors, harmful or dangerous acts involving minors, content that targets young minors and families but contain age-inappropriate themes, and content showing cyberbullying and harassment toward minors. A minor is someone under 18 years old. Examples of content that will be removed if it violates this policy include (please note this is not an exhaustive list):

- Sexually explicit content featuring minors and content that sexually exploits minors.
- Content that targets young minors and families but contains sexual themes, violence, obscene, or other mature themes not suitable for young audiences.
- Content inflicting or advocating for the infliction of physical, sexual or emotional maltreatment or neglect of a child, including inflicting emotional distress on minors.
- Content that intends to shame, deceive or insult a minor, or encourages others to bully or harass.

Age Restriction

Further, YouTube may age-restrict content based on a variety of reasons (e.g. videos will not be viewable to users below 18 years of age or are signed out). Below are examples of content removed if it violates this policy (please note this is not an exhaustive list):

- Nudity and sexually suggestive content
 - A video that invites sexual activity, such as provocative dancing or fondling
 - A video where the subject is in a pose that is intended to sexually arouse the viewer
 - A video where the subject is in clothing that is considered unacceptable in public contexts, such as lingerie
- Violent or graphic content
 - A video with context showing survivor's injuries in a major road accident
 - A video focused on violent or gory imagery, such as focusing solely on the most graphically violent part of a film or video game

Paragraph 18: Children must not be targeted to receive content that the Service is reasonably aware to be detrimental to their physical or mental well-being. Such content includes the categories of harmful and/or inappropriate content in paragraphs 4 and 17. In this regard, content targeting refers, but is not limited to, advertisements, promoted content and content recommendations.

Where applicable, please provide details on how the measures apply to content targeting including, but not limited to, advertisements, promoted content and content recommendations.

Children:

First and foremost, as mentioned in our response to Paragraph 9, YouTube seeks to remove content that violates our Community Guidelines. YouTube also has certain policies specific to children, which are outlined in our response to Paragraph 17 above.

In addition, within the YouTube Kids and within Supervised Experiences for pre-teens on the main YouTube platform, parents can select the content setting they want their children to have access to, and from which recommendations are made. In YouTube Kids, parents can choose between 3 content settings as described [here](#). For Supervised Experiences for pre-teens on the main YouTube platform, parents can also select a content setting for their child, as described [here](#). Paragraph 20 will go into more detail on YouTube Kids and Supervised Experiences content settings.

Parents or guardians can also customise young users' access to content by [blocking content for their child's YouTube Kids profile](#) or for their child's supervised account on the main YouTube platform.

Manage recommendations and search results

YouTube introduced [safeguards reducing repeated recommendations](#) of certain content to specifically support the well-being and mental health of young people. For example, while some types of content may seem innocuous in a single view, experts have found that repeatedly viewing some types of content can be problematic for young people, such as content that displays social aggression, compares physical features or idealises some body types, fitness levels. or weight over others.

In March 2025, YouTube [announced](#) its quality principles have expanded to encompass a wider set of topics that could be problematic if viewed repeatedly by some teens, including unrealistic or bad financial advice that takes advantage of teens that may have low financial literacy, content that portrays delinquency or negative behaviours, and content that portrays teens as cruel and malicious or encouraged them to ridicule others. More details can be found on YouTube's blog [here](#).

Additional information about how a user can manage their recommendation settings can be found above in Paragraph 12(a).

Ad safeguards for children on YouTube

Personalised advertising is prohibited to users below 18 years of age across YouTube, including YouTube Kids and YouTube's Supervised Experiences. We also have [safeguards](#) in place to prevent age-sensitive ad categories from being shown to children and teens.

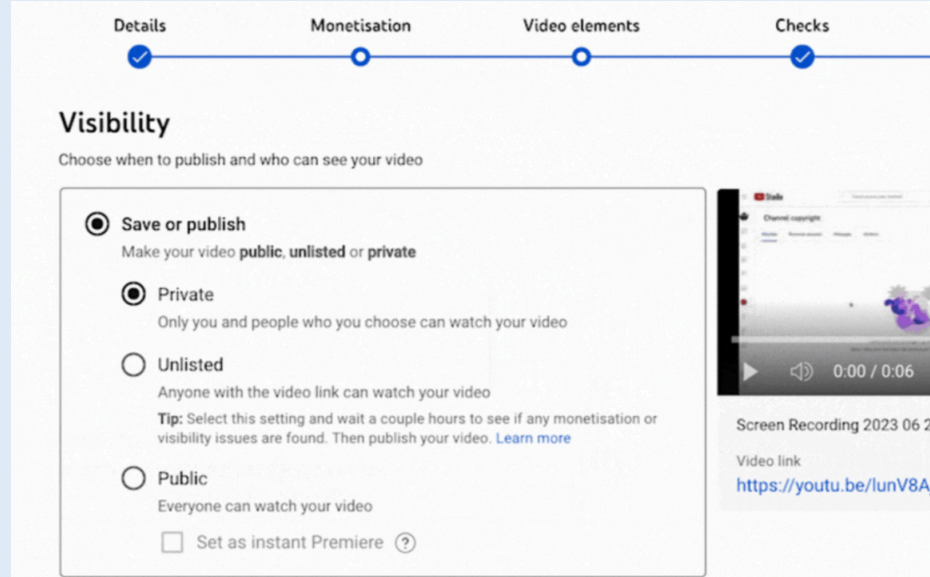
Blocking, reporting and turning off ads on YouTube

If a user thinks an ad they have been served is inappropriate or violative of [Google's ad policies](#), the user can report it. More information can be found [here](#).

	<p>Users also have the ability to turn off ads on YouTube by signing up for YouTube Premium, which allows users to watch videos without interruptions by ads before and during a video, including video overlay ads. Users who are YouTube Premium members will also not see third-party banner ads and search ads. Ad-free videos are supported across all devices and platforms where you can sign in with your Google Account—including on compatible smart TVs/gaming consoles and the YouTube and YouTube Kids mobile apps, if they're available in your location.</p>
<p>Paragraph 19: Children or their parents/ guardians must have access to tools that enable them to manage children’s safety, and effectively minimise children’s exposure to, and mitigate the impact of, harmful and/ or inappropriate content and unwanted interactions on the Service. These tools may include the following:</p> <p>(a): Tools to effectively manage the content that children see and/or their experiences.</p> <p>(b): Tools to:</p> <ol style="list-style-type: none"> i. Limit the public visibility of children’s accounts, including their profile and content; ii. Limit who can contact and/or interact with children’s accounts; and iii. Limit location sharing 	<p>Please describe in detail the tools available on your service for children and/or parents/guardians to effectively manage the content that children see and/or their experiences, and how they meet the outcomes described in paragraph 19 of the Code.</p> <p>Children: Paragraph 19(a): Tools to effectively manage the content that children see and/or their experiences.</p> <p>Bedtime and Take a Break Reminders on YouTube YouTube recently announced improvements to Bedtime and Take a Break reminders on YouTube, both of which help strike a balance between watching and well-being. Take a Break reminders can be set at certain frequencies as a reminder to pause from watching videos, while Bedtime reminders trigger at specific times to encourage viewers to stop watching videos and go to bed. Now, reminders appear as a full-screen takeover across Shorts and long-form videos, and Take a Break has a default trigger setting for every 60 minutes. Both features are globally available and continue to be on by default for users under 18.</p> <p>For more information, see our response to Paragraph 9 on YouTube Kids and Supervised Experiences.</p> <p>Children: Paragraph 19(b): Tools to:</p> <ol style="list-style-type: none"> i. Limit the public visibility of children’s accounts, including their profile and content; ii. Limit who can contact and/or interact with children’s accounts; and iii. Limit location sharing. <p>See our response above to Paragraph 9, as well as Paragraphs 12(a) to (c), that also applies to users who are children.</p> <p>In addition, YouTube has default privacy settings for videos uploaded by users below the age of 18 as follows:</p> <p>Privacy settings on video uploads In order to help minimise unwanted interactions, YouTube also provides restrictive privacy settings. The default video privacy setting for videos uploaded by users aged 13–17 is private. For users under the age of consent, YouTube does not yet offer the ability to create a channel, and therefore those users cannot create videos or receive comments. YouTube also does not allow children under the age of 13 to appear in a live</p>

stream unless they are visibly accompanied by an adult. Channels not in compliance with this policy may temporarily or permanently lose their ability to live stream.

Implications of each privacy setting is clearly set out in the user interface, as shown in the screenshot below:



Paragraph 20: Unless the Service restricts access by children, children must be provided differentiated accounts whereby the settings for the tools to minimise exposure and mitigate impact of harmful and/or inappropriate content and unwanted interactions are robust and set to more restrictive levels that are age appropriate by default. Children or their parent/ guardians must be provided clear warnings of implications if they opt out of the default settings.

Please describe the settings/tools and explain how they are robust and set to more restrictive levels by default for children. Do include screenshots or evidence where possible.

Children:

YouTube Kids and Pre-teen Supervised Experience

As mentioned in Paragraph 9, for children under the age of 13, we provide differentiated account types through YouTube Kids and Supervised Experiences. For more information on teens' experience, Paragraph 9 highlights the Family Centre Hub.

To enable a pre-teen to access Supervised Experiences on the main YouTube platform, parents must create a [supervised Google account](#) for them.

To enable a child to access [YouTube Kids](#), parents have the option to set up the app in a signed out state, or to sign into the app and create a profile for their child (associated with the parent's Google account). Finally, if their child has a supervised Google account, parents can also set up YouTube Kids for their child's account.

In these account types, we provide more restrictive settings which include:

- Age restriction for certain types of content (see our response to Paragraph 9 and 17)
- Parental controls in both the [YouTube Kids experience](#) and the [Supervised Experiences](#), where parents can block content
- YouTube Kids offers [content settings](#) that align to different ages. "Preschool" aligns with ages 4 and under. "Younger" aligns with ages 5–8. "Older" aligns with ages 9–12. Parents can also define profiles for their kids' viewing to [handpick the content](#) they have access to.

- Supervised Experiences for pre-teens offer [content settings](#) that align to different ages. "Explore" generally aligns with content ratings for viewers aged 9+, "Explore More" generally aligns with content ratings for viewers aged 13+, and "Most of YouTube" is where almost all videos on YouTube would be accessible except for content marked as 18+ or otherwise not appropriate for viewers using supervised experience. Depending on the content setting the parent picks, their child can also view [comments on videos](#), with extra protections added from the comments seen on 13+ YouTube.

Users are able to find out about the differences between YouTube Kids and Supervised Experiences, and therefore the implications of switching between the two types of experiences, [here](#).

Age Restriction and Made for Kids Principles

In addition to the safeguards in place via YouTube Kids and Supervised Experiences, YouTube has the following safeguards in place to minimise exposure to age-inappropriate content:

- Age restriction: Please see our response in Paragraph 9 above for details.
- Made for Kids Principles: Please see our response in Paragraph 9 above for details.

Safeguards limiting repeated recommendations of certain content

For users under the age of 18, YouTube introduced [safeguards limiting repeated recommendations](#) of certain content to specifically support the well-being and mental health of young people (see also our response to Paragraph 18 on managing content recommendations).

Please refer to Paragraph 19(b) for more detail on the default privacy settings for users below the age of 18.

Section B: User Reporting and Resolution

Paragraph 23: Any individual must be able to report concerning content or unwanted interactions to the Service in relation to the categories of harmful and/or inappropriate content in paragraphs 4 and 17. In this regard, the reporting and resolution mechanism provided to end-users must be effective, transparent, easy to access, and easy to use.

Please provide information on the measures, and include screenshots or evidence where possible.

All End-users in Singapore:

Paragraph 23(a): End-users' reports must be assessed, and appropriate action(s) must be taken by 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 to terrorism. Appropriate action(s) may include:

- i. Swiftly removing the reported content or restricting access to the reported content; and
- ii. Warning, suspending, or banning the account(s) that generated, uploaded, or shared the reported content.

In response to Paragraph 12, users can report content believed to violate YouTube's [Community Guidelines](#) using YouTube's [flagging feature](#), which is available to signed-in users in Singapore via computer (desktop or laptop), mobile devices, and other surfaces. Details on how to report different types of content using YouTube's flagging feature is outlined in YouTube's [Help Centre](#). Users can also report a [privacy complaint](#) if they believe someone has used their personal info without permission or submit a [legal complaint](#) if content identified may violate local law.

Please provide information on the measures, and include screenshots or evidence where possible.

All End-users in Singapore:

Paragraph 23(b): Where the Service receives a report that is not frivolous or vexatious:

- i. The end-user who submitted the report must be informed of the Service's decision and action taken with respect to that report without undue delay.
- ii. Should the Service decide to take action against the report content or account(s), the end user holding the account(s) that generated, uploaded, or shared the reported content must be informed of the Service's decision and action without undue delay.

Users in Paragraph 23(b)(i)

Users can [view their Reporting History](#) to check the status of videos they have reported on YouTube, which include:

- Live: Videos that are either not yet reviewed or that we decided don't violate YouTube Community Guidelines.
- Removed: Videos that have been removed from YouTube.
- Restricted: Videos that have been placed in a restricted state, like [age-restriction](#).

Users in Paragraph 23(b)(ii)

After a creator's first Community Guidelines violation, they will typically get a warning with no penalty to their channel. They will have the chance to take [a policy training](#) to allow the warning to expire after 90 days. Creators will also get the chance to receive a warning in another policy category. If the same policy is violated within that 90 day

window, the creator's channel will be given a strike.

A channel may be permanently terminated if a creator receives three strikes in the same 90-day period, or the channel is determined to be wholly dedicated to violating YouTube's guidelines. In some cases, YouTube may terminate a channel for a single case of severe abuse, as [explained](#) in the Help Centre. YouTube may also remove content for reasons other than Community Guidelines violations, such as a first-party privacy complaint or a court order. In these cases, creators will not be issued a strike.

If a creator's channel gets a strike, they will receive an email, and can have notifications sent to them through their mobile and desktop notifications. The emails and notifications received by the creator explain the action taken on their content and which of YouTube's policies the content violated. More detailed guidelines of YouTube's processes and policies on strikes [here](#).

Please provide information on the measures, and include screenshots or evidence where possible.

All End-users in Singapore:

Paragraph 23(c): The end-users referred to in sub-paragraphs (b)(i) and (b)(ii) must be allowed to submit requests to the Service for a review of the decision and action taken.

Users in Paragraph 23(b)(i)

In response to Paragraph 12, YouTube provides all users the ability to report content for violation of YouTube's Community Guidelines ("CG flags"), and for violation of country-specific laws ("Legal Complaints"). If a user is dissatisfied with the outcome of their CG flag (i.e., when the video flagged has been assessed not to be policy-violative and remains available to view globally on YouTube), they can submit a request to YouTube to review the video in the form of a Legal Complaint [here](#) where the user believes the video violates Singapore law. YouTube will review the user's Legal Complaint and users will be informed of the outcome of their Legal Complaint via email. Where a user submits a Legal Complaint and the video is not initially actioned on legal grounds, the user may further request an internal appeal of YouTube's decision via the user's correspondence with YouTube.

Users in Paragraph 23(b)(ii)

YouTube gives creators the option to appeal video removals or restrictions in case they think we made a mistake. If a creator chooses to submit an appeal, it goes to human review, and the decision is either upheld or reversed. The below appeals processes are available to all creators, which are outlined in the YouTube Help Centre:

- [Appeal a Community Guidelines strike](#)
- [Appeal a Community Guidelines video removal](#)
- [Appeal the age restriction of a video](#)
- [Appeal playlist or thumbnail removals](#)
- [Appeal a channel termination](#)

Section C: Accountability - Mandatory Information and Metrics

<p>Paragraph 24: End-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 Service and make informed choices.</p>	<p>Please see our response to Paragraph 13 in Section A of this report.</p>
<p>Paragraph 25(a): What steps the Service has taken to mitigate Singapore end-users' exposure to harmful or inappropriate content, including descriptions of specific measures that the Service has in place to enhance online safety for end-users in Singapore in relation to obligations in Sections A and B;</p>	<p>Please see our responses in Sections A and B of this report.</p>
<p>Paragraph 25(b): How much and what types of harmful or inappropriate content end-users in Singapore encounter on the Service</p>	<p>Please see our response to Paragraph 26 in Section C of this report.</p>
<p>Paragraph 25(c): What action(s) the Service has taken on end-user reports.</p>	<p>Please see our response to Paragraph 26 in Section C of this report.</p>

Section C: Accountability - Additional Information and metrics

Note: All data reported in this Section C is for the period of April 1, 2024 to March 31, 2025 ("**reporting period**"), unless otherwise stated.

<p>Paragraph 26(a):</p>	<p>The number and types of end-user reports received from end-users in Singapore and the number and types of harmful and inappropriate content removed as a result of end-user reports.</p> <p>(1) Number of videos flagged from a Singapore IP address for potential Community Guidelines ("CG") violations</p> <p>During the reporting period, 445,908 video flags were reported by end-users with a Singapore IP address for potentially violating YouTube's CGs in respect of the following reasons:</p>
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Table 1.1 End-user flags from Singapore IP address, by reason

Reason	Number of flags received
Spam or Misleading	233,115
Sexual	82,384
Violent or Repulsive	43,627
Harmful or Dangerous Acts	37,433
Promotes Terrorism	27,664
Child Abuse	21,685

Note:

- *The above categories of reasons for video flags are based on YouTube's internal categorisation, which does not exactly mirror, but broadly covers, the harmful content categories set out in Paragraph 4 of the Code of Practice.*

(2) Number of videos uploaded from a Singapore IP address that were removed for CG violations, broken down by YouTube's CG categories

During the reporting period, YouTube removed **72,126** videos that were uploaded from a Singapore IP address for violating YouTube's CGs in respect of the following reasons:

Table 1.2 Videos removed that were uploaded from a Singapore IP address, by reason

Reason	Number of videos removed
Harmful or Dangerous	42,104
Child Safety	14,644
Nudity or sexual	5,195
Violent or Graphic	4,197
Harassment and Cyberbullying	4,178
Promotion of violence and violent extremism	1,202
Misinformation	606

Note:

- *The above categories of reasons for video removal are based on YouTube's internal categorisation, which does not exactly mirror, but broadly covers, the harmful content categories set out in Paragraph 4 of the Code of Practice.*
- *Reported numbers may fluctuate from one reporting period to another for various reasons, including service-level changes or enhancements, changes in the number of users on the service, external events, and differences in reporting periods. Therefore, report-by-report comparisons may not accurately reflect time-based improvements in our processes.*

(3) Number of videos uploaded from a Singapore IP address that were removed for CG violations, where the source of first detection was a user flag

During the reporting period, YouTube removed **4,938** videos that were uploaded from a Singapore IP address for violating YouTube’s CGs, where the source of first detection was an end-user flag.

Note:

- *The above data is based on video removals across all CG categories.*

(4) Number of legal complaints received from Singapore users related to the Singapore Code of Practice for Online Safety, and number of videos removed or geoblocked as a result of such legal complaints

Table 1.3 Legal complaints received from Singapore users related to the Singapore Code of Practice for Online Safety during the reporting period

Number of complaints received	Number of items removed	Median time taken to take action (if any) on complaints
16	N/A	N/A

Notes:

- *"Number of complaints received" are based on complaints that YouTube received during the reporting period via our "Other Legal Complaint" [webform](#), citing the "Singapore Code of Practice for Online Safety".*
- *"Number of items removed" is based on items that YouTube, after reviewing the complaint, removed as a result of such a complaint.*
- *"Number of items removed" and "Median time taken to take action on complaints" are reflected as "N/A" above, because upon YouTube's review of the complaints, the basis of each complaint was assessed to be unrelated to the Code of Practice and/or there was insufficient basis for removal.*

Paragraph 26(b):

The time between the Service receiving end-user reports from end-users in Singapore on harmful and inappropriate content and taking action (if any) as an aggregate.

See our response to Paragraph 26(a) above.

Paragraph 26(c):

The number and types of harmful or inappropriate content proactively removed by the Service that are:

- i. Accessible by end-users in Singapore; and

(1) Global number of videos removed for CG violations, where the source of first detection was automated flagging

During the reporting period, YouTube removed **34,480,811** videos where the source of first detection was automated flagging.

- ii. Originated from Singapore

(2) Number of videos uploaded from a Singapore IP address that were removed for CG violations, where the source of first detection was automated flagging

During the reporting period, YouTube removed **70,593** videos uploaded from a Singapore IP address where the source of first detection was automated flagging.

Note:

- *The above data is based on video removals across all CG categories.*

Paragraph 26(d):

The number of accounts suspended or banned in Singapore, and the reasons for suspending or banning accounts in relation to the categories of harmful and inappropriate content.

(1) Global number of channels removed for CG violations

During the reporting period, YouTube removed **2,313,050** channels for violating YouTube's CGs in respect of the following reasons:

Table 2.1 Global number of channels removed, by reason

Reason	Number of channels removed
Nudity or Sexual	588,165
Child Safety	532,568
Misinformation	460,191
Harassment and Cyberbullying	306,252
Harmful or Dangerous	220,169
Promotion of Violence and Violent Extremism	152,204
Violent or Graphic	53,501

- *The above categories of reasons for channel removal are based on YouTube's internal categorisation, which does not exactly mirror, but broadly covers, the harmful content categories set out in Paragraph 4 of the Code of Practice.*

(2) Number of Singapore channels removed for CG violations, broken down by YouTube's CG categories

During the reporting period, YouTube removed **7,450** Singapore channels for violating YouTube's CGs in respect of the following reasons:

Table 2.2 Number of Singapore channels removed, by reason

Reason	Number of channels removed
Nudity or Sexual	3,646
Misinformation	2,041
Harmful or Dangerous	723
Harassment and Cyberbullying	485
Child Safety	440

	Promotion of Violence and Violent Extremism	77	
	Violent or Graphic	38	
<p>Note:</p> <ul style="list-style-type: none"> <i>The above categories of reasons for channel removal are based on YouTube's internal categorisation, which does not exactly mirror, but broadly covers, the harmful content categories set out in Paragraph 4 of the Code of Practice.</i> 			