

6. Around the same time, Kik launched a new safety feature known as “New People.” This feature separated chats received from unknown users from the bulk of chats received and blurred out profile pictures of these users as well as pictures and any message content until the receiver chose to allow such content to be viewed. The feature also allowed users to delete, block and even report these unknown users directly from the message received. Kik also developed public groups which are group chatrooms within the app that can be located and joined by users searching for specific hashtags.
7. Shortly after that time Kik started native video which allowed users to create and share short videos which could be viewed in full-screen or a chat window. Kik also launched gallery videos allowing users to send previously recorded videos over the platform. Along with these changes, Kik integrated Microsoft’s PhotoDNA software around this time. The program utilizes sophisticated matching technology of photo hash values to identify known child sexual abuse (CSA) material even if such images have been altered. Kik uses the PhotoDNA software service to detect exploitive profile photos as they’re being uploaded. Kik then removes and reports the incident to law enforcement and removes the user’s account. Further details of the PhotoDNA software can be found at: <https://www.microsoft.com/en-us/photodna>.
8. In 2016, Kik launched the Bot Shop. Bots are computer programs that automate conversations with users on the app. The Bot Shop houses a collection of bots available to Kik users. Kik Codes were also introduced in 2016. Kik Codes allow for quick and easy connection with other users of the app. As previously explained, each user, group, and Bot have an assigned a unique code that, when scanned, allows a user to instantly start a chat with the user, group, or Bot the code is assigned to. Kik also launched a live video chat function.
9. Also in 2016, Kik launched additional safety features, including SafePhoto which is our own proprietary software that works to detect, report, and ultimately delete known images of child exploitation on the Kik platform. SafePhoto has the ability to detect images that exactly match a hash value of a known illegal image. PhotoDNA is third party software and has the ability compile a digital signature of images (or a “fingerprint”), which can be matched against a database of known CSA content. Kik further introduced enhanced privacy and reporting features (see **Exhibit “G”** for information on how to use this feature). Finally, Kik forged a partnership with ConnectSafely in order to provide resources to parents and users about safety, privacy and security. Specifically, Kik worked with ConnectSafely to develop a Parent Guide about Kik which is available at www.connectsafely.org/kik/.
10. In 2018, Kik launched Chat Themes, which allows users to customize their chat screens with various backgrounds and colours. It also introduced direct message controls which allows users to opt-out of receiving direct messages from individual members found in group chat rooms. More information about Kik’s development can be found at **Exhibit “C”**.
11. Each user of Kik must set up an account to use the system. A prospective user signs up for the application and enters their first and last name. The user is then prompted to create a specific username and a valid email address. The user selects a password and is prompted to enter in his or her date of birth. The user can then enter his or her phone number in order to connect the app with their known contacts. An account is then created. More information about this process can be found at **Exhibit “D”**. Most of Kik’s monthly active users are located in North America, and there is a small portion of users in the United Kingdom. Details such as the number of user accounts and the number of user deactivations are considered confidential information.