

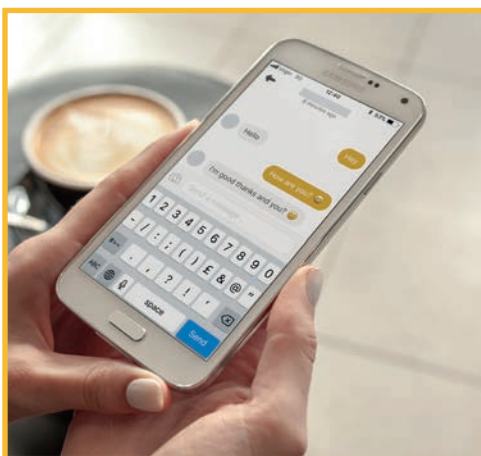
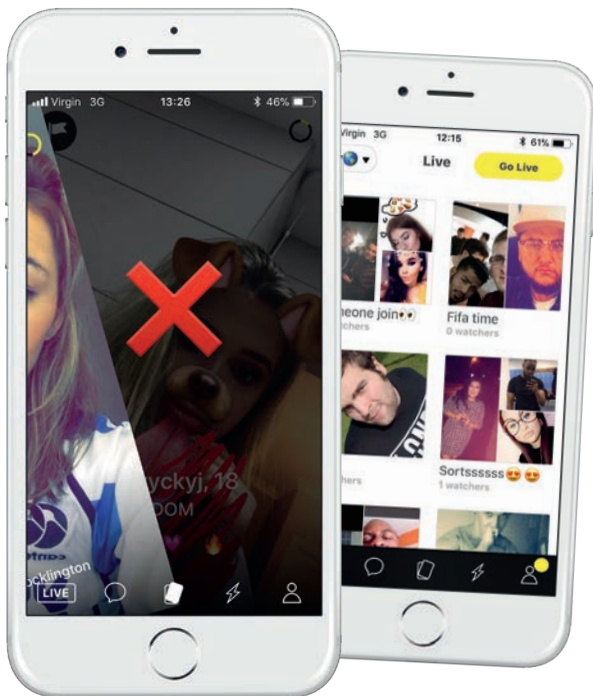
YUBO: A Parent's Guide



What is Yubo?

Yubo, a location-based social networking app which used to be called Yellow, has been dubbed 'Tinder for teens' in the media due to its similarities with adult dating app Tinder in which users swipe to find matches. Yubo syncs with Snapchat and allows users to livestream themselves to anyone watching, and rate other users. Its official guidelines do not permit users under the age of 13 on the app, while those aged between 13 and 17 must have parental permission to create a profile.

What does it look like?



Main Concerns for Parents

yubo

Make new friends



Anybody can create an account

Although advertised as a dating app for teenagers who wish to make new friends and connect with other teenagers, 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 and that children may interact with people who are not what they seem. 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.

Footage is not moderated

Not only can teenagers live-stream footage of themselves to the world, but they can also be exposed to anything or anyone. 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.

Teenagers could be exploited

There have been media reports 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 – which could open your child up to blackmail.

Child's identity exposed

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.

Children can be bullied or made to feel vulnerable

Because users 'swipe' to accept or decline to talk to someone based on their profile picture, there is the potential that children may be left with low self esteem. 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.

YUBO: Tips for Parents

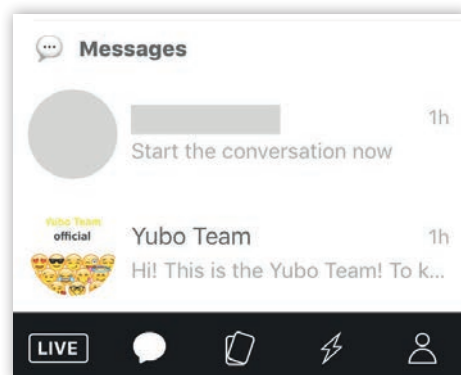


Have a chat

Start a conversation with children 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 behaviour that is unusually secretive or reserved when it comes to their internet devices.

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.



Check Yubo's guide for parents

Yubo offers a guide - <http://parents-guide.yubo.live> - aimed at reassuring parents about their child's usage. It explains how the Yubo 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.

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 may regret posting 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.

Only talk to people they feel comfortable with

Teenagers are often more confident expressing themselves social media than a traditional face to face conversation but it's worth reminding them that if they ever feel uncomfortable about things being said they can end the conversation and confide in you.

Check people are real

If someone has said something inappropriate to your child through Video Chat, they can mute the user or leave the Video Chat. Tap on the person's Video Chat bubble and a mute icon will appear. When a child mutes themselves, their mic will be disabled and nobody else in the chat will be able to hear them.

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 someone they're not using social media to create false identities.

Remove the location feature

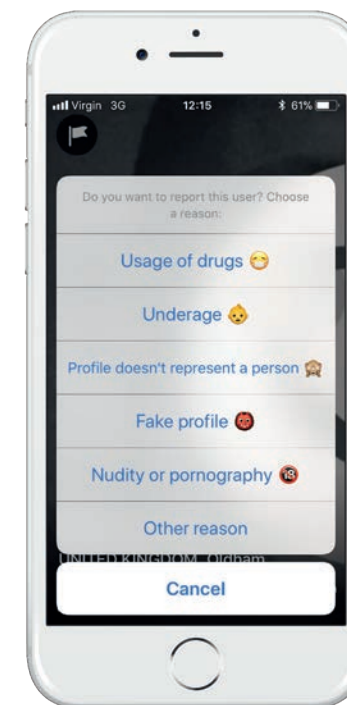
In their Profile settings, children can hide their city and choose to connect with people who are only within a certain radius of their location.

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.

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 take accounts.



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.

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