

**10 April 2024**

Women and Equalities Committee  
House of Commons  
Palace of Westminster  
London  
SW1A 0AA



Via email: [swiftc@parliament.uk](mailto:swiftc@parliament.uk)

Dear Rt Hon Caroline Nokes,

Thank you for the opportunity to provide the Women and Equalities Committee with information on how Twitch, an interactive live streaming service, is addressing non-consensual intimate image (NCII) abuse.

We take this issue extremely seriously. Our [Community Guidelines](#) prohibit the sharing or promotion of NCII content—including the creation and sharing of synthetic NCII—and violations of this policy can result in an indefinite suspension on the first offense. Our Adult Nudity policy also includes real and synthetic NCII, which means even if this content is shown only briefly or, for example, shown to express outrage or disapproval of the content, it will be removed and will result in an enforcement.

We identify potential violations of these policies using a combination of machine detection and user reporting. Our safety operations team works 24/7/365 across the globe to quickly review content and accounts flagged by users and by our machine detection models. In H1 2023, 89.1% of these reports were reviewed in under 1 hour, and 99.8% were reviewed in under 24 hours. We also apply safety by design principles to assess the potential safety risks of every product so that we can update the product design and mitigate harms before they occur. We do not allow users to send images in chat to reduce the risk of NCII, or other unwanted sexual imagery, being shared in these formats.

We continue to evaluate our own policies to ensure they're fit for purpose and effective in protecting our community from harm. In January 2023, after a streamer broadcasted themselves viewing synthetic NCII of female streamers, we quickly issued the appropriate enforcement actions and kicked off a review to identify whether there were any gaps in our policies and processes, and to determine how we could better support our female streamers. We sought feedback from our streamer community and consulted with subject matter experts, including the Cyber Civil Rights Initiative (CCRI) and the UK Revenge Porn Helpline (who runs StopNCII.org). We updated our Community Guidelines and put out a [blog post](#) to clarify for our community how our

policies addressed synthetic NCII, and shared helpful resources. We also hosted a 'Creator Camp' program in partnership with the UK Revenge Porn Helpline to educate streamers about NCII material and what steps they can take to protect themselves, including creating a digital fingerprint of any NCII images through StopNCII.org.

While we have partnered with UK Revenge Porn Hotline to educate our community, and we are a strong proponent of their work on StopNCII.org, we do not currently implement their hash matching technology. As Twitch is a live streaming service, where the vast majority of content is new, live, and ephemeral (as opposed to pre-recorded and uploaded), hash matching technology does not work in the same way on Twitch. If a user rebroadcasts pre-recorded content during a livestream, the re-broadcast introduces pixel-level changes that renders existing hash-matching technology ineffective, and makes the content difficult to recognize via other automated means. We, therefore, have to invent our own solutions and adapt existing, third-party solutions to address this problem. We utilize technologies to scan live streams for harmful content, including possible nudity, and we continue to invest in these proactive detection tools and evaluate opportunities to implement hash matching, as the Twitch service and products evolve.

We have also engaged closely with Ofcom over the last several years, and have had numerous discussions with them regarding the Video-Sharing Platform Regulation as well as the Online Safety Act.

Safety is a top priority at Twitch, and one of our largest areas of investment. Our work is never done, and we'll always be iterating on existing tools and policies, and fortifying our proactive detection and operations behind the scenes.

Sincerely,

Olaf Cramme  
VP, Global Public Policy