

99% of Snapchat's revenue from ads

Snapchat does not view children as customers.

Its customers are advertisers, and children are the products it sells.



No age barriers to opening an account

Snapchat does not verify age, identity, or parental consent* and can be accessed via most wi-fi devices**

Snap utilizes "Extended Use" designs to keep kids hooked

- Push Notifications: messages sent after a user logs off (including at night) to pull them back.
- Streaks: kids are incentivized to log on every day, or they lose their Snap Streaks.
- Rewards/Gamification: badges, icons, stickers, Scores, and other visual representations tied to user activity and use levels.
- Hidden Rewards: icons, awards, trophies, and charms earned for use-related accomplishments.
- Endless Scroll: navigation feature that maximizes time and activity, including by removing "natural break" triggers.

These types of features are designed to exploit developmental vulnerabilities in kids and young adults, and can create dependencies which, in turn, can cause severe mental and physical harms, *i.e.* anxiety, depression, sleep deprivation, unhealthy behaviors, and self-harm, to name only a few.

What Parents and Teachers Should Know About Snapchat

#Snapknows



Disappearing messages are particularly dangerous

Users can send and receive direct messages, connect with strangers, and do most of what they can do on other apps, but with a dangerous twist – everything *seems* to disappear. This means,

- Kids take more risks because they think Snapchat is "safer" (leading to bullying and exploitation).
- Predators and dealers also think Snapchat is "safer" (harder to get caught).

"What's your Snap?"

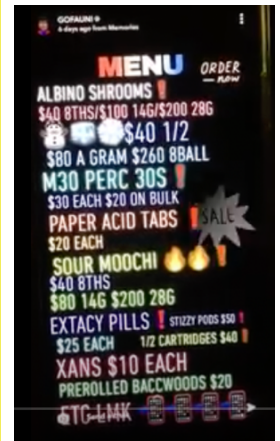
Predatory users often find kids on apps like Instagram and convince them to move the conversation to Snapchat; and also convince kids to send explicit photos via Snapchat, leading to exploitation (threats to publish unless paid).

The Fentanyl Crisis Among America's Youth

Snapchat dealers are selling Fentanyl disguised as Oxycodone, Xanax, and other prescription drugs. They advertise via disappearing messages and Stories, find customers (including kids) via Snap's location, public profiles and Stories, and user recommendation tools, and use Snapchat because they believe that their drug dealing activities cannot be traced. Fentanyl poisoning currently is a top killer of U.S. teens (ages 13-18).

*Snap's Terms of Service purport to limit use to persons 13 and older and to require prior consent from a parent or guardian for all persons under 18.

**All you need is a wi-fi accessible device, *i.e.* a tablet, phone (even a disconnected one), smart TV, video game console, Oculus VR headset, etc. Snap also began distributing via web browser in July of 2022, so you no longer need the app to access Snapchat.



A few of the teens and young adults lost to fentanyl poisoning and a Snapchat Stories Drug Menu

What Parents and Teachers Should Know About Snapchat #Snapknows

"Quick Add" Algorithm

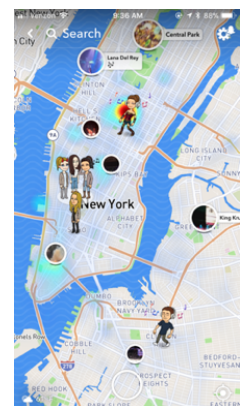
Snapchat utilizes a user recommendation algorithm, "Quick Add," which recommends strangers to other users based on criteria that does not include user safety***. Strangers can message minors and minors can set profiles to public.

My Eyes Only (Snapchat's hidden data vault)

If you have not heard of My Eyes Only, look it up and find out where it is in the Snapchat app. It is a secret data vault contained within the Snapchat app, which requires a pin to access. Only Snapchat itself does not have the pin, so the data gets permanently deleted if a user does not remember or refuses to share the code.

Snap Map/Our Story

Snapchat includes easy-to-use location features. Strangers can find the real-life location of other users via public Stories, friend connections, and other criteria. Convincing kids to add "friends" is not difficult, as Snapchat incentivizes them to accept every request; for each friend request you accept, you'll often gain one point to your Snap Score. This encourages kids, even ones who know to be wary of strangers, to accept friend requests and Quick Adds – Snap makes it feel like a game, not danger.



Talk with your kids, make the rules clear, and check-in often.
Snapchat is not made or safe for kids, despite what Snap wants consumers to believe

***In 2022, Snapchat said that it was deactivating the "Quick Add" feature for minor accounts; however, Snapchat still does not verify age or identity, making it impossible to enforce this safety measure with regard to all without verifying age and identity, Snapchat has no way to enforce such a safety measure as to all minor users.