CEOP has seen an increase in the popularity of the app Yellow amongst young people. As a result, we have created a guide for parents and carers to help them to understand Yellow's functions , and explore ways to help young people stay safe if they are using the app.

What is Yellow?

Yellow is a mobile application that allows users to interact with new people. The app uses location data to find other Yellow users nearby. Each user has a profile on which they can upload up to 5 profile pictures or videos. Users can adjust the distance settings on their profile and choose to find other users within 19-62 miles. Users can also select the option to see users profiles from other countries. Similar to popular dating apps, users are encouraged 'swipe' one another's profile pictures to the right in order to 'like' them. Users swipe left if they do not want to make friends with another user. A mutual 'like' means that two users become 'friends'. Friends can choose to privately instant message each other, and have the option to share each other's Snapchat account details. This allows them to send each other images and videos using the Snapchat app. Snapchat and Yellow are separate apps and are not owned by the same company. Yellow users can also link their Instagram accounts and share their Musical.ly videos with one another. This is the primary function of Yellow, to 'make new friends' in order to add them to other social media channels.

How much does it cost?

For all phone types, Yellow is free to download . Yellow uses an Internet connection using 4G or Wi-Fi to send and receive messages and images. As long as the user hasn't exceeded the data limit or is connected to a free Wi-Fi network, messaging over Yellow is free. Sending and receiving images is also free.

Does Yellow have any age restrictions?

Yellow's Terms of Service state that young people under 13 years old are not able to create an account. Additionally, Yellow state that that 13-17 year olds must have the permission of their parent or carer to use the app. Currently there is no age verification in place when signing up to the app. Children under the age of 13 could potentially sign up for an account without their parent's permission and give a false date of birth. Yellow have specified that the date of birth of a user cannot be changed after the profile has been initially created.

Yellow has a distinct 'adult' app for users who are aged 18+. If a user enters a date of birth which indicates they are under 18 years of age they are not able to create a profile on the 18+ app.

However, users below 18 have been observed to set their date of birth to 18 years or over and place their real age in brackets next to their profile name. Users who enter a date of birth over 18 years are not able to create a profile on Yellow (13-17).

Privacy settings :

Yellow state that when signing up, users grant them permission to reproduce, share and edit all content that is created by users, whilst their account is active. Yellow also require users to agree to Yellow storing their personal information and content (including all chats and images) if they wish to do so.

Once a profile is created this is available for all other Yellow users to view. There is no way to make a profile private. Yellow users are able to remove their city from their profile.

Should I be concerned about Yellow as a parent/carer?

The features of Yellow can present potential risks to young people online. These features include:

- Connecting to other users they do not know
- Location based data
- Linking to other platforms
- Sharing of information and images
- No internal moderation

Yellow requires users to turn on their location settings on their device. A user's city is displayed on their profile automatically unless this is changed via 'settings' on the app.

Yellow encourages young people to talk to other users they don't know based on their picture to 'make new friends'. As with other social media platforms, anyone could create an account and may lie about their age or who they are.

By using Yellow to connect on Snapchat, users can start sending and receiving images from people that they do not know. As with all picture sharing social media, this could mean that there is the possibility of young people receiving inappropriate, sexual or violent imagery that could worry or upset them. In their terms of service, Yellow specify that they do not monitor or moderate content.

Snapchat can be a fun app for young people as well as adults. Snapchat allows users to take images and videos and send them instantly. The unique feature of Snapchat is that the images disappear with seconds. This is a fun feature but can mean that young people may be more inclined to take images on impulse that they might later regret.

As with all social media, caution is advised over young people's use of Yellow. Conversations about what they share and who they talk to is advised.

How do I report a profile to Yellow?

Yellow does not allow users to block another person's profile. However, a user may report a profile to Yellow.

Profiles or content on Yellow that does not follow its community guidelines (http://community.yellw.co/) can be reported directly to Yellow. This includes sexual, violent or offensive content.

Reporting via Yellow website.

1. Go to Online safety centre using Yellow's website http://safety.yellw.co/.
2. Click on the box that best describes your role e.g. yellow user, legal representative of a minor, legal authority.
3. Complete a description of the problem and submit to Yellow. (See screenshots below).

yellow

If you are the legal representative of a Yellow minor user and you want to contact us, please fill in the form below:

Phone Number

Email

Describe your problem

City

Submit

Reporting via the app.

1. Users can click on the Flag in the top left corner of a profile to flag any inappropriate content.
2. Choose the description that best describes the issue.

Reporting a profile on Snapchat:

To block a user on snap chat, click on the 'settings' symbol on the top right hand corner of the home screen. Click 'My friends' and tap on a user's name. Click on the 'settings' icon below their name and choose the 'block' option. This prevents the user from sending you pictures, video and messages.

To report a profile on Snapchat, users can visit the Snapchat website and select:

Policies and Safety>Community> Safety Centre

Once 'Safety centre is selected, users can make a report by clicking on the relevant issue and creating a report.

For additional information on blocking and privacy Snapchat, visit www.support.snapchat.com.

Creating an account

A user needs to download and create an account on Yellow in order to view other profiles. To create a profile, Yellow require a name, phone number, gender, date of birth and access to location data on the device. A 'selfie' upload (a profile picture) is also required.
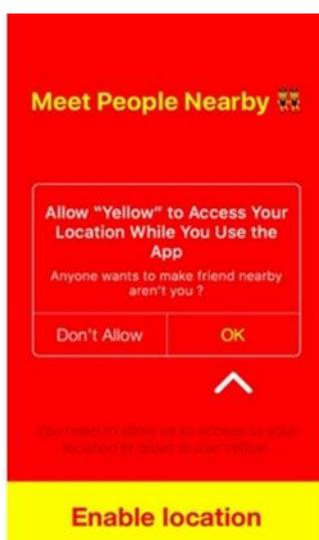
If you have any concerns about grooming, sexual abuse or exploitation on Yellow or any other online app or site, you can also report to CEOP (the National Crime Agency's Child Exploitation and Online Protection Command) at www.ceop.police.uk/safety-centre. If you require additional information about other apps and ways young people can stay safe online, visit www.thinkuknow.co.uk/parents.

NB: We endeavour to keep our parents guides as up-to-date as possible, however due to the changing nature of social media, the information and advice in this guide may well date over time. Information is correct as of April 2017.