

# Digital Safety: The New Cybersecurity



## YOU CAN SPEND 20 YEARS BUILDING – AND LOSE IT ALL IN 20 SECONDS

User-generated content helps you grow, but the wrong kinds of content put your business at risk. Don't wait until it's too late. Our **Digital Safety Health Assessment** identifies illegal and harmful online content within your service, and determines an immediate path of action to keep everyone safe.

### CONTACT

Lisa Thee  
Data for Good Practice Lead  
lthee@launchcg.com

## Stats to know

# 72%

Amount of people who feel they have been severely harassed on a digital platform

# 65 million

Number of child sexual exploitation abuse images reported in 2020

# 35,000

Number of views of just one victim's images, uncovered during DOJ investigations; law enforcement called the abuse "infinite"

# 40%

Amount of users who have abandoned a platform due to harassment

### THE NEED TO ACT QUICKLY

The tech industry is committed to advancing digital safety consistent with an open, free, and secure internet. As a product leader, you can ensure compliance within your group by leveraging cost-effective, proven tools and services that align with industry best practices.

Change in legislation is forcing internet-based companies to adapt quickly and remove nefarious and unexpected content, moderate ongoing engagement, and ensure the platform is used for good—to build community and human connection. Machine Learning and AI-based systems must be tapped to handle the volume of data.

### USER-GENERATED CONTENT MODERATION IS SHIFTING FROM "NICE TO HAVE" TO "MUST HAVE"

Errant content and behavior is hard to detect because of the dynamic nature of language. Platforms weren't designed to recognize and respond accordingly, and perpetrators often operate from well-honed playbooks designed to get around human-led moderation practices.

In Europe and Asia, significant fines and penalties are imposed on companies for housing illegal user-generated content, and these governance policies are expanding to the rest of the world.

### CONSUMER TRUST AND LEGISLATIVE COMPLIANCE ARE KEY TO YOUR FUTURE

Launch's Rapid Digital Safety Health Assessment works within your platform's unique products and services to highlight terrorism and violent extremism content, hate speech, and online child sexual exploitation. Show your customers and teams how important safety is to your platform, that the challenge is solvable, and that you are committed to being an industry leader in doing so.

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# The Right Partner to Enable Content Moderation at Scale

With expertise in data science and AI, and proven success in helping policy leaders enforce terms of service, Launch is positioned to help you navigate the challenges of content moderation.



We have partnered with Spectrum Labs, the leading AI Digital Safety Platform, to leverage complex data sets across text and audio content. Spectrum has analyzed and labeled over 100 billion consumer messages, informing its AI platform to most effectively monitor and flag problematic user-generated content. The platform is trained in over 50 languages and flags 40 negative behaviors, and its capabilities are still growing.

Launch currently partners with the largest social media platform in the world, F50 telecom and high-tech leaders, and leading non-profits in preventing hate speech and child sexual abuse material online. Our rich toolset leverages automation to moderate content and ensures compliance at the scale required to keep pace with the content your customers produce today and in the future.

## ENGAGING LAUNCH: RAPID DIGITAL SAFETY HEALTH ASSESSMENT

In our 6-8 week Rapid Digital Safety Assessment, we will deploy a team of digital safety and organizational effectiveness experts to understand your product's current digital safety exposure and provide a journey map that aligns with your company's digital safety requirements. With our digital safety maturity model, we can help you ensure legal compliance, better platform security, and safety for all in a cost-effective package.

### Assess and align to enable fast action

Our assessment gives you insight into harmful behavior prevalence, scale, and severity rates sliced into demographics as they pertain to your platform. With this clarity, coupled with a clear path you can act on, you can move directly into de-risking your product—and your company on the whole—freeing you to maintain focus on the growth of your business.

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“Our Digital Safety Assessment brings actionable insights to light so that executives can take control of the situation and de-risk their platforms, for themselves, for the stakeholders, and for their customers. It’s really about making the invisible, visible.”

LISA THEE

Data for Good Practice Lead  
Launch Consulting