



How GIPHY uses Safer by Thorn to proactively detect CSAM

The Situation

- Every day, GIPHY's platform reaches 1+ billion users to which it serves 10+ billion pieces of short-form content. GIPHY requires users to be approved through an application process prior to uploading content that will be visible in the search index.
- No child sexual abuse material (CSAM) has been discovered in GIPHY search results since 2019, thanks in part to its uploader application process. However, private channels pose a significant risk to user safety. CSAM could still exist on channel pages, be uploaded and shared privately, or linked to in public message boards.
- On average, the trust and safety team deleted 100 files of CSAM per year between 2019 and 2021. GIPHY had a reactive stance, relying on user reports to find CSAM on the platform, and was in need of proactive CSAM detection. The trust and safety team didn't have any dedicated product professionals or engineers. They began looking for a partner to provide proactive solutions.

The Solution

- GIPHY deployed Safer's hash matching service in 2021 and implemented Safer's CSAM classifier the following year.
- Between one and two million GIFs go through some form of proactive content moderation each month. Every GIF that is uploaded on the platform, regardless if the user has been through the application process or not, is sent through Safer's hash matching service and evaluated by Safer's CSAM classifier.



ABOUT

GIPHY is the platform that animates your world. Find the GIFs, Clips, and Stickers that make your conversations more positive, more expressive, and more you. GIPHY is the fastest, simplest way to search and share short-form content and animated reactions across all of your favorite social channels such as Facebook Messenger, Instagram, Snapchat and more.

INDUSTRY

Social sharing

SAFER CUSTOMER SINCE
2021

TRUST & SAFETY TEAM SIZE
3 FTEs

17 contractors via
Partner Hero

FILES PROCESSED
33,223,711

SINCE 2021

302
Hash matches

158
Classifier hits

The Results



Since deploying Safer's hash matching service in 2021, GIPHY has detected and deleted 400% more CSAM files than in previous years and has only received one single confirmed user report of CSAM through its reporting tools.



By proactively detecting CSAM, Safer has helped GIPHY to deliver on its promise of being a source for content that makes conversations and stories more positive and more fun.

"CSAM is, unfortunately, a problem that digital platforms have to solve for – it can exist in the dark corners undetected. Relying solely on user reports isn't enough. Platforms have a responsibility to put systems in place to find and remove this content. Thorn has been an invaluable partner to GIPHY. Their original research has helped us as we have scaled our trust and safety operations."

MARC LEONE, VP, TRUST & SAFETY, GIPHY

Ready to help build a safer internet?

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

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