Backpage.com Safety & Security Backgrounder
Last updated January 24, 2011

Backpage.com is committed to making our site safer for our members and our community. Over the past several months, Backpage.com has been focused on increasing the safety and security of the site and on preventing those intent on committing illegal activity through the site. This process is ongoing and is backed by a team that works diligently on safety and security related initiatives across the site. The following are some examples of recent safety measures that Backpage.com has implemented.

Implementing Stronger Policies to Prevent Illegal Activity
- Implemented no nudity policy
- Implemented strict content policies to prevent illegal activity
- Implemented stricter image content standards

Preventing Inappropriate Content
- Images are reviewed for compliance with content policies
- Keyword searches conducted across site to locate inappropriate or illegal content
- Banned inappropriate terms list utilized to identify and prevent illegal content
- Child exploitation response process used to prioritize child related matters

Increasing Online Classified Ad Controls to Prevent Abuse
- Inappropriate ad content removed
- Known bad URLs blocked from being posted on site
- HTML images blocked in ads (except for trusted users)
- Character limit on ads (ad size) reduced significantly
- Users attempting to inappropriately edit ads after review/approval blocked from ad editing process
- All ads edited by user after initial review and approval are reviewed again
- Built tool to restrict ad poster capabilities for policy violations
- Suspicious URLs linked to off-site destinations reviewed manually by staff for appropriateness
- Ad moderator accountability system implemented to increase quality and efficiency and moderation staff increased significantly
- Built quality assurance tool to increase ad moderator effectiveness
- Two tier system used to moderate content to increase quality of ad review
- Time alerts utilized to ensure ads are reviewed within 20 minutes of upload
- Ads deleted for egregious violations of Terms of Use
- CAPTCHAs added to report abuse process to prevent abuse reporting misuse
- Increased security measures to better protect user information

Partnering with Law Enforcement and Safety Advocates/Experts
- Added time, date, and time zone stamps to improve quality of information provided to law enforcement
- Ads containing possible minors investigated and referred to the [National Center for Missing and Exploited Children](#) (NCMEC)
- All law enforcement inquiries involving minors given first response priority
- Worked with law enforcement to improve understandability of information provided during investigations

- Created FAQ document with each Cybertipline report to assist law enforcement
- Created an automated process to expedite ad reporting to NCMEC.
- Child safety experts enlisted to help guide safety strategies and help prevent illegal misuse of Backpage.com

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