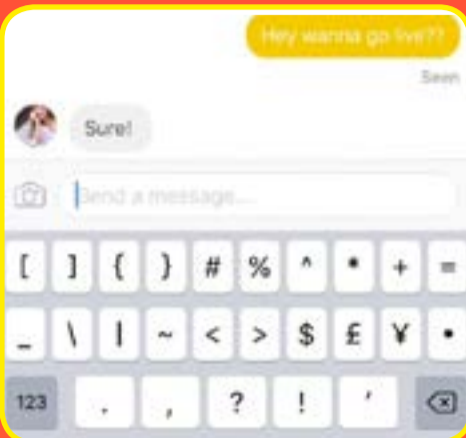
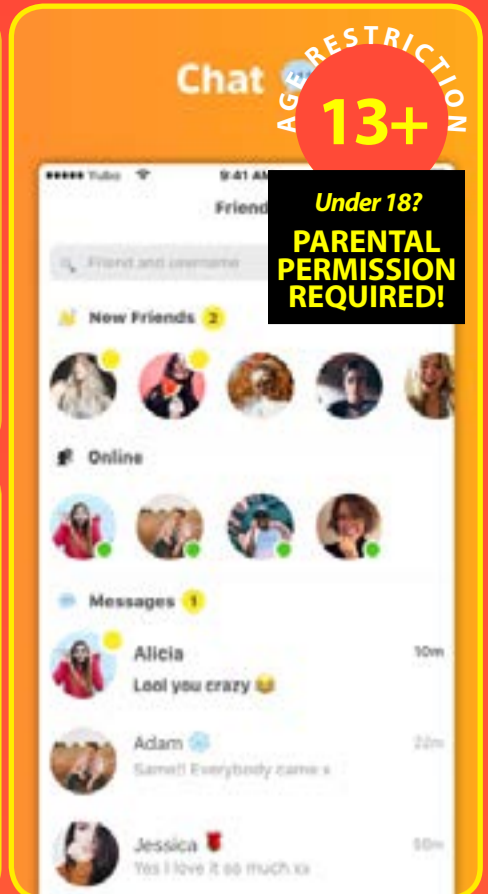




**Yubo is a location-based social networking app previously known as Yellow. It has been dubbed 'Tinder for teens' due to its similarities with the adult dating app, in which users swipe to find matches. Yubo syncs with Snapchat and allows users to livestream themselves to anyone watching, and rate other users.**



# What parents need to know about **YUBO** (Formerly 'Yellow')



## WHO IS USING YUBO?

Although its official guidelines suggest the app is for people aged 18+, those aged between 13 and 17 can create a profile with parental permission. Furthermore, the app does not verify ages or identities upon sign-up, leading to fears that it could be exploited by those seeking to target children. Adults can set up fake profiles for sexual reasons, while children younger than 13, with access to the internet, could pretend to be older than they are.


## LIVE-STREAM FOOTAGE

Yubo says it uses a combination of technical tools and human moderators to check the content created by Yubo, but because users can comment on footage in real-time, it could mean children could be exposed to derogatory or unpleasant language. Media reports indicate that teens are being pressured into undressing live on camera for strangers, sending nude photos, and even lured into face-to-face meetings on Yubo. Any users can take screenshots or copies of live streams, alter them and share them with others.



## SNAPCHAT LINK

The Yubo app links to Snapchat – you can exchange messages, photos and video chats with them and even add them as a friend on Snapchat. By giving easy access to Yubo's users' other online accounts, there is the potential to reveal enough information to be identified. On Snapchat, if your child's location feature is on, there is a high chance that strangers can find your child's exact location.



## BULLYING & MENTAL HEALTH

The way Yubo works is users 'swipe' to accept or decline to talk to someone. Whether users accept or decline is all based on based on their profile picture, meaning there is the potential that children may be left with low self-esteem if declined. Receiving comments about their appearance can have a negative impact on a child's emotional wellbeing, leaving them feeling less confident about how they look or how interesting they are.

Bullying includes actions such as making threats or spreading rumours about people. As users have the ability to screenshot copies of live streams and private messages etc., they can use these screengrabs as forms of blackmail, making the person feel victimised, embarrassed and unsafe.



# Top Tips for Parents



### HAVE A CHAT

Start a conversation your teenager so that they know how to stay safe online. Don't be embarrassed to talk about inappropriate online content online with your children and look out for secretive or reserved behaviour when it comes to their internet devices.

### ENCOURAGE RESPECT

Remind your teenager to always consider what they are about to share online and to think about whether they would do that in the 'real world', or posting something they may at a later date. Encourage your child to think about the language they use online and to think carefully before making a comment on content posted by someone else.

### DISCUSS YUBO GUIDELINES

Take the time to go through Yubo's Community Guidelines, which all users receive a link to, when they sign up to the app. Anyone that does not follow the guidelines may have their content removed or account suspended. Guidelines include advice not to post any fake pictures or pretend to be someone else.

### AVOIDING UNEXPECTED IMAGES

Yubo suggests that teenagers ask the person they are talking with to share a picture of themselves with a spoon on their head to prove they are really the people they say they are in their picture. Another tip is to avoid profiles with only one photo as these are often 'catfish' - someone who pretends to be somebody else by creating false identities.

### YUBO GUIDELINES FOR PARENTS

Yubo offers a guide - <http://parents-guide.yubo.live> - aimed at reassuring parents about their child's usage. It explains how the app works, how children can stay safe and outlines its 'five-step approach to safety', including Sign-up, Profile Settings, Community Guidelines, Moderation and Reporting.

### REPORT SUSPICIOUS ACTIVITY

Report any suspicious activity You can report any concerns by clicking on the flag icon within the app or by visiting Yubo's Safety Centre at <http://safety.yellw.co>. This includes pornographic, sexually implicit content, bullying, grooming and fake accounts.

### REMOVE LOCATION FEATURE

In their Profile settings, children can hide their city and choose to connect with people who are only within a certain radius of their location.

### PREPARE FOR 'GOING LIVE'

Yubo users can 'Go live' during a chat with friends or choose to live stream 'Anyone' on Yubo. To help your child avoid sharing too much, help them to consider if they really want the world seeing what they are doing. If they are going to watch streams they should also know how to report anything that makes them feel upset, uncomfortable or unsafe.

### CHILDREN MAY ASK FOR PROOF OF AGE

Yubo recently updated its security settings so that users who attempt to change their date of birth after signing up now have to send proof of ID to the app in order to verify the change.

Sources: <http://teens.yubo.live/>  
<http://community.yubo.live/>  
<https://www.internetmatters.org/hub/news-blogs/yubo-formerly-yellow-dating-app-teens/>