

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.

12. Kik's Terms of Service specify that children under the age of 13 are not permitted to create an account. As already noted, when a user creates an account on Kik, he or she is asked to enter in his or her date of birth. If the date entered identifies the potential user as someone younger than 13 years of age, the account will not be registered. Kik also removes accounts if users breach our Terms of Service, for example, by uploading illegal content. Paragraph 22 provides additional information on when accounts are removed from Kik. Our Terms of Service and Community Standards can be found at **Exhibit "E"**.
13. Unfortunately, like many applications of its kind, it is not possible to actively confirm a user's age on Kik. It depends on the honesty of prospective users when registration information is entered to activate an account on our system in accordance with its Terms of Service. Parents are able to use built in parental controls on a specific device in order to restrict the ability of their child to download and install applications. If Kik is presented with evidence that a user is under the age of 13, Kik permanently deactivates the account associated with the user immediately, and removes his or her personal information from its systems.
14. Kik is committed to focusing on the safety of its users on its platform and has teams dedicated to both content moderation and law enforcement. Kik addresses concerns pertaining to the app, including the prevention and detection of harmful content and user behaviour from the beginning by planning during product development, working with engineering towards automation in combating CSA, and building relationships with law enforcement. By making safety an intrinsic part of its business processes, Kik remains focused in its commitment. For more information about the types of behaviour Kik aims to prevent, please see **Exhibit "E"**.
15. Not only is Kik committed to focusing on the safety of its users; it is also dedicated to dealing with the welfare of its employees – especially those who work directly with sensitive or offensive material. Kik has consulted with industry partners to develop a Care Program with the goal of ensuring support is given to staff who review CSA content and other impactful material. This program includes individual and group support and involves the use of a 3rd party mental health professional.
16. Kik works closely and collaboratively with several organizations dedicated to combating online CSA. Kik has worked with the Technology Coalition, the Virtual Global Taskforce, Social Media Helpline for Schools, Connect Safely, Internet Watch Foundation (IWF) and Crimes Against Children Conference. The Virtual Global Taskforce has provided feedback to Kik regarding our work with Law Enforcement globally and in doing so has informed Kik's policies. Kik recently started a partnership with IWF and plans to develop further policies and processes. Kik recommends Social Media Helpline for Schools and ConnectSafely as a resource for students, teachers and parents to teach them about online safety. Kik regularly attends the Crimes Against Children Conference and utilizes the conference to collaborate with industry partners and forge relationships with law enforcement to allow us to better assist them with their investigations. In some cases, Kik sponsors these organizations, or pays a nominal fee for membership. We may add or remove partnerships and sponsorships from time to time. We utilize the expertise of all of our partners and member organizations to inform our own policies and attend regular meetings to share knowledge and develop best practices.
17. Kik's mission is to offer a platform that is the best place to have a meaningful conversation with someone new. However, the internet as a whole can be used for undesirable and illegal purposes such as disseminating CSA content, or committing other sexual offences against children. Kik is not immune to this problem, and it is possible for users to share CSA content on Kik's platform through private individual chats, or public and private group chats. Grooming offences may also occur through these channels. Furthermore, live video chats can be used to disseminate materials that are indecent. These