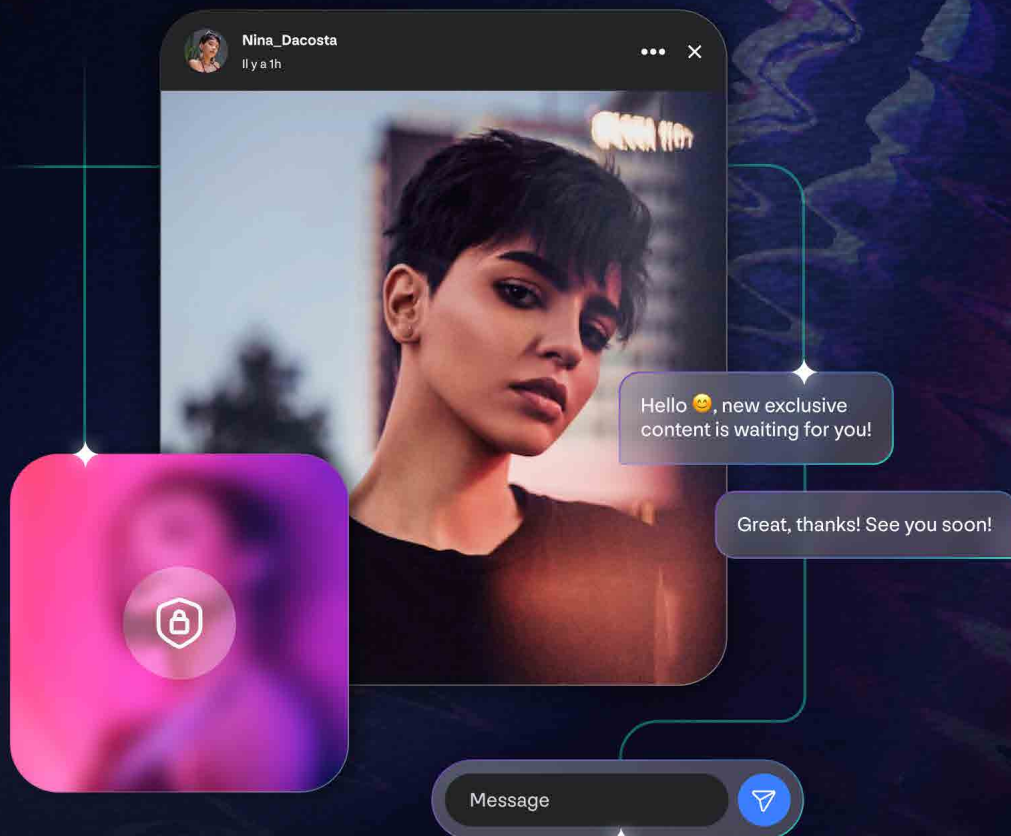


mym

2024

Transparency report



THE HQ OF INFO, EVERYTHING IS HERE!



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INTRO

MYM – TURNING PASSION INTO A CAREER ✨

At MYM, we believe that **content Creators are entering a new era** in which passion and innovation redefine the relationship between Creators and their communities. In this ever-changing landscape, Creators deserve to get direct support from those who appreciate their work the most. This is a time in which **quality, originality and value propositions** are more important than ever, allowing Creators to stand out and thrive.

Just as streaming platforms revolutionised the way that we consume music and films, ensuring that artists are supported through direct audience contributions, **MYM aims to transform the content-sharing experience**. By bridging the gap between Creators and their communities, we foster deeper, more meaningful interactions. Users gain access to **premium content** while enjoying a more personalised experience.

Creators lie at the heart of our mission and are MYM's raison d'être. Our goal is to provide them with all the resources that they need **to turn their passion into a career with the backing of their communities**.

MYM AT A GLANCE

2019
Lyon

Foundation
of MYM



€105 million 2024 revenue



CONTENT CREATORS

€78 million paid out to Creators in 2024

€275 million paid out since the launch of MYM

166,000 certified content Creators

€1,100/month: Average earnings

USERS

18 million users

4 million
sessions a week

23-33 years:
Average age

MYM A TRUSTED SPACE FOR OUR COMMUNITY

A "SAFE PLACE"

Our goal is to make our platform a trusted, **inclusive safe space** for Creators and our Users. To that end, we provide a range of resources to **inform** and **educate** our community about our values.

24/7 CUSTOMER SUPPORT

Building a close, supportive relationship with Creators is part and parcel of our mission. It was therefore essential to make our **customer support available 24/7** to assist users.



FIGHTING UNLAWFUL CONTENT AND ACTIVITIES

01 A clear stance

As a safe place, it is essential to reject clearly unlawful content and activities as well as those that breach our terms and conditions. For example, our terms of service prohibit any content or activity that:

- ✦ glorifies, denies or trivialises crimes against humanity, or incites or glorifies acts of terrorism
- ✦ Is discriminatory
- ✦ Incites hatred
- ✦ Constitutes child pornography
- ✦ Encourages violence
- ✦ Undermines human dignity
- ✦ Encourages self-harm or suicide
- ✦ Constitutes harassment
- ✦ Violates the personal data or image rights of our users or third parties
- ✦ Violates the intellectual property rights of our users or third parties
- ✦ Involves prostitution or pimping

02 Security and enforcement measures: a proactive and reactive approach

In addition to our terms and conditions, we use a **combination of technological solutions and human expertise** to prevent such content from appearing on our platform. Our moderation system operates on two levels: **proactive moderation**, which reviews content before it goes live, and **reactive moderation**, which deals with content that has already been posted and reported by users. We continuously invest in the latest technology to achieve this goal to the extent possible. Furthermore, we have **implemented** age and **identity verification systems**, as well as automated tools designed to detect and remove content that breaks the law or breaches our terms and conditions.

03 Data protection

As we see it, **creating a trusted space** for our community starts with safeguarding the personal data of our users, which is one of MYM's top priorities. To achieve this, we have implemented technical and organisational measures, which we are committed to maintaining and improving to meet legal and industry standards. For further information, please refer to our [Privacy Policy](#).

MODERATION ON MYM



WHAT IS ALLOWED?

WHAT IS PROHIBITED?

WHAT ARE THE PENALTIES?

Our terms and conditions and policies set out in no unclear terms what constitutes a breach of our rules or a violation of the law, as well as the restrictive measures that we may take in response. In particular, users accept and have access to the following documents:

- ✦ [General Terms and Conditions of Use](#)
- ✦ [Terms of Service](#)
- ✦ [General Sponsorship Terms](#)
- ✦ [Content policy](#)
- ✦ [Anti-slavery policy](#)

These texts prohibit unlawful activities and content, including but not limited to:

- ✦ Violations of the law
- ✦ Incitement to violence or terrorism
- ✦ Intellectual property infringement
- ✦ Invasions of privacy and image rights
- ✦ Fraud and malicious activities
- ✦ Child pornography
- ✦ Human trafficking

Any breach of these conditions results in penalties, which may range from warnings to account restrictions, as set out in the "Restrictive measures" section.

OUR TRUST AND SAFETY TEAM

Our dedicated Trust and Safety team operates under our Customer Care department, which includes in-house employees based in our Paris offices and a broader team of external moderators (12 as of January 2025) who receive regular training for this role.

Supporting this team of experts, our legal department plays a key role in defining the legal framework for content moderation and stepping in when a moderation decision has to be escalated.

OUR USER SAFETY TOOLS

01 ACCESS TO MYM AND ITS CONTENT

User certification

All MYM Users have the option to have their accounts certified, but it is only mandatory for Creators and Ambassadors who wish to monetise content and/or receive earnings from sponsors.

Certification is a process in which users must submit documents to our Customer Care team to confirm their identity or company details. For further information, please refer to [the dedicated article in our FAQs](#).

User age verification

Individuals under 18 are not allowed on the MYM platform. People signing up for MYM as users are asked to enter their date of birth. If someone enters a date of birth indicating that they are under 18, their registration for MYM is denied.

Age verification is not required across the board. However, when a user attempts to access content for an adult audience, they must undergo an age verification process. To that end, we use [Yoti](#), **an advanced facial analysis solution that estimates age based on facial features**. It is a cutting-edge technology renowned around the world for its accuracy.¹² MYM has used this solution since 2021 and continues to monitor legal and regulatory changes in this area.

¹ <https://www.yoti.com/blog/yoti-facial-age-estimation-evaluated-in-the-nist-face-analysis-technology-evaluation-program/>
² https://pages.nist.gov/frvt/reports/aev/fate_aev_report.pdf

02 MODERATION OF UNLAWFUL ACTIVITIES AND CONTENT

Proactive moderation

To prevent the publication of unlawful content and unlawful activities to the extent possible, we have implemented an unlawful content **detection solution**. All flagged content is escalated to a human moderator authorised to restrict the content and/or the account of the Creator who posted it.

Reactive moderation

A **reporting mechanism** for unlawful activities and content and those that breach our terms and conditions is available on every page of the platform and can be accessed with or without an account. **We review reports promptly**—typically within 24 hours—and take appropriate restrictive measures if the content or activity is indeed unlawful or in breach of our terms and conditions.

Restrictive measures

We prioritise an **educational approach** when enforcing platform rules, usually aiming to warn Users and Creators of the potential consequences of their actions before applying stricter measures. The range of escalating measures includes:

- ✦ warnings
- ✦ deleting content
- ✦ blurring content (and therefore rendering it invisible to Users who have not completed age verification)
- ✦ temporarily suspending a Creator or User account
- ✦ blocking content before publication
- ✦ permanently deleting a Creator or User account
- ✦ removing sponsorship links

LAW ENFORCEMENT

01 LAW ENFORCEMENT INJUNCTIONS

As required by law, MYM cooperates with law enforcement. As a French company, we may have to share user information with law enforcement or remove content from MYM if mandated by an injunction.

Of course, we do not respond to requests from private parties, including individuals and businesses. For more details, please refer to our [Law Enforcement Guide](#).

02 REPORTING TO LAW ENFORCEMENT

Our commitment to combating unlawful activities and content includes reporting certain types of activities and content on MYM. We submit these reports to law enforcement via the [PHAROS](#) platform.



#POWERTOCREATORS

MODERATION ON MYM: 2024 IN FIGURES

CONTEXT 💡

Before diving into content moderation on MYM, it is important to consider the sheer **volume of content published** on MYM. When factoring in public and private posts, profile photos and covers, stories and live streams, the numbers add up to:

7,336,050

Pieces of content published on MYM in 2024!

That is a massive amount of information to process!

A PERFECT ZERO!

For starters, here are a few figures:

0

Content removal orders from
any European Union authority

0

Reports of illegal content
from a trusted reporter

0

Out-of-court
disputes

**FOR ONCE,
WE ARE PROUD
TO SCORE 0!**



REPORTING OF PROHIBITED CONTENT AND ACTIVITIES

As set out earlier, a reporting mechanism for clearly unlawful activities and content and those that breach our terms and conditions is available on every page of the platform and can be accessed with or without an account.

We review and analyse these reports to determine whether the content or activity in question is genuinely prohibited. **Not all reports lead to restrictive measures, as some may be unserious or misclassified by the reporter.**

To provide clearer insights, we distinguish between reports made by Creators and those submitted by Subscribers and Users.

01 REPORTS FROM SUBSCRIBERS AND USERS

2,236 Total reports

Reports by type

Content (media/account)	1,462
Request for personal contact details	35
Offer to process payments outside MYM	327
Suggestion to meet in person	412

Reports of prohibited content by reason

Intellectual property infringement	65
Violation of privacy and image rights	286
Undermining human dignity	22
Other (specified in the description)	619
AI-generated content not marked as such	95
Discrimination, hate speech and extremism	16
Fraud, scams and blackmail	262
Harassment	15
Incitement to prostitution	16
Pimping or equivalent activities	7
Advertising or selling unlawful or regulated goods/services (e.g. gambling, firearms, tobacco, drugs, commercial influence and exotic animals)	11
Child sexual abuse material	14
Terrorism-related (content and/or incitement)	1
Violence and threats to physical integrity	26
Sexual and gender-based violence (incitement to rape or sexual assault)	5

02 REPORTS FROM CREATORS

1,169 Total reports

Reports by types

Content (media/account)	53
User illegally sharing my MYM media	617
Use of one or several media by another Creator	55
Issue with a user	310
Identity theft	134

Reports of prohibited content by reason

Intellectual property infringement	2
Violation of privacy and image rights	2
Other (specified in the description)	12
AI-generated content not marked as such	1
Fraud, scams and blackmail	6
Harassment	1
Incitement to prostitution	10
Pimping or equivalent activities	14
Advertising or selling unlawful or regulated goods/services (e.g. gambling, firearms, tobacco, drugs, commercial influence and exotic animals)	4
Sexual and gender-based violence (rape or sexual assault)	1

DETECTION AND BLOCKING OF PROHIBITED CONTENT

194,897 Pieces of content automatically flagged as potentially unlawful

All flagged content is reviewed by our Trust and Safety team, which assesses whether to approve or block it in line with our moderation policies.

8,669 Pieces of content blocked prior to publication on mym



AUTRES CHIFFRES ESSENTIELS

45,789 Pieces of content deleted in 2024

1 Appeals against restrictive measures

1,928 Account suspensions

INSIGHTS FROM THE DATA

Let us break down these figures:

- ✦ **Content flagged** as potentially prohibited accounts for a vanishingly small percentage of the total content published, proactively blocked, or deleted on MYM: **2.57%**.
- ✦ **Content blocked** by our moderators prior to publication on MYM represents only **4.45%** of all content flagged as potentially prohibited. Our moderators therefore approve the rest as compliant with the law and our terms and conditions.
- ✦ **Reports of clearly prohibited content** make up just **0.02%** of all content published on MYM.
- ✦ **Deleted content** represents only **0.62%** of the content published on MYM.

Further insights on reporting:

- ✦ In 2024, we updated our reporting mechanism to streamline the process and improve the accuracy of the information that we receive.
- ✦ However, we noticed that some reporting categories are not always used properly. For example:
 - No cases of "Undermining human dignity" (as legally defined) have been identified on MYM.
 - Similarly, thanks to our age verification systems and proactive child sexual abuse content flagging system, no such content has been found on MYM.
- ✦ We are actively working to better engage our users in making high-quality reports to further enhance content moderation.

In conclusion, we are pleased to see that prohibited content —whether unlawful or in breach of our terms and conditions— represents only a tiny fraction of the content and activity on MYM.

Thank you to our Creators for fostering engaged communities in compliance with the MYM guidelines 🧡.

