



Yubo – what you need to know

Yubo (formerly Yellow) is a free app that enables young people to connect with others via their Snapchat accounts. Akin to the popular dating app Tinder, it involves users creating a profile with pictures of themselves, which is then shared with others. They then swipe left or right to like or dislike a profile. Once two users are matched, they're instantly given access to one another's Snapchat and Instagram accounts, as well as being placed into a messaging feature. Here, they are able to chat, send pictures and communicate further through their other social media profiles.

Safety concerns

After being dubbed 'Tinder for Teens' due to the lack of safeguarding measures a few years ago, Yubo stepped up its security and community guidelines in 2017 after the rebranding. The app requires you to be at least 13 years old to sign up, however, there is no verification needed hence it cannot be enforced. According to new GDPR rules that came into place in May 2018, people under 18 must have parental consent to sign up, but then again, there is no further age verification needed than confirming your email address.

Despite lacking a robust reporting system in the past, Yubo took note of this and has put in place several safeguards to make the app a safer environment for everyone. For example, the app now has an age-gate to separate communities so that the people your child is communicating with are within the same age range. The age-gate separates communities into 13-to-17 year-olds and over-18s. Unfortunately, Yubo has said that it relies on people's honesty when giving their age, but if an incident occurs there are reporting mechanism in place to ensure that users who act inappropriately are blocked.

If you want to report another user in the app itself, you are given the following options: 'snapchat username not valid' 'photo contains nudity' 'scam or commercial profile' 'profile is not a person' 'bad behaviour' and 'other.' The reporting feature itself is easy to miss and can only be found once pressing the three dots button on the top right hand of the profile you want to report. When signing up, no clear reference is made to how long Yubo takes to respond, who exactly responds and the outcome of reporting someone.



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One of the biggest concerns of livestreaming is nudity. If a user removes clothing while livestreaming and an algorithm detects nudity, his/her stream will be frozen and a message will appear asking them to put their clothes back on. Although Yubo claims that in 80 per cent of cases the message solves the problem, users will eventually be blocked if the behaviour persists.

On a positive note, if you do breach a community guideline, such as not having a suitable photo of yourself on your profile, you are blocked from matching with anyone else until you resolve it. However, you are not prevented from speaking to users you have already matched with.

What should you tell your children?

- Telling your children not to use Yubo could prove counterproductive. Instead, make sure they're well aware of how to report a user or harmful incidents here: <http://safety.yellw.co/>.
- As well as this, you should highlight the Community Guidelines which make clear that under 18s shouldn't make friends with over 18s, and that nudes shouldn't be requested or shared: <http://community.yellw.co/>.