



Orkut is Google's online social network. It is particularly popular in Brazil and India. Google takes the safety of our users on orkut very seriously, and we have gone to great lengths to help protect them. Unlike many other social network sites, orkut requires users to be 18 years old to use the service. Google places a session cookie on a registrant's browser to help prevent age falsification when a user registers for orkut. Therefore, many of the issues related to the safety of young people under 18 on social networking sites do not generally apply to orkut.

Google/orkut focuses its safety efforts on combating inappropriate content on orkut. We have a cross-functional team of product managers, engineers, legal and customer support employees across three continents who are dedicated to developing abuse-prevention tools for orkut. This team has a three-pronged approach to detecting and preventing abuse on the website:

- Identifying and removing illegal content
- Empowering users to detect and prevent abuse
- Cooperating with law enforcement

Identifying and Removing Illegal Content:

Orkut uses cutting edge technology and manual content reviews in response to user "flags" to qualify "manual content reviews" to identify and eliminate illegal and inappropriate content from orkut. From a technological perspective Google uses the following tools:

- *Image scanning technology:* This year we launched image scanning technology which aims to detect images of pornography (including child pornography) at the time of upload to the website, followed quickly by removal. A team of U.S. engineers worked on development of this scanning technology for more than a year, and we are very pleased with the results of the tool's detection capabilities thus far.
- *Spam detection technology:* And our orkut engineering team in India developed significant improvements to our spam detection technology in the last year, vastly reducing the amount of spam that appears in users' scrapbooks and elsewhere on the website.

These safety tools complement an extensive manual content review process in response to user flags. Our operational orkut support team conducts manual content reviews each day of content flagged by users. Google has worked very hard to develop and improve these internal systems for detecting and preventing illegal content from appearing on the website. Our manual review process works as follows:

1. First, the user uploads new content.
2. If content is flagged by users of the website, that content is queued for review.
3. If our image scanning technology detects inappropriate content, that content is automatically removed from the website.
4. Our manual reviewers will review the content flagged for review by users, and will remove content that violates the site's Terms of Service or Community Standards.
5. If the manual reviewer identifies pornographic images not already detected by our image scanning technology, the reviewer provides relevant information to the image scanning database to identify duplicate images automatically in the future.

Empowering Users to Detect and Prevent Abuse

Google empowers users to contribute to keeping orkut free of inappropriate content and has developed a number of tools for users to assist us in this goal.

For years, the orkut website has had a Report Abuse button on every profile and community page on the website. In the past year, the engineering and support teams also have added this button to photo albums and other pages so users can now flag more specific items for review.

1. When a user clicks on the Report Abuse button to report a profile or community, the user is taken to a page that asks the user to identify the category of inappropriate content at issue.
2. If a user clicks on any of those buttons, the user may be taken to another page to provide even more details about their report.
3. On the backend, our engineers have developed a detailed system for queue-ing up reports from these flags in an order most likely to bring the gravest concerns to the top of queue, so that our reviewers will be able to see and remove the most egregious of the flagged content first.
4. For photo albums, our engineering and support teams have created a slightly different version of the reporting page, giving users an opportunity to describe their complaint in more detail. Often, such descriptions from our users are vital for our support team to determine whether non-pornographic photographs violate our Terms of Service.

In addition to giving our users sufficient tools to report inappropriate content to us, we also feel it is important to provide educational resources for our users, including safety tips, and explanations of what type of content is not allowed on the site. We do this in our Safety Center, which is available via a link that appears in the footer of every single page of the orkut website.

The Safety Center includes the following resources:

- links to orkut website policies, such as the Terms of Service and the Community Standards
- detailed descriptions of our privacy and security features
- links to third-party resources, such as non-governmental organizations that focus on Internet safety

Working with law enforcement

Two summers ago, we realized that the community flagging and reporting abuse tools and safety center tools were not sufficient for law enforcement to communicate with us. When law enforcement has concerns about content on the website, we want to ensure that we hear their concerns first and prioritize their removal requests above all others.

To that end, in Summer 2006 our U.S. engineers created a special Priority Reporting Tool for the exclusive use of law enforcement. This tool is now used by dozens of law enforcement agencies across Brazil and India, and has been a highly effective means of communication between our support team and the police. We hope to work with law enforcement in the United States to use this tool in a similar way.

Through this tool, law enforcement flags of inappropriate content go straight to the top of our queue, and we promise a 1-business-day turnaround in reviewing and responding to those flags. The tool also allows law enforcement the opportunity to request preservation of the user data associated with the flagged content, ensuring that if law enforcement later seeks a court order for such information, we will have it available for them.

The orkut support and legal teams have found this tool to be tremendously effective in streamlining and prioritizing the needs of law enforcement with regard to content on orkut.

In the U.S., we also report all illegal images of child pornography that we discover on the website to the National Center for Missing and Exploited Children, as required by U.S. law.

