

LINE Content Moderation Report

English

Jan-Jun 2022

Aim of monitoring

Under our corporate mission of "Closing the Distance," LINE strives to bring people, information, and services all over the world closer together to create positive relationships. LINE and our group companies ("LINE Group") are doing our utmost to patrol content and ensure our services are safe, secure, and pleasant for users to use. We have set guidelines to accomplish this, taking immediate action to suspend any posts that violate the rules and prevent inappropriate content from reaching countless users.

What we monitor

In all countries where the LINE Group's services are offered, we patrol the parts of our services where users are able to publicly post and browse content. (The LINE Group does not patrol messages sent in private chats on the LINE app as these fall under the secrecy of communications.) Any violating posts are suspended once detected. We also bar users who repeatedly breach the rules from using LINE services or close their accounts. In addition to the monitoring system, our patrol team checks all content reported by users. While private content such as LINE chats and non-public VOOM posts are out of the scope of our monitoring system and patrol team's activities, users are able to report this type of content if they feel it is violating our guidelines. Only in this case will our patrol team review the reported private content.

Guidelines on violating content

In accordance with LINE's policies, we have published standards for posting content on LINE services to ensure that users can have a safe and secure experience. Standards regarding posts on LINE*:

<https://linecorp.com/en/safety/contributionStandard>

*Applies to all LINE services

LINE OpenChat Safety Guidelines:

<https://openchat-jp.line.me/other/guideline> (Japanese only)

Additionally, we meticulously update rules to address rising social issues and social media trends (such as fake news and slandering of third parties), as well as to better align with the cultures of different countries, user needs, and the different ways our services are used.

Patrol team

The LINE Group has monitoring centers at five offices across four countries that constantly patrol our public services 24 hours a day, 365 days a year. These centers check every public post made in Japanese, English, Chinese, Thai, and Indonesian and promptly suspend any that are identified as violations.

Service supervisors from the different countries will also meet regularly to discuss the issues they are facing and exchange actionable ideas to protect the LINE Group's services.

Patrol system

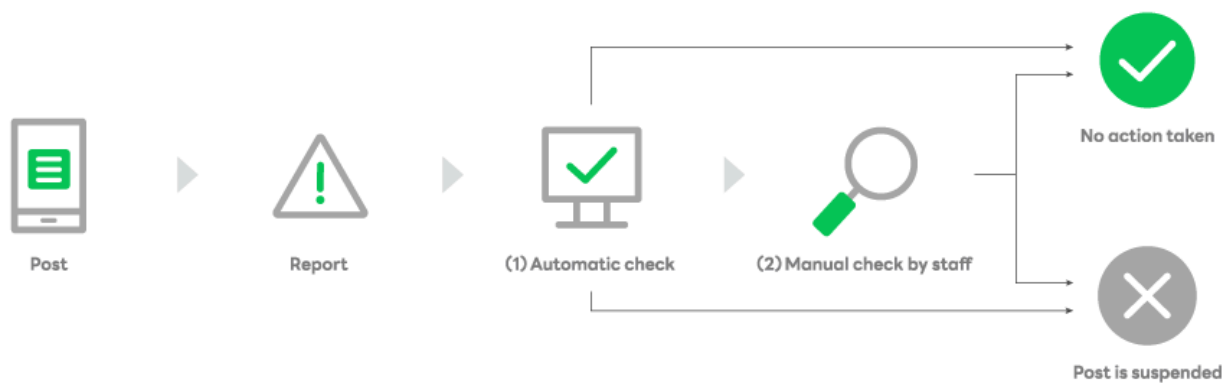
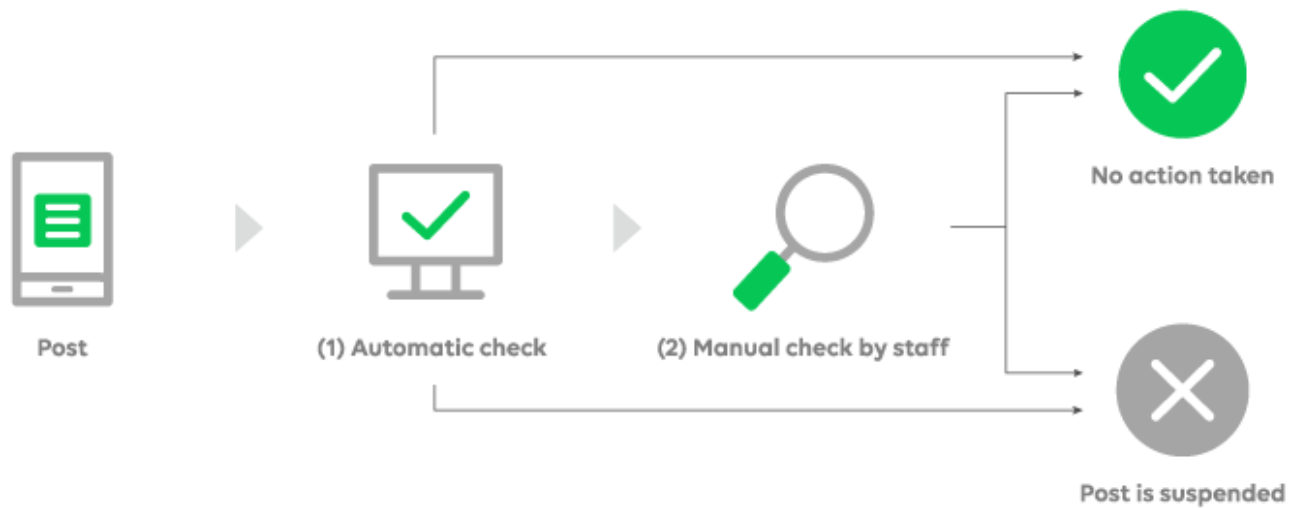
Countless users post content on the LINE app and the LINE Group's other services.

To find and remove problematic content with speed and accuracy from the vast number of posts, the LINE Group developed a cross-service patrol platform as part of our monitoring system.

The patrol platform provides us with a centralized way to swiftly adopt innovative technologies while also fine-tuning the system to different services for a more tailored approach to content monitoring.

An AI-driven system optimized to the LINE Group's services automatically assesses whether text, photos, and other posts could be in violation of LINE's standards.

This combination of AI and humans is how we patrol user content to quickly and accurately pinpoint violations and maintain the integrity of our services.



Cooperating with associated organizations

As part of efforts to provide a safe and secure social media space, the LINE Group is continually stepping up cooperation with other communication service/app providers and related government bodies such as the Ministry of Internal Affairs and Communications and the National Police Agency, working together to expedite measures for social media issues.

- Established Social Media Association of Japan
<https://linecorp.com/ja/pr/news/ja/2020/3201> (Japanese only)
- Joined the Christchurch Call to Action
<https://linecorp.com/en/pr/news/en/2020/3381>

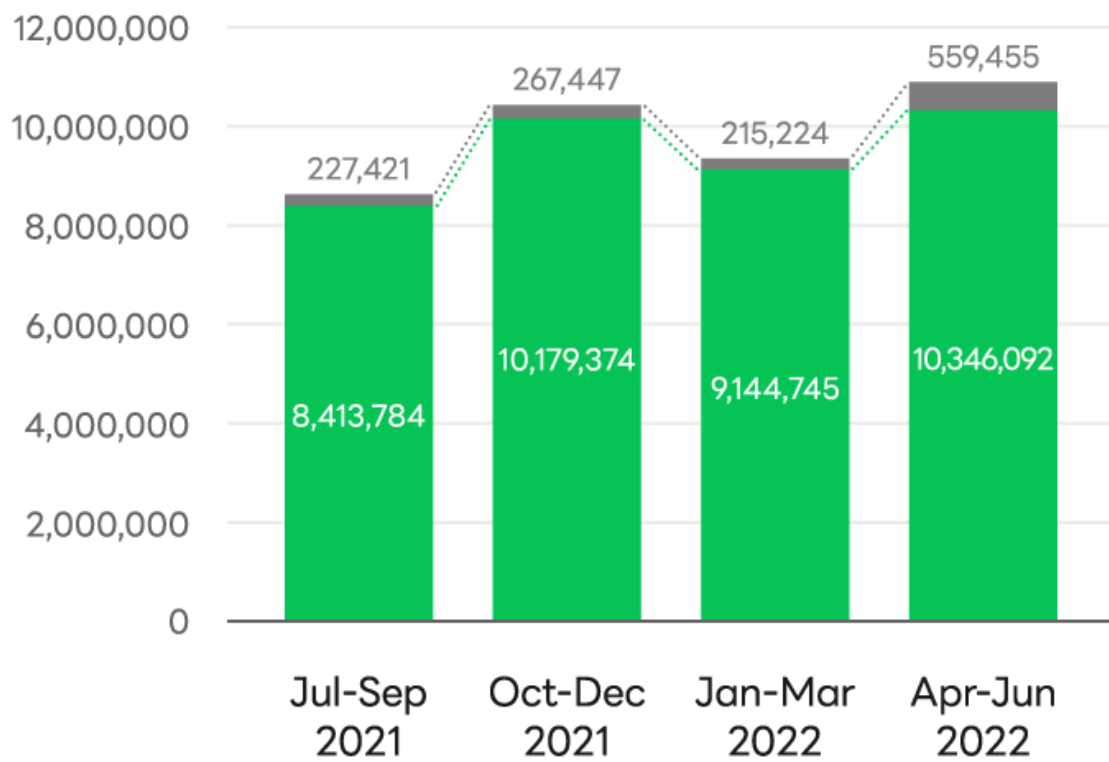
FY2022 actions taken against violating posts on LINE services



Below is the number of posts that LINE has blocked in the past six months.

1. Total No. of Posts Suspended via (System) Detection and Reporting



| |
|---|
| 1. No. of posts detected by system and suspended by monitoring team |
| 19,490,837 |
| 2. No. of posts reported by users and suspended by monitoring team |
| 774,679 |
| Total |
| 20,265,516 |

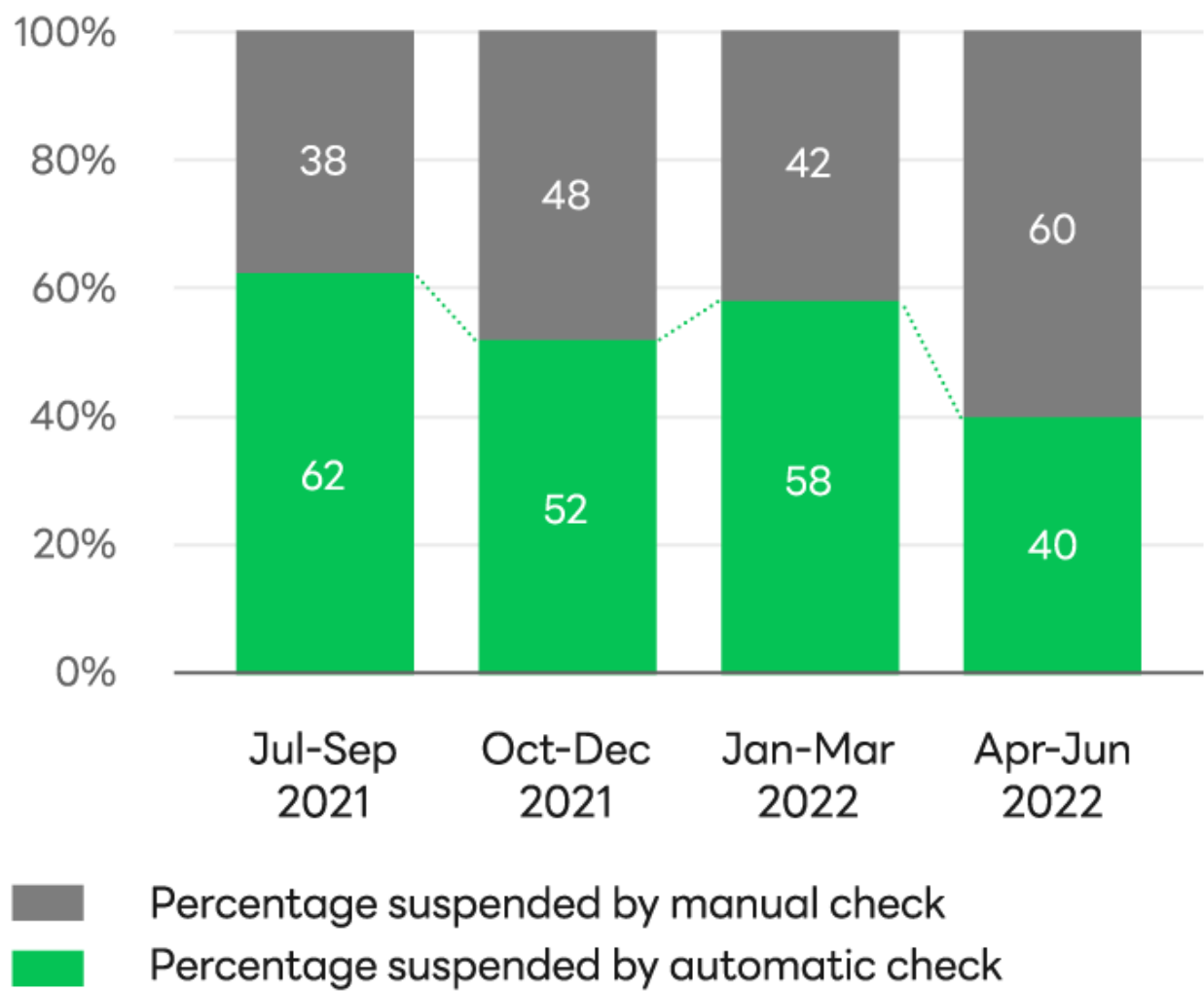


-  No. of posts reported by users and suspended by monitoring team
-  No. of posts detected by system and suspended by monitoring team

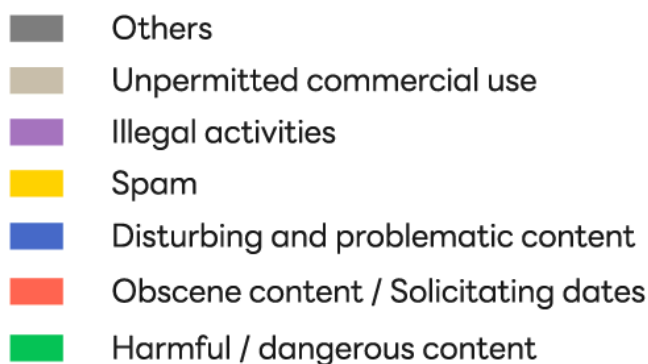
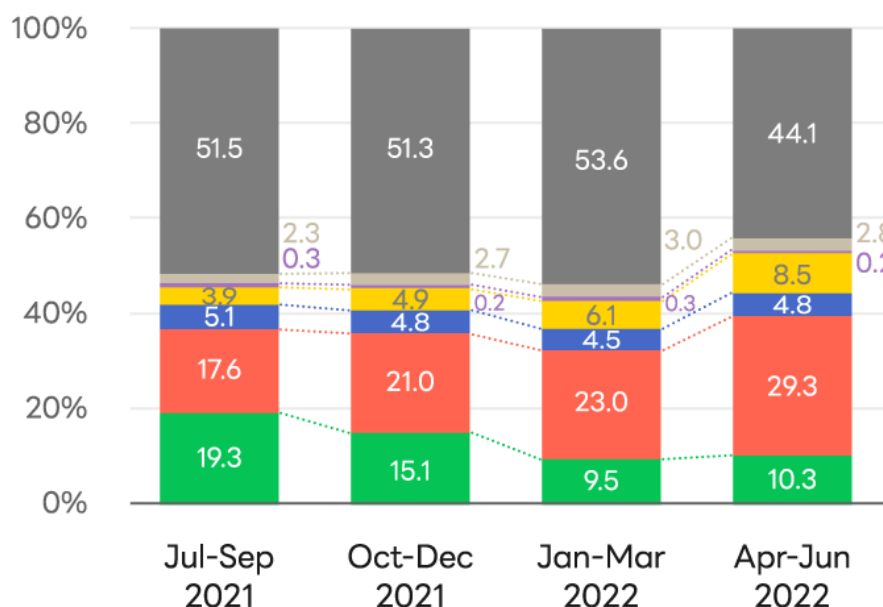
2. Percentage of Automatic/Manual Suspensions



| | |
|--|------------|
| 3. No. of posts suspended by automatic check | 9,826,404 |
| 4. No. of posts suspended by manual check | 10,439,112 |



3. Breakdown of Posts Suspended by Manual Check



4. Other notes

- **Harmful/dangerous content**
Declaring intent to commit a crime (e.g. murder, a bombing), risks to human life (such as suicide-related content) or causing chaos among the general public
- **Obscene content/Soliciting dates**
Child pornography, images of sexual content and genitalia, indecent acts, and attempting to solicit dates
- **Disturbing and problematic content**
Excessively hateful remarks, distressing images (e.g. of dead bodies), click fraud, links to phishing sites, etc.
- **Spam**
Using tools to send stickers or messages repetitively in a short period of time, advertising adult sites, luring users to register for dating apps, etc.
- **Illegal activities**
Buying illegal drugs, fraud, and other illegal acts
- **Unpermitted commercial use**
Advertisement of counterfeit brand websites, paid promotion of unreliable or questionable information, etc.
- **Other**
Other types of content banned by the LINE Group's terms of use
 Example 1: Posting personal information such as LINE IDs or telephone numbers
 Example 2: Running a giveaway campaign to induce others to friend an account or provide their personal information (e.g. "I'm giving away a set of paid stickers for free! Leave your LINE ID in the comments for your chance to get them!")
 Example 3: Impersonating the LINE Group to make fake "official" announcements (e.g. "This is the LINE team. We detected several issues in our system today and will be giving out 500 LINE Points to users as an apology.")
 Example 4: Cases unique to a service (e.g. posting spoilers on LINE Manga, threatening or stalking bloggers on LINE BLOG)

5. Services covered by this report

- @Commerce
- lacore
- LINE BLOG
- LINE GAME COMMUNITY
- LINE LIVE
- LINE MUSIC

- LINE Official Account
- LINE PLAY
- LINE SPOT
- LINE TODAY
- LINE VOOM
- LINE GIFT
- LINE SHOPPING
- LINE Talk Care
- LINE Healthcare
- LINE Manga
- LINE Fortune
- LINE BUY
- livedoor blog
- OpenChat
- Smart Channel
- Demae-can