

DSA Transparency Report

Hypic - 2025

Introduction

Hypic is a photo editing app, which offers a suite of professional image editing tools.

In line with our obligations under the Digital Services Act (**DSA**), we are pleased to publish our first DSA transparency report for the reporting period of 17 February 2024 to 31 December 2024.

Report index

1. **Content moderation (+ Annexes A)**

2. **Illegal content reports**

3. **Our moderators**

4. **Orders from government authorities**

Section 1. Content moderation

We review content on Hypic proactively (through systems we have in place which detect illegal and harmful content, including content which may be in violation of our Terms of Service or our Community Guidelines (together, our **Policies**)) and reactively (for example, on receipt of notice from users or authorities). To do this we deploy a combination of technology and human moderators.

- We use automated moderation technology to identify content that violates our Terms of Service or Community Guidelines. This technology looks at a variety of signals across content, which may include, for example, keywords or images to detect potential violations.
- Human moderators work alongside our automated moderation systems to review and assess content that may violate our Terms of Service or Community Guidelines. Our moderators undergo regular training on our content moderation processes and policies.

We may remove or restrict access to content if we reasonably believe it is in breach of our Terms of Service or our Community Guidelines. In case of severe or repeated violations, we might also take account-level action, including suspending user's access to certain features, or temporarily or permanently banning their account.

Key Principles

Content on Hypic is typically first reviewed by our automated moderation technology, which aims to identify content that violates our Policies before it is viewed or shared by other people on Hypic or reported to us. While undergoing this review, the content is visible only to the user.

If our automated moderation technology identifies content that is a potential violation, it will either be automatically removed from Hypic or flagged for further review by our human moderation teams.

Automated Review

We use a variety of automated tools, including:

- Computer Vision models, which help to detect objects (for example visual signals, emblems, logos objects that are known to be associated with extremist and hate groups) so it can be determined whether the content likely contains material which violates our policies.
- Keyword lists and models are used to review text and audio content to detect material in violation of our policies.
- Where we have previously detected content that violates our policies, we use de-duplication and hashing technologies that enable us to recognise copies or near copies of such content. This is used to prevent further re-distribution of violative content on Hypic.

Human Moderation

Hypic currently adopts proactive risk detection models that surface content that potentially violates our Community Guidelines for human moderation review. These models are trained on content that have been tagged to specific policies by our human moderators. Tagged content undergoes random quality assurance samples to ensure tagging accuracy and alignment to policy. This ensures our datasets remain diverse, fair and unbiased.

Moderation data is continuously monitored through random sampling, with regular meetings held to discuss potential grey area cases. If required, interpretation guidelines are published for moderators to revise and align with policy.

If proactively detected content has been confirmed by human moderators to be in violation of our Community Guidelines, users will be informed of the fact.

Section 2. Illegal content reports

Our Policies apply to all accounts and content on Hypic, and they often align with, and sometimes go beyond, local law requirements. While we primarily enforce our Policies at our own initiative through automated and human moderation, users can also alert Hypic to content they believe violates our Policies or is illegal. Hypic received no illegal content reports in the European Union during the period from 17 February 2024 to 31 December 2024.

Section 3. Our Moderators

To ensure a consistent understanding and application of our Policies, all content moderator personnel receive training across our relevant Policies. All content moderators undergo training on Hypic's content moderation systems and receive wellbeing support and resources. Personnel involved in reviewing reported illegal content receive additional focused training on assessing the legality of reported illegal content.

Content moderation training materials are kept under review to ensure that they are accurate and current. Such materials include clearly defined learning objectives to ensure our content moderators understand the core policy issues and their underlying policy rationale, key terms and policy exceptions (where applicable).

Members of our Trust & Safety teams attend regular internal sessions dedicated to knowledge sharing and discussion about relevant issues and trends.

Section 4. Orders from government authorities

We may receive requests from government authorities in the European Union to remove content. During the period from 17 February 2024 to 31 December 2024, we received no requests from government authorities in the European Union to remove content.

We may also receive requests from government authorities in the European Union for user information disclosure. During the period from 17 February 2024 to 31 December 2024, we received no information requests from government authorities in the European Union.

Annex A - Hypic's own-initiative content moderation

This Annex A provides the number of moderation actions we took against content and accounts under our Policies.

This table sets out the number of the content-level moderation actions taken where content is found to violate our Policies, broken down by the moderation action taken.

Number of Moderation actions taken	
Content Removed	Content Restricted
89	551

This table sets out the number of the content items removed where content is found to violate our Policies, broken down by the sub-policy under our Community Guidelines. Content may violate multiple policies and each violation is reflected in the breakdown of each of the respective sub-policies.

Policy Category	Content Removed
Adult nudity and sexual activities	10
Harassment and bullying	1
Illegal activities and regulated goods	57
Integrity & Authenticity	5
Minor safety	6
Suicide, self-harm, and dangerous acts	14
Violent and graphic content	5
Total	89