



# A Parent's Guide to LiveMe



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Online Safety Advice

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for Parents and Their Teens

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[www.liveme.com](http://www.liveme.com)



**LiveMe is a place for sharing your passions and talents and building connections with people around the world.**

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While internet access and the proliferation of mobile devices allows for unparalleled creativity, we realize that parents are concerned about the content their children see and make online, specifically social media. We've created this guide to help parents navigate LiveMe and engage in thoughtful conversations with their teens about how to use this application and other online platforms safely.

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LiveMe strives to maintain a fun, healthy, and safe community for all our users. In order to preserve our mission, we have developed a set of community guidelines, which we take very seriously. In fact, we have a zero-tolerance policy, and we have the right, in our sole discretion, to remove any content and/or suspend or terminate any offending user account if we find that any of the following violations of our guidelines has occurred.

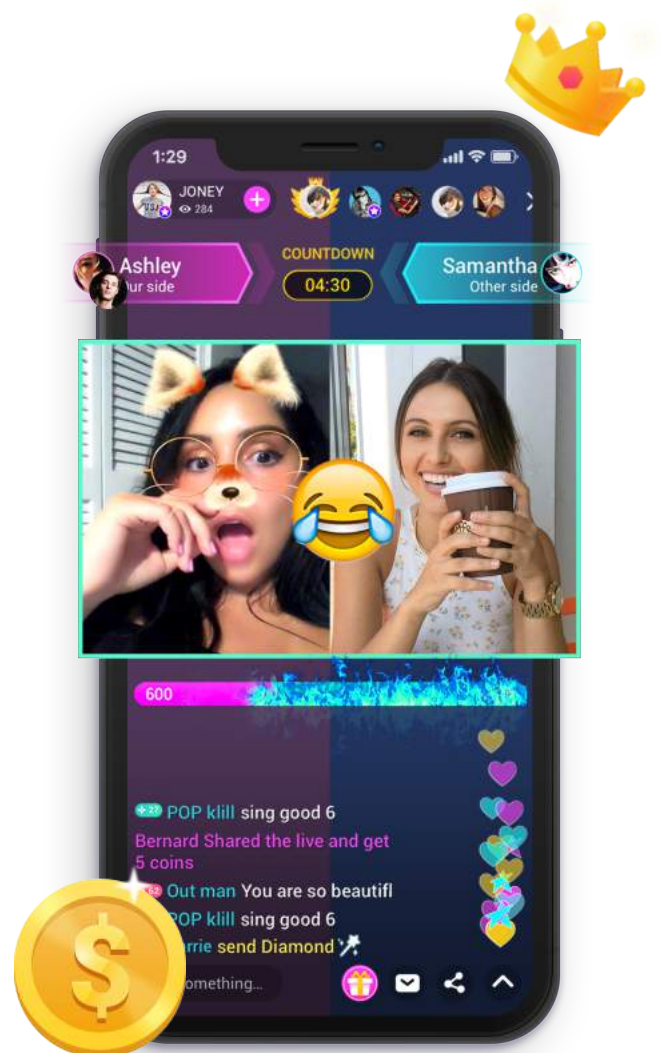
If you'd like clarification about what kind of content is not allowed on LiveMe, please refer to our Community Guidelines.

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## What is LiveMe?

- LiveMe is a live mobile broadcasting app that gives creators a platform to share their talents & passions directly with their fans.
- LiveMe is popular with young people as it allows them to express themselves and connect with others. As of December 2018, LiveMe has nearly 70 million members around the world.

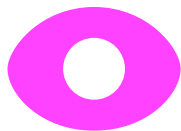
### What is live broadcasting?

You might have heard the term “live streaming.” Several social media platforms, including Facebook and Instagram, allow their users to “go live” by recording and sharing videos in real time. While similar in technology to live streaming, live broadcasting is about creating connections. Instead of the host talking to an audience, they engage with the audience and vice versa.

## LiveMe Features



Record Live



Watch Live



Comment



Send Virtual Gifts

# Problems Social Media Users May Experience Online and How LiveMe Addresses

## Violence & Self-Harm

We hear too often about acts of violence that occur in the world, and often these events are broadcast across social media. Sometimes they even go “viral.” As a result, your teen will probably come across videos or posts that show violence, real or staged, at some point in time. While often these acts are intended to harm others, other times the content may show self-harm.

LiveMe does not tolerate violence of any kind on our platform. Thus, any content that promotes or encourages physical violence towards yourself or others, or sensational or shocking acts that tend to cause harm or discomfort, including child/animal abuse, self-mutilation, bodily harm, and/or eating disorders of any kind, is strictly prohibited. We flag and remove violent content on LiveMe and work with the police and/or proper authorities to report any illegal or criminal activity. For more information, see [Further Resources](#)

## What to Tell Your Teen

Tell your teen that if they see any acts relating to violence, self-harm or suicide on LiveMe to report it immediately so a moderator can handle it appropriately.

If your teen expresses that they or a friend is experiencing harmful thoughts, please seek help. We have provided contact information for

resources that can provide immediate help to all parties involved under the section “Further Resources.”

## Sensitive Content

To protect our users, overly sexualized content, indecency and/or obscenity is strictly forbidden on LiveMe. Thus, we expressly forbid our broadcasters from engaging in or broadcasting any sex-related content that promotes sexual activity, exploitation and/or assault. When appropriate, we reserve the right to refer the abusive content to local and/or federal law enforcement.

## What to Tell Your Teen

Firstly, make sure your teen knows that any videos they post or comments they write will be visible to anyone on the platform. While LiveMe no longer features profiles of users under 18 on its homepage, all users should think carefully before broadcasting, as their video could reveal details of their location to strangers. Tell your teen that if they feel pressured to send nude pictures, perform sexual acts, or participate in any kind of activity that makes them feel uncomfortable to report the issue to LiveMe immediately.



## Bullying

Unfortunately, bullying (including cyberbullying) has become an all-too-common problem in our schools, community, and now, online. According to [www.stopbullying.gov](http://www.stopbullying.gov), over 70 percent of students report having witnessed bullying in their school, and over 71 percent believe bullying is a problem.

Haters or trolls of any kind aren't welcome at LiveMe. We do not tolerate bullying or harassment, and purposefully targeted content meant to hurt, degrade, target or shame another individual or group of individuals will be immediately flagged for removal and the offending user may be subject to suspension or ban from LiveMe, at our discretion.

## What to Tell Your Teen

Not all kids or teens who have experienced or are experiencing bullying will tell someone. There are often warning signs, however. Let your teen know that if they are being bullied in-person or online, they can talk to someone—whether it is you, a teacher, a counselor, or a friend.

Tell your teen that if they see any profanity, discrimination, or any other content that they believe to be bullying or harassment to report it to LiveMe immediately so a moderator can handle it appropriately. In the same way, let your teen know that bullying or harassment of any kind is not only wrong but comes with physical, emotional, and even legal consequences, including potentially being banned from LiveMe.

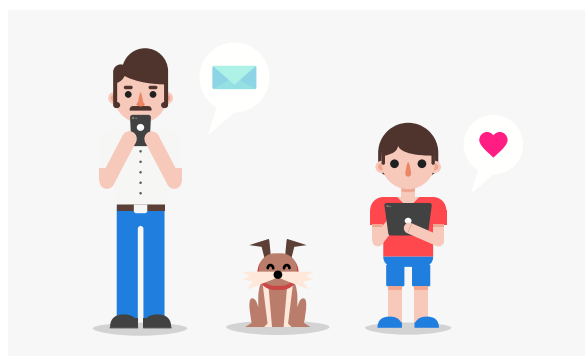
## Grooming

Grooming occurs when an adult builds an emotional connection with a child or teen with the objective of sexual abuse or promoting controversial—or even “extremist”—views. Sometimes these adults will even set up fake profiles in order to appear younger and gain trust.

As stated in our “Violence & Self-Harm” and “Nudity & Sexual Content” sections, LiveMe prohibits any content that encourages violence of any kind or sexual exploitation. When appropriate, we reserve the right to refer the aforementioned abusive content to local and/or federal law enforcement.

## What to Tell Your Teen

Firstly, make sure your teen knows that any videos they post or comments they write will be visible to anyone on the platform. While LiveMe no longer features profiles of users under 18 on its homepage, all users should think carefully before broadcasting, as their video could reveal details of their location to strangers.



## Data Use & Privacy

There has been much controversy within the social media industry about the security and privacy of users' personal information, and we realize that parents are concerned.

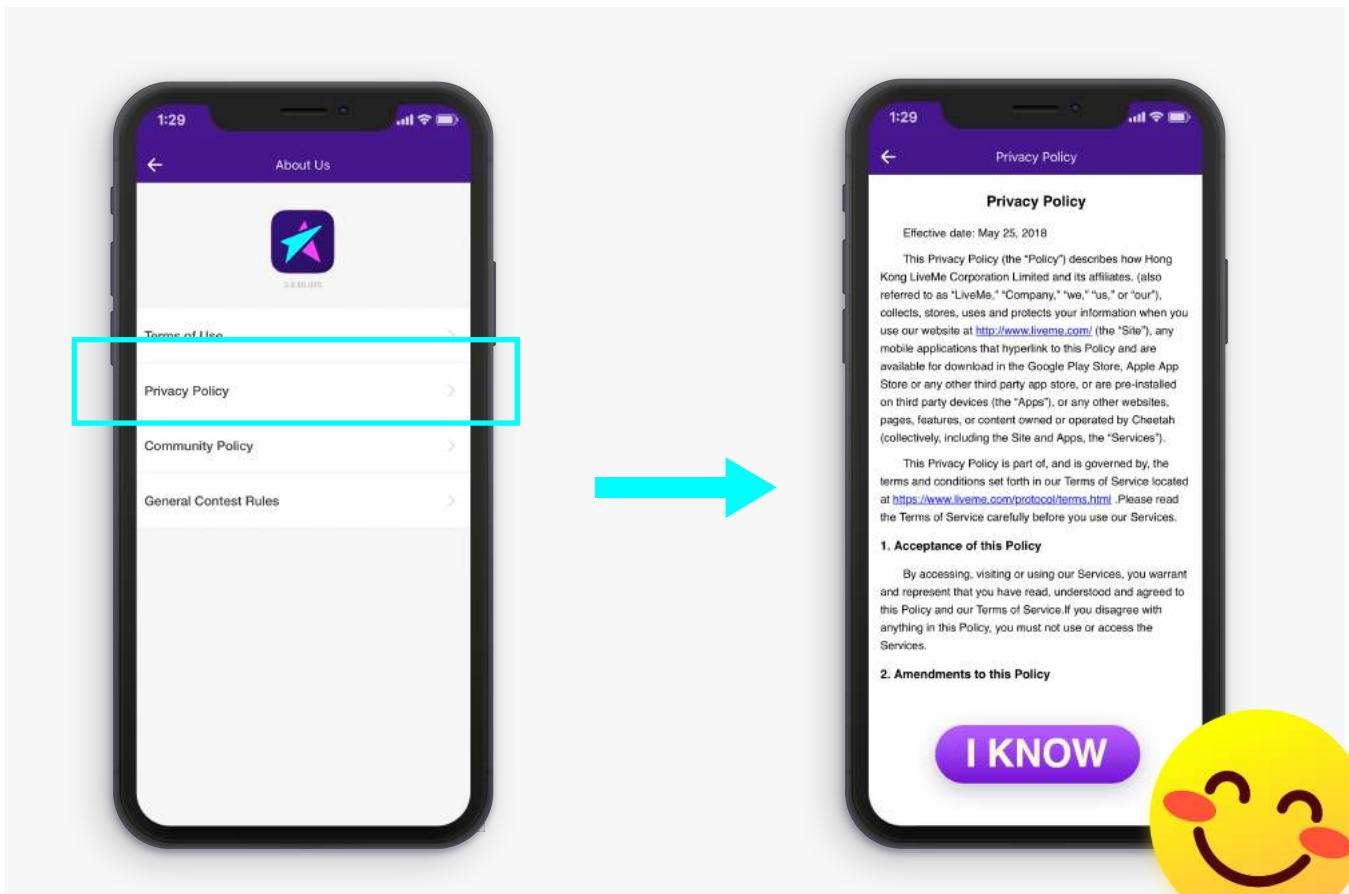
LiveMe respects the privacy of the users in our community, and we work hard to ensure that the information users share with us is secure. We ask our users to refrain from the use of content which invades another person's privacy or which divulges their private or confidential information.

## What to Tell Your Teen

Let your teen know that they shouldn't share any personal information (a Social Security number, address, bank information, etc.) with others on LiveMe or any other online platform. If someone on LiveMe asks for their personal information, they should report the user so a moderator can handle it appropriately.

Read our [Privacy Policy](#) for more information about the user data we collect.

# Privacy Policy







# How We Monitor LiveMe



LiveMe employs a team of human moderators around the world who work 24 hours a day and seven days a week. Our team of moderators works both proactively and reactively responding to users' reports. Users found to be in violation of the app's Community Guidelines are subject to immediate suspension or ban from the app.

## Safety Team

To further ensure LiveMe is a safe community for all of our users, we also actively work in conjunction with law enforcement and other municipalities to assist in criminal and safety related investigations to the fullest extent of the law, without violating user privacy. We have a Safety Team dedicated to helping law enforcement by receiving and processing warrants for data, answering any questions for law enforcement, and returning requested data in a week or less. The team also continues to work with authorities after data is provided to guide understanding, show how to interpret data, and answer any follow-up questions. The LiveMe Safety Team has helped law enforcement find missing persons, prevent self-harm, prevent abuse, help victims of abuse, locate terrorist activity, and much more.

## User Tools

LiveMe is committed to user safety and continues to develop more proactive user tools and resources to facilitate the combat of problems as they arise. One example of such commitment is through our new "Admin" feature, which enables broadcasters to allow other trusted users to be administrators for their broadcasts to block commenters on their behalf in real time. Admins can be easily added or removed by a broadcaster at any time, and we strongly recommend that those users who are added as Admins are people with whom the broadcaster is familiar and trusts.

## AI

Beyond human moderation, LiveMe has industry-leading artificial intelligence to continually identify content which violates the Community Guidelines. Furthermore, LiveMe actively works with others in the live video industry to further develop and adhere to best industry practices so that we can further prevent safety issues from occurring on the platform.

## Safety Advocate Program

LiveMe also has a Safety Advocate Program, a community-driven effort to tackle and deter all forms of online abuse on its popular live broadcasting app LiveMe. Safety Advocates are sourced from within LiveMe's user community and granted limited administrative privileges to help the company more quickly flag and remove content violating the app's Community Guidelines. Any LiveMe member can apply to become a Safety Advocate but all applicants are carefully screened based on their user activity and community standing. Selected applicants that make it past the initial screening will also undergo an extensive third-party background check. Have a suggestion for something else we can do to improve safety? Please let us know. Email [live.me@cmcm.com](mailto:live.me@cmcm.com) with the subject, "Safety Suggestion."





## Further Safety Resources for LiveMe Users and Their Parents

Thorn partners with companies across the tech industry, as well as government and NGOs, to leverage technology to combat predatory behavior, rescue victims, and protect vulnerable children.

**Please contact the following organizations if you or your teen need immediate assistance.**

If your teen or someone they know is experiencing harmful thoughts, contact:

National Suicide Prevention Lifeline: [1-800-273-8255](tel:1-800-273-8255)

The Trevor Project LifeLine: [1-866-488-7386](tel:1-866-488-7386)

*The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, queer & questioning youth.*

If you need to report your child missing or report child exploitation, contact:

National Center for Missing & Exploited Children

24-hour Hotline: [1-800-843-5678](tel:1-800-843-5678)

Report child exploitation - CyberTipline: <https://report.cybertip.org/>

*As the nation's comprehensive reporting center for all issues related to the prevention of and recovery from child victimization, NCMEC leads the fight against abduction, abuse, and exploitation.*

**Free Resources:**

National Bullying Prevention Center: [www.pacer.org/bullying](http://www.pacer.org/bullying)

Internet Safety Resources: [www.connectsafely.org/great-internet-safety-resources](http://www.connectsafely.org/great-internet-safety-resources)

