



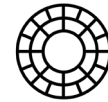
# VSCO Uses Safer to Strengthen Its Commitment to Safety by Design and Providing a Safer Platform for Creators

## THE SITUATION

- Since its founding, VSCO has believed in proactively protecting the wellbeing of its global community of 250+ million registered users (or creators), who upload photos and videos to its platform every day.
- Its strong focus on creators' work and experience, over vanity metrics, creates a trusted space for them to thrive in their journey and build connections.
- This Safety by Design ethos led VSCO to invest in infrastructure that safeguards against the harmful content its creators should never have to see.
- With the alarming rise in child sexual abuse material (CSAM) online, VSCO wanted to enhance its tooling to prevent the distribution of CSAM. For this, it needed an industry-leading detection tool.

## THE SOLUTION

- In 2020, VSCO added Safer into its Trust & Safety team's workflow, making it possible to now proactively scan all uploaded content for CSAM.
- Safer's hashing and matching tool detects known CSAM, while its Image Classifier identifies new or previously unknown CSAM. The flagged content is then reviewed by moderators and verified CSAM is reported to the National Center for Missing and Exploited Children.
- VSCO's team also has robust support with model updates, and, like all Thorn customers, access to Thorn's child safety experts, data scientists, and engineers.



VSCO

### About

VSCO is a photo and video editing and sharing platform that combines premium quality presets & tools, thoughtful curation, and a community of creative professionals.

VSCO's mission is to nurture creativity so creators can make it.

### INDUSTRY

Photo and video editing

### SAFER CUSTOMER SINCE

2020

### TRUST & SAFETY TEAM SIZE

General Counsel, 2 team members, and external moderators

### VSCO FILES HASHED

1,667,027,351

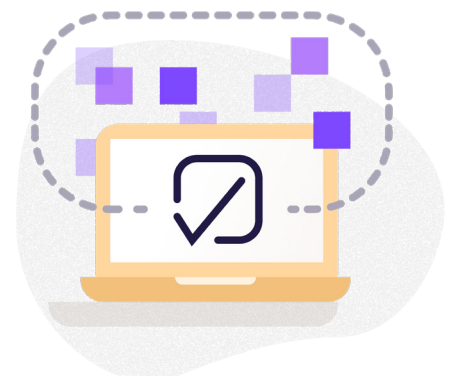
### IN 2022

35,378

Classifier hits

408

Hash matches



## THE RESULTS

- Using Safer’s CSAM detection tools unlocked an automated solution for VSCO’s team, allowing for proactive and targeted detection, greater moderation efficiencies, and saved VSCO the time and resources needed to develop and train its own machine learning model.
- Safer also elevates the VSCO team’s confidence in delivering on their promise of being a trusted platform and providing a safe experience for its creator community so they can focus on what matters most – their creativity and community. Proactively fighting the spread of CSAM ensures creators aren’t exposed to harmful content and that revictimization doesn’t occur on VSCO’s platform.
- Backed by Thorn, Safer boosts VSCO’s credibility in providing a safe platform and provides resounding proof of the company’s long and proudly held commitment to Safety by Design.



“Our partnership with Thorn complements the expertise of our internal team by giving us access to their researchers, data scientists and more. Using tools built by Thorn gives us confidence – and credibility – in what we’re doing and really reinforces our commitment to Safety by Design.”

**ANNA COFFMAN, SENIOR MANAGER, TRUST & SAFETY**

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## Ready to help build a safer internet?

[Contact us](#) to chat about putting Safer to work for your platform.

[Safer](#) is a product of Thorn. Learn about Thorn’s mission to build technology to defend children from sexual abuse at [thorn.org](https://thorn.org).