

Private and Confidential

(by email only)

Wednesday 2nd September, 2026

Dear Dame Caroline,

Thank you for your letter of 26 August 2026. We have been closely following the tragic incidents that have taken place in the UK and Ireland over the last few weeks. Our deepest sympathies go to the families and friends of victims involved.

As an initial matter, please note that our internal teams are trained on our [Community Guidelines](#), which prohibit encouraging, promoting, providing instructions for, or engaging in dangerous behaviour. This includes engaging in activities likely to be imitated that could lead to serious harm or injury, such as high-risk challenges, stunts, reckless driving, or other behaviour that poses a risk to the person doing it, someone else, or the public.

We recognise the potential risk created by a minority of users acting foolishly or in bad faith on our platform, and this includes accounts which may post content relating to high-risk challenges including reckless driving. It is worth reiterating that Snap has a number of processes and measures in place to manage and respond to these risks, in line with our obligations under the UK's Online Safety Act. These include:

- Snapchat is primarily used as a private messaging platform designed with safety in mind - content that encourages, threatens or graphically depicts violent or dangerous behaviour is prohibited.
- Our [Community Guidelines](#) clearly prohibit instances of [Threats, Violence and Harm](#) - this includes certain activities that involve dangerous stunts and challenges or other serious dangerous activities. Snapchat's Community Guidelines specifically refer to reckless driving as an example of prohibited conduct.
- In order to be eligible for algorithmic recommendation on the public surfaces of Snapchat (Spotlight and Discover), beyond the creator's friends or followers, content must meet the additional, higher standards described in our [Content Guidelines for Recommendation Eligibility](#). We use a combination of automated tools and/or human review to review this content for eligibility for wide distribution and to moderate it. This includes proactive detection mechanisms.
- We provide in-app tools for Snapchat users to report content that they believe violates our Community Guidelines and we will soon launch a UK version of our interactive online safety programme, [The Keys](#), which reinforces our key safety tools and safeguards. Our Trusted Flagger Program enables NGOs, public bodies and safety partners to report potentially illegal or harmful content through a dedicated high-priority channel.
- When we **identify violating content on our platform, we promptly remove it and take action against accounts** sharing such content in accordance with our policies.

We provide further details to your specific questions below.

1. What steps does Snapchat take to identify content that depicts, promotes or encourages dangerous driving?

As outlined above, Snapchat's Community Guidelines prohibit encouraging, promoting, providing instructions for, or engaging in dangerous behaviour, including high-risk challenges, stunts and reckless driving. We use a combination of automated tools, review by dedicated safety teams, and reports from our community to identify content that may violate these rules.

On public broadcast surfaces on Snapchat, including Spotlight and Discover, content must meet additional standards before it can be recommended beyond a creator's friends or followers. Snap uses automated tools and/or human review in assessing content for recommendation eligibility and moderation, including proactive detection mechanisms. Snapchat's product design also limits the ability of unvetted content to reach a large audience: Snapchat does not offer an open news feed or live-streaming function. Users can report content in-app, while NGOs, public bodies and safety partners can use Snap's Trusted Flagger Programme for high-priority referrals. Where there is an imminent threat to life or safety, Snap may refer the matter to law enforcement.

2. What estimate does Snapchat have of the amount of UK-originated dangerous-driving content posted over the past 12 months, and the number of views it received?

Snap does not currently have a validated, reportable estimate for the number of UK-originated items of dangerous-driving content posted between 1 September 2025 and 31 August 2026, or for the views received by that content. Dangerous driving is generally captured within a broader "dangerous activities" enforcement category, and our historical reporting has not routinely combined the specific behaviour, UK origin, content volume, and view data at the level of granularity requested.

3. How many items have been removed, and how many were identified by Snap, users or law enforcement?

Snap does not currently have a validated 12-month total for dangerous-driving items removed in the UK, nor a breakdown of those items by automated or staff identification, user reports, and law-enforcement referrals. We therefore do not want to provide a speculative figure or imply that the broader "dangerous activities" enforcement category is equivalent to dangerous-driving content.

Our operational position is that, when Snap identifies content violating its Community Guidelines, it removes the content promptly and may take action against the associated account, depending on the circumstances and severity. Snap also provides reporting routes for users and trusted flaggers, and supports law-enforcement investigations involving Snapchat.

4. What barriers exist, and what steps could address them?

It is worth reiterating that Snapchat is primarily used as a private, friend-to-friend messaging service, and some content is ephemeral or shared in contexts that are not publicly searchable. This makes proactive identification more limited in private communications than on public recommendation surfaces.

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Furthermore, as outlined above - dangerous-driving content is not always captured in a dedicated enforcement category; it is generally recorded under "dangerous activities". This limits the precision of retrospective counts and source-of-detection analysis.

Lastly, content may also be reposted across services, which can make it difficult to establish where it originated and whether multiple copies are the same item. We are constantly developing our use of hashes or other signals for known or repeatedly re-uploaded material and welcome risk-based, proportionate measures to support our protections.

Please be assured that Snap takes the safety of its community extremely seriously and will continue to monitor this issue closely, take appropriate action where necessary, and work constructively with the Government and relevant authorities, including your Committee, to help address the risks associated with dangerous-driving content.

Yours sincerely,

A handwritten signature in black ink that reads "Jake Thomas". The script is cursive and fluid.

Jake Thomas
UK General Manager
Snap Inc.