

IMDA's draft Code of Practice for Online Safety for Designated Social Media Services

1. IMDA is proposing a **draft Code of Practice for Online Safety ("draft Code")**. The objective of the draft Code is to provide Singapore users with a safer online experience when using designated SMSs. Designated SMSs will be expected to meet the following key outcomes:
 - (a) Put in place **system-wide measures** to minimise Singapore users' exposure to harmful content and empower users with tools to manage their own safety. In particular, SMSs must take additional steps to minimise children's exposure to inappropriate content and provide tools that allow children or their parents to manage their safety on these services.
 - (b) Provide an **easy-to-use mechanism for Singapore users to report** harmful content and unwanted interactions.
 - (c) Be **transparent about how well they are protecting Singapore users from harmful content**, by providing information that reflects Singapore users' experience on their services and allows users to make informed decisions about how they use the services.

Obligations under the draft Code

2. The draft Code sets out obligations for designated SMSs under three sections:

Section A - User Safety

- (a) SMSs must minimise users' exposure to harmful content through measures such as having in place a set of community guidelines and standards, and content moderation measures. The categories of harmful content include:
 - i. Sexual content
 - ii. Violent content
 - iii. Suicide and self-harm content
 - iv. Cyberbullying content
 - v. Content endangering public health
 - vi. Content facilitating vice and organised crime
- (b) Users should be empowered to manage their own safety on the services by having access to tools such as those that may hide harmful content or reduce the visibility of their own profile to other users.
- (c) Users should be provided with safety information, including Singapore-based safety resources or support centres if available.
- (d) SMSs must have additional measures to protect children, including minimising children's exposure to inappropriate content and ensuring that their relevant account settings are age-appropriate by default.

Section B - User Reporting and Resolution

- (a) Users must be able to report harmful content or unwanted interactions to the SMSs through an effective, transparent and easy to use mechanism. SMSs are expected to take action on these user reports in a timely manner.

Section C - Accountability

- (a) SMSs must submit annual reports to IMDA that reflect Singapore users' experience on the services, including the steps the SMSs have taken to mitigate Singapore users' exposure to harmful and inappropriate content and actions that SMSs have taken on user reports. The annual reports will be published on IMDA's website.
3. The draft Code may be updated following further industry consultation.