Information requirements for Category 2A services

Annex 4

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1. Introduction

1.1 The Online Safety Act 2023 ("**the Act**") introduced a transparency reporting regime for categorised services. Under this regime, Ofcom has powers to require **providers** of categorised services to publish certain information about their services in a public transparency report.

1.2 Section 2 of this document sets out the complete index of information requirements that may be included in notices for Category 2A services. From this index we tailored the information requirements for each individual service. We have set out our approach to allocating questions in our consultation: 'Consulting on our Impact assessment of Ofcom's approach to transparency notices.'

1.3 Section 3 of this document sets out how terms in bold are defined and should be interpreted.

2. Information requirements

1. Taxonomy

Publicly available statements

In considering the incidence of **illegal search content and proxies** and **search content that is harmful to children and proxies**, we recognise that most **providers** of **search services** operate globally and do not necessarily directly apply UK definitions of **illegal content** and **content that is harmful to children** across all **search content**.

While **providers** of **search services** must comply with the safety duties in relation to **illegal search content** and **search content that is harmful to children**, a **provider's publicly available statement** may include global policies which operate differently to the categorisations and definitions of harmful **content** regulated by **the Act**. Depending on their systems and processes, **providers** of **search services** may be alerted to and manage a broader range of **illegal search content proxies** and **search content that is harmful to children proxies** under their own, globally applied, **publicly available statements,** which cover **illegal search content** and **search content that is harmful to children**, but with a different categorisation or definition.

These questions ask **providers** of **search services** to provide details about how their **publicly available statements** operate to either use **proxies** or **the Act's** categorisations and definitions for harmful **content**, to cover the broad range of **illegal search content** and **search content that is harmful to children** which **UK users** may be able to access via **search results**.

The following questions relate to your contracts (including any community guidelines or equivalent incorporated by reference into the contract) with all **UK users** who are able to **encounter search content** via the **search service**.

1. Please identify each provision of your contracts which corresponds to or overlaps with the definitions under **the Act** of **priority offences**, (regardless of whether or not you rely on such provisions in practice to make decisions about whether or not **search content** is **illegal search content** under **the Act**).

   If, in addition, you have specific provisions enabling you to make **illegal search content judgements** or decisions about **illegal search content proxies** for the purposes of taking action to comply with the duties set out in **the Act**, please also identify these.

   In your response, please reproduce or link to the specific provision(s) concerned. If one provision or section of your contract/community guidelines covers multiple offences, please provide the **publicly available statement** provision for each offence as necessary. This may mean you need to refer to some **publicly available statement** provisions more than once.

In relation to each offence specified in rows 2A to 18 (excluding row 3) of the table, the offence also, to the extent relevant, includes the offences of encouraging, assisting, conspiring to commit, aiding, abetting, counselling, procuring, attempting, or (in Scotland) inciting or being involved art and part in, the commission of that offence.

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
1.	Terrorism	An offence specified in Schedule 5 to **the Act**.	
2.	**CSEA**	An offence specified in Schedule 6 to **the Act,** that is not set out below under the illegal content categories: (a) Image-based **CSAM**; (b) **CSAM URLs**; or (c) Grooming.	
2A.	Image-based **CSAM**	An offence specified in any of paragraphs 1 to 4, 7, 8 or 10 of Schedule 6 to **the Act**, so far as the risk in relation to those offences relates to **CSAM** in the form of photographs, videos or visual images.	
2B.	**CSAM URLs**	An offence specified in any of paragraphs 1 to 4, 7, 8 or 10 of Schedule 6 to **the Act**, so far as the risk in relation to those offences relates to users **encountering CSAM** by means of or facilitated by **URLs** present on the service.	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
2C.	Grooming	An offence specified in any of paragraphs 5, 6, 11 or 12 of Schedule 6 to **the Act**.	
3.	Encouraging or assisting suicide and serious self-harm	An offence under: (a) section 2 of the Suicide Act 1961 (assisting suicide etc); (b) section 13 of the Criminal Justice Act (Northern Ireland) 1966 (c. 20 (N.I.)) (assisting suicide etc). (c) section 184 of the Online Safety Act 2023 (encouraging or assisting serious self-harm).	
4.	Hate	An offence under any of the following provisions of the Public Order Act 1986— (a) section 18 (use of words or behaviour or display of written material); (b) section 19 (publishing or distributing written material); (c) section 21 (distributing, showing or playing a recording);	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		(d) section 29B (use of words or behaviour or display of written material); (e) section 29C (publishing or distributing written material); (f) section 29E (distributing, showing or playing a recording). An offence under any of the following provisions of the Crime and Disorder Act 1998— (a) section 31 (racially or religiously aggravated public order offences); (b) section 32 (racially or religiously aggravated harassment etc).	
5.	Harassment, stalking, threats and abuse	An offence under section 16 of the Offences against the Person Act 1861 (threats to kill). An offence under any of the following provisions of the Public Order Act 1986— (a) section 4 (fear or provocation of violence); (b) section 4A (intentional harassment, alarm or distress);	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		(c) section 5 (harassment, alarm or distress). An offence under any of the following provisions of the Protection from Harassment Act 1997— (a) section 2 (harassment); (b) section 2A (stalking); (c) section 4 (putting people in fear of violence); (d) section 4A (stalking involving fear of violence or serious alarm or distress). An offence under any of the following provisions of the Protection from Harassment (Northern Ireland) Order 1997 (S.I. 1997/1180 (N.I. 9))— (a) Article 4 (harassment); (b) Article 6 (putting people in fear of violence) An offence under any of the following provisions of the Criminal Justice and Licensing (Scotland) Act 2010 (asp 13)—	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		(a) section 38 (threatening or abusive behaviour); (b) section 39 (stalking).	
6.	Controlling or coercive behaviour	An offence under section 76 of the Serious Crime Act 2015 (controlling or coercive behaviour in an intimate or family relationship).	
7.	Drugs and psychoactive substances	An offence under any of the following provisions of the Misuse of Drugs Act 1971— (a) section 4(3) (unlawful supply, or offer to supply, of controlled drugs); (b) section 9A (prohibition of supply etc of articles for administering or preparing controlled drugs); (c) section 19 (inciting any other offence under that Act). An offence under section 5 of the Psychoactive Substances Act 2016 (supplying, or offering to supply, a psychoactive substance).	
8.	Firearms and other weapons	An offence under section 1(1) or (2) of the Restriction of Offensive Weapons Act 1959 (sale etc of flick knife etc).	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		An offence under any of the following provisions of the Firearms Act 1968— (a) section 1(1) (purchase etc of firearms or ammunition without certificate); (b) section 2(1) (purchase etc of shot gun without certificate); (c) section 3(1) (dealing etc in firearms or ammunition by way of trade or business without being registered); (d) section 3(2) (sale etc of firearms or ammunition to person other than registered dealer); (e) section 5(1), (1A) or (2A) (purchase, sale etc of prohibited weapons); (f) section 21(5) (sale etc of firearms or ammunition to persons previously convicted of crime); (g) section 22(1) (purchase etc of firearms or ammunition by person under 18); (h) section 24 (supplying firearms to minors);	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		(i) section 24A (supplying imitation firearms to minors). An offence under any of the following provisions of the Crossbows Act 1987— (a) section 1 (sale and letting on hire of crossbow); (b) section 2 (purchase and hiring of crossbow). An offence under any of the following provisions of the Criminal Justice Act 1988— (a) section 141(1) or (4) (sale etc of offensive weapons); (b) section 141A (sale of knives etc to persons under 18). An offence under any of the following provisions of the Criminal Justice (Northern Ireland) Order 1996 (S.I. 1996/3160 (N.I. 24))— (a) Article 53 (sale etc of knives); (b) Article 54 (sale of knives etc to minors).	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		An offence under any of the following provisions of the Knives Act 1997— (a) section 1 (unlawful marketing of knives); (b) section 2 (publication of material in connection with marketing of knives). An offence under any of the following provisions of the Firearms (Northern Ireland) Order 2004 (S.I. 2004/702 (N.I. 3))— (a) Article 24 (sale etc of firearms or ammunition without certificate); (b) Article 37(1) (sale etc of firearms or ammunition to person without certificate etc); (c) Article 45(1) or (2) (purchase, sale etc of prohibited weapons); (d) Article 63(8) (sale etc of firearms or ammunition to people who have been in prison etc); (e) Article 66A (supplying imitation firearms to minors). An offence under section 36(1)(c) or (d) of the Violent Crime Reduction Act	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		2006 (sale etc of realistic imitation firearms). An offence under any of the following provisions of the Air Weapons and Licensing (Scotland) Act 2015 (asp 10)— (a) section 2 (requirement for air weapon certificate); (b) section 24 (restrictions on sale etc of air weapons).	
9.	Unlawful immigration	An offence under any of the following provisions of the Immigration Act 1971— (a) section 24(A1), (B1), (C1) or (D1) (illegal entry and similar offences); (b) section 25 (assisting unlawful immigration).	
10.	Human trafficking	An offence under section 2 of the Modern Slavery Act 2015 (human trafficking). An offence under section 1 of the Human Trafficking and Exploitation (Scotland) Act 2015 (asp 12) (human trafficking).	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		An offence under section 2 of the Human Trafficking and Exploitation (Criminal Justice and Support for Victims) Act (Northern Ireland) 2015 (c. 2 (N.I.)) (human trafficking).	
11.	Sexual exploitation of adults	An offence under any of the following provisions of the Sexual Offences Act 2003— (a) section 52 (causing or inciting prostitution for gain); (b) section 53 (controlling prostitution for gain). An offence under any of the following provisions of the Sexual Offences (Northern Ireland) Order 2008 (S.I. 2008/1769 (N.I. 2))— (a) Article 62 (causing or inciting prostitution for gain); (b) Article 63 (controlling prostitution for gain).	
12.	Extreme pornography	An offence under section 63 of the Criminal Justice and Immigration Act 2008 (possession of extreme pornographic images).	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
13.	Intimate image abuse	An offence under section 66B of the Sexual Offences Act 2003 (sharing or threatening to share intimate image or film). An offence under section 2 of the Abusive Behaviour and Sexual Harm (Scotland) Act 2016 (asp 22) (disclosing, or threatening to disclose, an intimate photograph or film).	
14.	Proceeds of crime	An offence under any of the following provisions of the Proceeds of Crime Act 2002— (a) section 327 (concealing etc criminal property); (b) section 328 (arrangements facilitating acquisition etc of criminal property); (c) section 329 (acquisition, use and possession of criminal property).	
15.	Fraud (and financial services)	An offence under any of the following provisions of the Fraud Act 2006— (a) section 2 (fraud by false representation);	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		(b) section 4 (fraud by abuse of position); (c) section 7 (making or supplying articles for use in frauds); (d) section 9 (participating in fraudulent business carried on by sole trader etc). An offence under section 49(3) of the Criminal Justice and Licensing (Scotland) Act 2010 (articles for use in fraud). An offence under any of the following provisions of the Financial Services and Markets Act 2000— (a) section 23 (contravention of prohibition on carrying on regulated activity unless authorised or exempt); (b) section 24 (false claims to be authorised or exempt); (c) section 25 (contravention of restrictions on financial promotion). An offence under any of the following provisions of the Financial Services Act 2012—	

	Illegal Search Content Category for priority offence	Description of priority offence	Provision(s) (Max. 100 words)
		(a) section 89 (misleading statements); (b) section 90 (misleading impressions).	
16.	Foreign interference offence	An offence under section 13 of the National Security Act 2023 (foreign interference).	
17.	Animal cruelty	An offence under section 4(1) of the Animal Welfare Act 2006 (unnecessary suffering of an animal).	
18.	Cyberflashing	An offence under section 66A of the Sexual Offences Act 2003 (sending etc photograph or film of genitals).	

2. Please identify each provision of your contracts which corresponds to or overlaps with the definitions under **the Act** of **search content that is harmful to children** and meeting each of the descriptions in the Table, (regardless of whether or not you rely on such provisions in practice to make decisions about whether or not **search content** is **search content that is harmful to children** under **the Act**).

   If, in addition, you have specific provisions enabling you to make judgements on **search content that is harmful to children** or decisions about **search content that is harmful to children proxies** for the purposes of taking action to comply with the duties set out in **the Act**, please also identify these.

   In your response, please reproduce or link to the specific provision(s) concerned. If one provision or section of your contract/community guidelines covers multiple descriptions of **search content that is harmful to children**, please provide the **publicly available statement** provision for each type of **search content that is harmful to children** as necessary. This may mean you need to refer to some **publicly available statement** provisions more than once**.**

   In your response, where applicable, set out which cohort of **UK users** the specific provisions apply to, notably whether they apply to specific user age groups, or user types relevant to your service.

Categories of search content that is harmful to children	Description of search content that is harmful to children	Provision(s) (Max. 100 words)	Cohort of UK users to whom provision applies (Max. 100 words)
Primary Priority Content (PPC)			
Pornographic **content**	**Content** of such a nature that it is reasonable to assume that it was produced solely or principally for the purpose of sexual arousal. **Content** is exempt if it: a) consists only of text, or b) consists only of text accompanied by: i) identifying **content** which consists only of text; ii) other identifying **content** which is not itself pornographic **content**; iii) a GIF which is not itself pornographic **content**; iv) an emoji or other symbol; or v) any combination of **content** mentioned at (i) to (iv) above.		
Suicide **content**	**Content** which encourages, promotes or provides instructions for suicide.		

Categories of search content that is harmful to children	Description of search content that is harmful to children	Provision(s) (Max. 100 words)	Cohort of UK users to whom provision applies (Max. 100 words)
Self-harm **content**	**Content** which encourages, promotes or provides instructions for an act of deliberate self-injury.		
Eating disorder **content**	**Content** which encourages, promotes or provides instructions for an eating disorder or behaviours associated with an eating disorder.		
Priority Content (PC)			
Abuse **content**	**Content** which is abusive and which targets any of the following characteristics— (a)race, (b)religion, (c)sex, (d)sexual orientation, (e)disability, or (f)gender reassignment.		

Categories of search content that is harmful to children	Description of search content that is harmful to children	Provision(s) (Max. 100 words)	Cohort of UK users to whom provision applies (Max. 100 words)
Hate **content**	**Content** which incites hatred against people— (a)of a particular race, religion, sex or sexual orientation, (b)who have a disability, or (c)who have the characteristic of gender reassignment.		

Categories of search content that is harmful to children	Description of search content that is harmful to children	Provision(s) (Max. 100 words)	Cohort of UK users to whom provision applies (Max. 100 words)
Violent **content**	**Content** which encourages, promotes or provides instructions for an act of serious violence against a person. **Content** which— (a)depicts real or realistic serious violence against a person; (b)depicts the real or realistic serious injury of a person in graphic detail. **Content** which— (a)depicts real or realistic serious violence against an animal; (b)depicts the real or realistic serious injury of an animal in graphic detail; (c)realistically depicts serious violence against a fictional creature or the serious injury of a fictional creature in graphic detail.		

Categories of search content that is harmful to children	Description of search content that is harmful to children	Provision(s) (Max. 100 words)	Cohort of UK users to whom provision applies (Max. 100 words)
Bullying **content**	**Content** targeted against a person and a) conveys a serious threat, or b) is humiliating or degrading, or c) forms part of a campaign of mistreatment.		
Dangerous stunts and challenge **content**	**Content** which encourages, promotes or provides instructions for a challenge or stunt highly likely to result in serious injury to the person who does it or to someone else.		
Harmful substances **content**	**Content** which encourages a person to ingest, inject, inhale or in any other way self-administer— (a)a physically harmful substance; (b)a substance in such a quantity as to be physically harmful.		
Non-designated content			
Body stigma **content**	**Content** that shames or otherwise stigmatises body types or physical features.		
Depression **content**	**Content** that promotes depression, hopelessness and despair.		

Content formats

This question seeks information about **content** formats that are accessible to **UK users** on your **search service.**

3. Which of the listed **content** formats are formats which can be **encountered** in or via **search results** by **UK users** on your service?

   Please complete the table below by:

   - specifying with a 'Yes' or 'No' if the **content** format listed in the first column can be **encountered** in or via **search results** by **UK users** on your service; and
   - adding any further **content** formats users can **encounter** in or via **search results** on your service in additional rows in the table. To do this, you may need to insert new row(s) into the table in addition to the final blank row.

Content format	Can this content format be encountered in or via search results by UK users on your service? (Yes/No)
Text	
Audio	
Video	
Images	

2. Child user protections

Age groups

These questions ask about how **search services** determine whether a **UK user** is a **child user** or an **adult user**, and how that information is used to tailor users' experiences on the service. This includes the methods used to determine age, the use of age groups for **UK child users**, the safety features applied to **UK child users**, and the approach taken where a user's age is unknown.

1. Do you have methods to determine whether a **UK user** is a **UK adult user** or a **UK child user**? (Yes/No)

   If No, no further response required. Please proceed to Search Moderation Q1.

   If Yes, please answer Q2-Q6.

2. What methods do you deploy to determine whether a **UK user** is a **UK adult user** or a **UK child user?**

   Please complete the table below by:

   - for each method that is applicable to your service, completing the corresponding row for both **UK users** with an account and without an account; and
   - adding any other methods used in additional rows in the table. To do this, you may need to insert new row(s) into the table in addition to the final blank row.

   Notes:

   - A **search request** may include both a query entered manually by a user as well as a query proposed by the search engine that a user can accept via a click, 'yes', or other means.

Method to determine whether a UK user is a UK adult user or UK child user	Do you deploy this method for UK users with an account? (Yes/No)	Do you deploy this method for UK users without an account? (Yes/No)	If the method is deployed, where in the user journey is it deployed? Where applicable, describe the actions that trigger the use of the method (e.g. at sign-up, when a user makes a search request). (Max. 150 words)
Age inference			
Self-declaration			

3. Do you assign **UK users** who are determined to be **UK child users** to age groups for the purposes of tailoring their experience on your **search service**? (Yes/No)

   If No, no further response required. Please proceed to Q5.

   If Yes, please answer Q4.

4. Please list the different age groups used to group **UK child users** for the purposes of tailoring their experience on your **search service**. (Max. 100 words)

5. What safety features does your service apply to **UK users** who have been determined to be **UK child users** and how do these safety features affect the experience of those **UK child users**, including if this differs for **children** in different age groups?

   Please complete the table below by:

   - listing the safety features applied by your service;
   - explaining how each safety feature affects the **user experience** of those **UK child users;** and
   - inserting new row(s) into the table if necessary.

Name of safety feature	How does this safety feature affect the user experience for UK users determined to be children? Please include details about whether this differs for children in different age groups, and how. (Max. 300 words)

6. What safety features are applied when a **UK user**'s age is unknown? (Max. 100 words)

3. Search moderation

Internal content policies

These questions seek information about the relationship between **providers' publicly available statements** and their **internal content policies**. This includes whether **providers** maintain **internal content policies** covering specific **publicly available statement** provisions and how frequently those policies are reviewed and updated.

Internal content policies are likely to be more detailed versions of external **content** policies which set out rules, standards, or guidelines, including around what **search content** is allowed and what is not. They provide a framework for how policies should be operationalised and enforced.

Our questions do not require **providers** to publish their **internal content policies**, but instead ask for high-level information about how **publicly available statement** provisions correspond to **internal content policies**, and how these **internal policies** are developed and updated over time. This information does not assess the substance of **internal policies** themselves or how consistently they are implemented.

1. Which of the **publicly available statement** provisions set out in response to Taxonomy Q1 and Q2 '**publicly available statement** provisions' are covered by your **internal content policies**?

   Please complete the table by:

   - providing an indication whether you have an **internal content policy** for that provision with a 'Yes' or 'No';
   - answering for each **publicly available statement** provision in the first column; and
   - adding each relevant provision as its own row in the table. To do this, you may need to insert new row(s) into the table.

Relevant publicly available statement provision	Internal content policy? Yes/No

2. How often do you review your **internal content policies?** (Max. 200 words)

   If there is a formal review schedule, please specify how regularly this takes place (e.g. monthly, annually). If there is no formal review schedule, please state what factors may cause **internal content policies** to be reviewed (e.g., continuously, in response to ad-hoc events).

If the review schedule varies by **internal content policy**, please set out how these vary by type of **illegal search content**, **search content that is harmful to children** or **proxy**.

Detection, action and review

In these questions, we ask what methods **providers** use to proactively detect **illegal search content, search content that is harmful to children** or their **proxies**, and what action is taken against **search content** once it has been determined to be **illegal**, **harmful to children** and/or a **proxy**. These questions also seek information about the methods used to identify such **search content**, periods of time between being alerted to suspected **illegal search content, search content that is harmful to children** or their **proxies** and taking action. Finally, the questions seek information about the review of decisions about **illegal search content, search content that is harmful to children** and/or their **proxies**, and the circumstances in which content determinations may be reconsidered.

Please note that throughout these questions, where a third party is carrying out a measure on the **provider's** behalf, or running a system/process on their behalf, we still expect the relevant information about that measure/system/process to be produced.

3.

a) Do you use **proactive technology** to detect **content** as part of your **search moderation function**?

If No, no further response required. Please proceed to Q4.

If Yes, please answer Q3b.

b) What **proactive technology** do you use?

Please complete the table by:

- describing, where applicable, what **proactive technology** you use for **search content** prohibited in the relevant **publicly available statement** provisions your **proactive technology** applies to; and
- adding any relevant provisions in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please answer for each **publicly available statement** provision in the first column.
- Where you do not use a **proactive technology**, please write N/A.
- Include any methods and/or technologies provided by a third party as well as in-house or hybrid approaches.

Relevant Publicly Available Statement provision	Content identification method(s) (Max. 50 words)	User profiling method(s) (Max. 50 words)	Behaviour identification method(s) (Max. 50 words)

4.

a) What **moderation** actions might be taken on **search content** determined to be **illegal search content** or **search content that is harmful to children** and their **proxies**?

Please complete the table below by:

- indicating in the corresponding row what **moderation** action you might deploy to **search content** that is determined to be **illegal** or **harmful to children** and their **proxies**; and
- adding any other **moderation** actions taken in their own row(s) in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Content filtering systems can detect and block harmful **content** before users can **encounter** it. **Content** filters may be applied with respect to a search index to check the contents of **URLs** and apply labels where appropriate. **Content** filters may also be deployed at the point where users submit a query and where an AI model generates a response.

Moderation action	Is this deployed? (Yes/No)
Giving a **search result** a lower priority in the overall ranking of **search results**	
Removal of **URL** from appearing in **search results**	
Blurring of **content** in **search results**	
Adding **content** filters	

b) If you have indicated in Q4a that you deploy 'other **moderation** action', please briefly describe what you use. (Max. 300 words)

5.

a) Within the **reporting period**, how many individual **URLs** which could be **encountered** in or via **search results** by **UK users,** did you determine to contain **illegal search content** and **proxies** or **search content that is harmful to children** and **proxies**?

Please complete the table for the **reporting period** by:

- providing the total number of **URLs** that you determined to contain **illegal search content** or **search content that is harmful to children** and their **proxies** (which could be **encountered** by **UK users**); and
- adding each relevant provision on its own row in the table. To do this, you may need to insert new row(s) into the table.

Publicly available statement provision as set out in Taxonomy Q1 and Q2	**Total number of URLs which could be encountered by UK users that you identified as containing the specified illegal search content and proxies or search content that is harmful to children and proxies**
Total for sum of all **illegal search content and proxies** and **search content that is harmful to children and proxies**	
Total for all **illegal search content and proxies**	
Total for all **search content that is harmful to children and proxies**	

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

6.

a) Within the **reporting period,** of the **URLs** that were reported by **UK users** as suspected to contain **illegal search content** and **proxies** or **search content that is harmful to children** and **proxies** via user reporting, what was the median and mean period of time between the **UK user** reporting the **URL** and you taking action against any reported **search content** that is determined to be **illegal** or **harmful to children** as a result?

Please complete the table for the **reporting period** by:

- providing the mean and median period of time for each **publicly available statement** provision in [days: hours: minutes]; and
- adding each relevant provision on its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please include actions provided by a third party as well as in-house or hybrid approaches.

Publicly available statement provision	**Median period of time**	**Mean period of time**
Total for sum of all **illegal search content and proxies** and **search content that is harmful to children and proxies**		
Total for all **illegal search content and proxies**		
Total for **all search content that is harmful to children and proxies**		

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

7.

a) Within the **reporting period,** of the individual **URLs** which could be **encountered** by **UK users** that you determined as containing **illegal search content** or **search content that is harmful to children** and their **proxies**, how many of these were reviewed via automated review, human review, or a hybrid review approach (a review process involving both automated systems and humans)?

Please complete the table for the **reporting period** by:

- providing the number of detected **URLs** that were suspected to be hosting **illegal content** or **content that is harmful to children** and their **proxies** that were subject to automated review only, human review only or a hybrid review approach**;**
- answering for each **publicly available statement** provision in the first column; and
- adding each relevant provision on its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please include any reviews undertaken by a third party as well as in-house or hybrid approaches.

Publicly available statement provision	Automated review (number)	Human review (number)	Hybrid review (number)
Total for sum of all **illegal search content and proxies** and **search content that is harmful to children and proxies**			
Total for all **illegal search content and proxies**			
Total for **all search content that is harmful to children and proxies**			

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

8.

a) Are there scenarios in which you reconsider content determinations, and appropriate actions taken, on **search content** which has been determined as **illegal** or **harmful to children?** For example, reinstating **URLs** removed from appearing in **search results** following an **appeal** from a **URL** owner?

This should include any reassessment carried out by a third party as well as in-house or hybrid approaches.

If No, no further response required. Please proceed to Q9a.

If Yes, please answer Q8b.

b) Please describe the scenarios in which this might occur, and what factors inform them. (Max. 400 words)

Exposure to illegal content, content that is harmful to children, and their proxies

These questions seek information about the extent to which **UK users encounter illegal search content, search content that is harmful to children** and **proxies**.

9.

a) Within the **reporting period**, how many **UK users encountered illegal search content** and **illegal search content proxies** in or via **search results**?

Please complete the table for the **reporting period** by:

- providing the proportion of **UK users** who **encountered content** determined to be **illegal search content** and **illegal search content proxies** in or via **search results** 1-10, 11-50, 51-100, 101-200, 201-500, 501-1000, or 1001+ times, expressed as a percentage of all **UK users** who **encountered content** in or via **search results**; and
- adding each relevant provision on its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please answer for each **publicly available statement provision** in the first column.
- When **search content** has been assessed to be **illegal search content** and **illegal search content proxies**, please provide the proportion of **UK users** who **encountered** that **content**, expressed as a percentage of all **UK users** who **encountered content** in or via **search results**.
- Please count each time a user **encountered illegal content** in or via **search results**. If a user **encountered** the same **content** in or via **search results** multiple times, each time should be counted as an individual **encounter** with the specified **search content**.
- **Search providers** may calculate this metric with a sampling approach to estimate the number of **UK users** who **encountered content** determined to be **illegal search content** and **illegal search content proxies** in or via **search results** 1-10, 11-50, 51-100, 101-200, 201-500, 501-1000, or 1001+ times.

Relevant Publicly Available Statement provision	UK users who encountered illegal search content and proxies 1-10 times	UK users who encountered illegal search content and proxies 11-50 times	UK users who encountered illegal search content and proxies 51-100 times	UK users who encountered illegal search content and proxies 101-200 times	UK users who encountered illegal search content and proxies 201-500 times	UK users who encountered illegal search content and proxies 501-1000 times	UK users who encountered illegal search content and proxies 1001+ times
	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)
Total for all **illegal search content and proxies**							

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

10.

a) Within the **reporting period**, how many **UK child users encountered search content that is harmful to children** and **search content that is harmful to children proxies** in or via **search results**?

Please complete the table for the **reporting period** by:

- providing the proportion of **UK child users** who **encountered content** determined to be **content that is harmful to children** and **content that is harmful to children proxies** in or via **search results** 1-10, 11-50, 51-100, 101-200, 201-500, 501-1000, or 1001+ times, expressed as a percentage of all **UK users** who **encountered content** in or via **search results**; and

- adding each relevant provision on its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please answer for each **publicly available statement provision** in the first column.
- When **search content** has been assessed to be **search content that is harmful to children** and **search content that is harmful to children proxies**, please provide the proportion of **UK child users** who **encountered** that **content** in or via **search results**, expressed as a percentage of all **UK users** who **encountered content** in or via **search results**.
- Please count each time a user **encountered content that is harmful to children** in or via **search results**. If a user **encountered** the same **content** in or via **search results** multiple times, each time should be counted as an individual **encounter** with the specified **search content**.
- **Service providers** may calculate this metric with a sampling approach to estimate the number of **UK child users** who **encountered** content determined to be **search content that is harmful to children** and **search content** that is **harmful to children proxies** in or via search results 1-10, 11-50, 51-100, 101-200, 201-500, 501-1000, or 1001+ times.

Relevant Publicly Available Statement provision	UK child users who encountered search content that is harmful to children and proxies 1-10 times	UK child users who encountered search content that is harmful to children and proxies 11-50 times	UK child users who encountered search content that is harmful to children and proxies 51-100 times	UK child users who encountered search content that is harmful to children and proxies 101-200 times	UK child users who encountered search content that is harmful to children and proxies 201-500 times	UK child users who encountered search content that is harmful to children and proxies 501-1000 times	UK child users who encountered search content that is harmful to children and proxies 1001+ times
	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)	Proportion (%)
Total for all **search content that is harmful to children and proxies**							

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

Prioritisation and responding to external events

These questions seek information about whether **providers** of **search services** have specific systems or protocols for responding to external events and crises, and if so, what these are.

11. Do you have specific systems/ protocols for responding to external events and crises? (Yes/No)

If No, no further response required for this section. Please proceed to Q13.

If Yes, please answer Q12.

12. What are your systems/protocols for responding to external events and crises? (Max 1000 words)

    In your answer, please explain at least:

    - any triggers for activating crisis response protocols;
    - what changes, if any, do you make to your **search moderation** processes during such events;
    - if applicable, how you adapt your detection methods, including any changes to how you use **proactive technology** to identify **illegal search content, search content that is harmful to children and proxies in search results**;
    - how you resource **moderation** teams if there is a period of increased demand as a result of an external event or crisis;
    - any changes to how you review, prioritise, or action suspected **illegal search content, search content that is harmful to children and proxies**;
    - if applicable, how you coordinate your response with external stakeholders (e.g., law enforcement or **trusted flaggers**);
    - if applicable, how you evaluate the effectiveness of your response following an event; and
    - in the event of a prolonged crisis (e.g., crises that go on for more than 6 months), do you continue operating the crisis response protocol, or do you transition to longer-term measures?
        - If you shift to the latter, what long-term measures are implemented?

Performance targets

These questions seek information about whether **providers** set internal performance targets for their **search moderation functions** and, where they do, the nature of those targets and the areas of **search moderation** to which they apply.

13. Do you set internal performance targets for your **search moderation function**? (Yes/No)

    If No, no further response required. Please proceed to Q15.

    If Yes, please answer Q14a-Q14b.

14.

    a) What types of internal performance targets do you set for your **search moderation function**?

       Please complete the table for the **reporting period** by:

- providing the type of internal performance target you set by writing either of the terms ‘time’ or ‘accuracy’ where it sufficiently describes the target type, or writing another term to sufficiently describe a different target type;
- providing the type of **search content** format the target applies to by writing one of ‘image’, ‘video’, ‘audio’ or ‘text’ where it sufficiently describes the **content** format, or any of the other **content** formats used to complete Taxonomy Q3;
- providing the relevant **functionality/functionalities** the target applies to;
- providing any other variables you take into account when applying the target;
- writing N/A where you do not use an internal performance target for any **publicly available statement** provision; and
- adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please answer for each **publicly available statement** provision in the first column.

Publicly available statement	Type of internal performance target	Search content format	Relevant functionalities (that the target applies to) (Max. 50 words)	Any other variable that affects how the target applies (Max. 50 words)

b) In the space below, please set out any caveats relating to the data you have provided. (Max 250 words)

Training and testing moderation

These questions seek information about training, testing and quality assurance processes that support **providers' search moderation functions**, including the use of human reviewers and automated tools. These questions specifically ask about training provided to individuals moderating **search content**, testing of automated **search moderation** tools, safeguards used when testing in live environments, and the processes used to quality assure **search moderation** decisions and improve **search moderation** systems over time.

15.

a) On which **publicly available statements** do you provide training for individuals moderating **search content** relevant to **UK users**?

Please complete the table for the **reporting period** by:

- providing a description of the training that was provided for individuals moderating **search content** relevant to **UK users** within the **reporting period**, including where relevant the format and frequency of training and refresher training; and
- adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please answer for each **publicly available statement** provision in the first column.
- Where you do not provide training on a **publicly available statement** provision, please write N/A.

Relevant publicly available statement provision	Description of training process for individuals during the reporting period (Max. 150 words)

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

16.

a) Do you test your automated tools before implementation for the purpose of **search moderation**? (Yes/No)

If No, no further response required. Please proceed to Q17a.

If Yes, please answer Q16b and Q16c.

b) In which of the following environments do you test your automated tools?

Please complete the table below by:

- specifying with a 'Yes' or 'No' to confirm if you test your tools in live environments or closed sandboxes; and
- adding any further environments in which you test your automated tools in additional rows in the table. To do this, you may need to insert new row(s) into the table in addition to the final blank row.

Environment	Do you test your automated tools in this environment (Yes/No)
Live environment	
Closed Sandbox	

c) Do you move testing between environments? If so, how do you decide whether and when to do so? Additionally, if relevant, how do you mitigate against the potential rights impacts of determinations about whether **search content** is **illegal search content, search content that is harmful to children** or their **proxies** when testing your automated tools in live environments? (Max. 300 words)

17.

a) Do you quality assure your determinations about whether **search content** is **illegal content, content that is harmful to children** or their **proxies**? (Yes/No)

If No, no further response required. Please proceed to Q18.

If Yes, please answer Q17b and Q17c.

b) How do you quality assure your determinations about whether **search content** is **illegal content, content that is harmful to children** or their **proxies**? (Max 500 words)

c) Are quality assurance findings used to update **search moderation** policies or tools used in your **search moderation function**? (Yes/No)

Resourcing moderation

This question asks about how **providers** resource their **search moderation functions**, including staffing models and arrangements for responding to external events and crises or other periods of increased demand.

18. Please explain your approach to resourcing your **search moderation function**. (Max. 800 words)

As part of your answer, please explain:

- whether the function is in-house, outsourced or hybrid;
- whether you resource your **search moderation function** to operate 24/7 or at set times; and
- how it is resourced during external events and crises or in response to sudden increases in **illegal search content, search content that is harmful to children and proxies**.

Presentation of search results

These questions ask about the measures that **providers** of **search services** may use to present **search results** in a manner to reduce the risk of **UK users encountering illegal search content, content that is harmful to children and proxies**, and what user data and information might be used to achieve this. Specifically, these questions seek information about the use of personalised **search results**, the signals used to inform personalisation, and the promotion of particular sources in **search results**.

19. Do you personalise **search results** for individual **UK users** for the purpose of reducing the risk of **UK users encountering** any or all of the below types of **content**? (Yes/No)

    - **illegal search content and proxies**;
    - **search content that is harmful to children and proxies**; or
    - **search content** that is in breach of your **publicly available statements**?

    If No, for all **content** types, no further response required. Please proceed to Q21.

    If Yes, for any of the **content** types, please answer Q20, in respect of the relevant **content** type(s).

20. Which signals inform this personalisation? (For example, user base characteristics, **behaviour identification** or **user profiling**.) (Max. 300 words)

21.

    a) Do your **search results** promote particular sources, such as those considered to be reputable or authoritative, as a mitigation to address the risk of **UK users encountering illegal search content and proxies, search content that is harmful to children and proxies**? (Yes/No)

       If No, no further response required. Please proceed to Q22.

       If Yes, please answer Q21b.

    b) What types of authoritative sources do your **search results** promote? (Max. 500 words).

22. Where a large language model (LLM) is part of your service, please state what factors are taken into account when selecting web sources used for the purpose of generating a **search result** that is presented to a **UK user** (for example, longevity of the link, number of unique visitors to the link). (Max. 300 words)

Search design

These questions seek information about the search design features **providers** use on their service to reduce the risk of **UK users encountering illegal search content, search content that is harmful to children,** and their **proxies**. This includes information about features such as search warnings, supportive messaging, the **content** formats which are subject to these features, and measures that affect **predictive search functionality**.

23. What search design features do you implement to mitigate against the risk of the **UK user** actively seeking to **encounter** the specified **illegal search content, search content that is harmful to children**, or relevant **proxies**?

    Please complete the table below by:

    - completing the corresponding row for each **publicly available statement** provision by indicating whether each search design feature is applicable to your service; and
    - adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

    Notes:

    - **Predictive search functionality** also refers to where your service proposes or autocompletes a **search request** as a user is typing one, or where your service shows the user **search requests** that other users have asked. We also refer to "suggested prompts or conversational prompts" where your service proposes one or more queries to a user, that a user can accept via clicking on the proposed query, typing 'yes', or accepting the query by other means.

Publicly available statement provision	Search warnings (e.g. stating that the search is associated with illegal content and proxies) (Yes/No)	Supportive messaging (signposting to support and educational resources) (Yes/No)	Disabling results retrieved via predictive search functionality (Yes/No)	Allowing reporting of predictive search results (Yes/No)	Other (please specify) (Max. 100 words)

24. For each search design feature you identified as using on your service in Q23 above, please state to which **content** format the feature applies (e.g., supportive messaging appears on text searches and image searches) (Max. 500 words)

4. Reporting and complaints

Mapping illegal content and content that is harmful to children and proxies to corresponding complaint categories

These questions ask **providers** to set out how their complaint categories correspond to the **publicly available statement** provisions set out in the Search Taxonomy section. This includes the complaint categories available to **UK users** for submitting complaints about **search content** covered by those provisions.

1.

a) What complaint categories are provided to **UK users** of the service when making a complaint about:

- the suspected presence of **illegal search content** (including **illegal search content proxy**); and
- the suspected presence of **search content that is harmful to children** (including relevant **search content that is harmful to children proxy**)?

Please complete the table below by:

- providing each of the provisions listed in response to Taxonomy Q1 and Q2;
- for each provision, listing the corresponding complaint category/categories through which a **UK user** of the service can submit a complaint in relation to the relevant provisions listed; and
- adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Where no dedicated complaint category exists, please indicate any broader category or proxy category through which such complaints may be raised.
- Where no relevant complaint category or **proxy** complaint category is available, please write 'N/A'.

Provision listed in Taxonomy Q1 and Q2 (Max. 20 words)	The corresponding complaint categories (Max. 30 words)

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

Complaint outcomes

These questions seek information about how **providers** handle complaints and **appeals** relating to **illegal search content, illegal search content proxies, search content that is harmful to children** and **search content that is harmful to children proxies**. This includes complaint and **appeal** outcomes, reasons for rejecting complaints, the actions taken when complaints are upheld, and **providers'** policies for identifying manifestly unfounded complaints.

2.

a) Within the **reporting period**, what was the outcome of each complaint submitted for each of the provisions you listed in response to Taxonomy Q1 and Q2, including the number and proportion of complaints upheld, rejected, and pending decision?

Please complete the table for the **reporting period** by:

- providing each of the provisions listed in response to Taxonomy Q1 and Q2;
- for each provision, providing the number of complaints received for each provision within the **reporting period**;
- for each provision, providing the number of complaints that were:
  - upheld,
  - rejected, or
  - are pending a decision; and
- adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Where a complaint was determined to be a manifestly unfounded complaint, it should also be included within the 'Complaints rejected' column.
- Please express the proportions as a percentage of the total number of complaints received during the **reporting period**.

		Complaint outcome					
Relevant **Publicly Available Statement** provision	Total number of complaints received	Complaints upheld		Complaints rejected		Decision pending	
		Number upheld	Proportion upheld (%)	Number rejected	Proportion rejected (%)	Number pending	Proportion pending (%)
Total for sum of all **illegal search content and proxies** and **search content that is harmful to children and proxies**							
Total for all **illegal search content and proxies**							
Total for **all search content that is harmful to children and proxies**							

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

3.

a) Within the **reporting period**, of the total rejected complaints recorded in Q2a, what is the percentage of total rejected complaints by reason, for each of the provisions you listed in response to Taxonomy Q1 and Q2?

Please complete the table for the **reporting period** by:

- providing each of the provisions listed in response to Taxonomy Q1 and Q2;
- providing the percentage of complaints rejected by reason for rejection; and
- adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please express this as the percentage of the total rejected complaints during the **reporting period.**

Relevant Publicly Available Statement provision	**Percentage of total rejected complaints by reason**			
	Manifestly unfounded	Incorrect categorisation	Not in breach	Other
Total for sum of all **illegal search content and proxies and search content that is harmful to children and proxies**				
Total for all **illegal search content and proxies**				
Total for all **search content that is harmful to children and proxies**				

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

4. Please set out your policy for determining what is a manifestly unfounded complaint as set out in the table in Q3a, including:

   - how you determine what a manifestly unfounded complaint is; and
   - how often you review this policy. (Max. 300 words)

5.

   a) Within the **reporting period**, what type of action was taken where a complaint was upheld for each of the provisions listed in response to Taxonomy Q1 and Q2?

      Please complete the table for the **reporting period** by:

      - providing each of the provisions listed in Taxonomy Q1 and Q2;
      - for each provision, providing the number of complaints that were upheld within the **reporting period**;
      - for each provision, providing the number and proportion of upheld complaints that resulted in: giving a **search result** a lower priority in the overall ranking of **search results**, removal of a **URL** from **search results**, blurring, or other result; and
      - adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

      Notes:

      - Please express the proportions as a percentage of the total number of complaints upheld during the **reporting period**.

		Action taken							
*Relevant **Publicly Available Statement** provision*	Total number of complaints upheld	Giving a **search result** a lower priority in the overall ranking of **search results**		Removal of **URL** from appearing in **search results**		Blurring		Other	
		Number	Proportion (%)	Number	Proportion (%)	Number	Proportion (%)	Number	Proportion (%)
Total for sum of all **illegal search content and proxies** and **search content that is harmful to children and proxies**									

		Action taken							
Total for all **illegal search content and proxies**									
Total for all **search content that is harmful to children and proxies**									

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

6.

a) Within the **reporting period**, what was the outcome of each **appeal** submitted?

Please complete the table for the **reporting period** by:

- providing each of the provisions listed in response to Taxonomy Q1 and Q2;
- for each provision, providing the total number of **appeals** received within the **reporting period**;
- for each provision, producing the number of **appeals** that were received and out of those received produce the number of **appeals** that were:
  - upheld;
  - rejected; and
  - awaiting decision; and
- adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please express the proportions as a percentage of the number of **appeals** received during the **reporting period**.

		Decision outcome					
*Relevant **Publicly Available Statement** provision*	Number of **appeals** received	**Appeals** upheld		**Appeals** rejected		Awaiting decision	
		Number upheld	Proportion upheld (%)	Number rejected	Proportion rejected (%)	Number pending	Proportion pending (%)
Total for sum of all **illegal search content and proxies** and **search content that is harmful to children and proxies**							
Total for all **illegal search content and proxies**							
Total for all **search content that is harmful to children and proxies**							

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

How complaints are assessed

These questions seek information about how **providers** review complaints, specifically the extent to which complaints are reviewed through automated review, human review, or a combination of both.

7.

a) Within the **reporting period**, what was the number of complaints reviewed via automated review, human review or a hybrid review approach (a review process involving both automated systems and human **moderation**)?

Please complete the table by:

- providing each of the complaints categories listed in response to Reporting and Complaints Q1;
- for each provision, providing the total number of complaints received during the **reporting period**;
- for each provision, providing the number and proportion of complaints that underwent automated review, human review or hybrid review; and
- adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please express the proportions as a percentage out of the number of complaints received during the **reporting period**.

Complaints category	Number of complaints received	Automated review		Human review		Hybrid review	
		Number automated review	Proportion automated review (%)	Number human review	Proportion human review (%)	Number hybrid review	Proportion hybrid review (%)

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

Timeframes for assessing complaints

These questions ask about the mean and median time taken by **providers** to resolve complaints and **appeals** relating to **illegal search content** and **proxies, search content that is harmful to children** and **proxies** and other complaint categories available on the service, and **appeals** relating to **publicly available statement** provisions in Search Taxonomy.

8.

a) Within the **reporting period**, what was the mean and median timeframe for resolving a complaint about each of the complaint categories (from receipt through to making a final decision)?

Please complete the table for the **reporting period** by:

- providing each of the complaint categories listed in Reporting and Complaints Q1 for each category;
- for each category, providing the mean timeframe for resolving a complaint during the **reporting period**;
- for each category, providing the median timeframe for resolving a complaint during the **reporting period**; and
- adding each complaint category in its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please use the time format of [days: hours: minutes].

Complaint category	Mean timeframe for resolving complaints	Median timeframe for resolving complaints

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

9.

a) Within the **reporting period**, what was the mean and median timeframe for resolving an **appeal** about **search content** having been assessed against each of the provisions listed in response to Taxonomy Q1 and Q2 (from receipt through to making a final decision)?

Please complete the table for the **reporting period** by providing:

- each of the provisions listed in Taxonomy Q1 and Q2;

- for each provision, the mean timeframe for resolving an **appeal** received during the **reporting period**;
- for each provision, the median timeframe for resolving an **appeal** received during the **reporting period**; and
- adding each relevant provision in its own row in the table. To do this, you may need to insert new row(s) into the table.

Notes:

- Please use the time format of [days: hours: minutes].

Relevant Publicly Available Statement provision	Mean timeframe for resolving appeals	Median timeframe for resolving appeals
Total for sum of all **illegal search content and proxies** and **search content that is harmful to children and proxies**		
Total for all **illegal search content and proxies**		
Total for all **search content that is harmful to children and proxies**		

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

User experience of making a complaint

These questions seek information about how a **UK user** interacts with the complaints process on your service, particularly whether **UK users** can provide supporting evidence when submitting complaints.

10.

a) Can a **UK user** include supporting evidence with their complaint submission? (Yes/No)

If No, no further response required. Please proceed to Q11a.

If Yes, please answer Q10b.

b) Can a **UK user** provide other **search content** as supporting evidence with their complaint submission? (Yes/No)

UK child users' experience of making a complaint

These questions seek information about whether the complaints process differs for **UK child users** and, where it does, how the process has been adapted for **children**.

11.

a) Does the experience of submitting a complaint differ between **UK adult users** and **UK child users**? (Yes/No)

If No, no further response required. Please proceed to Media Literacy Q1.

If Yes, please answer Q11b.

b) Please set out how the experience of making a complaint differs for **UK child users**. (Max. 500 words)

In your answer, please explain, where relevant,

- if the complaint categories for **UK adult users** listed in Reporting and Complaints Q1 are also the same for **UK child users** of the service, and if not, how the categories differ;
- if **UK child users** receive additional, different or separate supportive messaging or explanatory messaging, or other forms of communication, throughout the complaint submission process, and if so, the nature of this messaging;
- if the user who generated or disseminated the **content** being reported is notified when a **UK child user** makes a complaint, and if not, if the **UK child user** is made aware that the user will/will not be notified, and how/when the **UK child user** is made aware.

5. Media literacy

Media literacy tools and campaigns

These questions seek information about the measures **providers** of **search services** take to support the development of **media literacy** skills, knowledge and behaviours among **UK users**. **Media literacy** focuses on helping **UK users** understand, interpret and assess the credibility of information as well as reduce their and others' exposure to harmful **content** and to the use of regulated services in harmful ways, especially **content** and activity disproportionately affecting particular groups. The questions ask about measures including **media literacy** initiatives and campaigns, educational **content**, tools and resources, user-facing interventions,

inclusive design practices and other measures. The questions also ask how **providers** evaluate the effectiveness of these measures and their impact on different groups of **UK users**.

1.

a) What activities and/or initiatives do you undertake to support the development of **media literacy** skills, knowledge and behaviours of **UK users**?

Please complete the table below. Please add each additional type of activity or initiative you carry out in its own row in the table. To do this, you may need to insert new row(s) into the table.

Activity and/or initiative to support the development of media literacy skills, knowledge and behaviours of UK users	**Do you undertake this activity? Yes/No**
Media literacy awareness-raising campaigns	
Media literacy programmes	
Funding for **media literacy** initiatives	
Partnerships with third parties	

b) If you have put 'Yes' against any of the activities/initiatives set out in Q1a, please set out below briefly what these entail. (Max. 600 words)

2.

a) Do you create user support materials, tools and/or resources, accessible via your service, that are intended to assist **UK users** to understand, interpret and assess the credibility of information on your service? (Yes/No)

This may include age-appropriate resources, video tutorials, pop-up supports, educational content, and working with content creators on relevant campaigns.

If No, no further response required, please proceed to Q3.

If Yes, please proceed to Q2B.

b) Please list below what content, tools and/or resources are accessible via your service that are intended to assist **UK users** to understand, interpret and assess the credibility of information on your service. (Max 300 words)

3.

a) Do you promote user support materials, tools and/or resources, either within or outside of your service, that are intended to assist **UK users** to understand, interpret and assess the credibility of information on your service? (Yes/No)

This may include directing users to user support materials in response to **search requests**, promoting user support materials in **search results**, and promoting educational content beyond the service.

If No, no further response required. Please proceed to Q4.

If Yes, please answer Q3B.

b) In relation to Q3A, please set out below:

- what these user support materials, tools, and/or resources are, and;
- how you promote these user support materials, tools, and/or resources. (Max. 600 words)

4. What inclusive design practices are deployed on your service to address diverse **media literacy** needs? (Max 600 words)

- This may include use of plain language or multiple formats, use of visual cues, conducting user testing with/tailoring interventions for particular groups such as those disproportionately affected by **illegal search content, search content that is harmful to children and proxies**, and other measures.

5.

a) Within the **reporting period**, please provide an estimate of the total funding in the form of a range attributable to the measures, activities, practices and initiatives described in your responses to Q1 to Q4. (Max. 100 words)

b) How has the estimate in Q5a been prepared? (Max. 500 words)

Please briefly, explain where possible, the breakdown or allocation of the funding estimate for specific activities, measures, practices and initiatives, or any other relevant details. If this funding cannot reasonably be identified separately, please explain why.

6. Please explain how you evaluate the efficacy of your measures and practices described in questions 1 to 4. (Max. 600 words)

This should include activities and initiatives to promote **media literacy**, creation of tools and resources, and promotion of content within/outside the service. This should include details of how they are evaluated for underserved **UK users**, for particular groups such as those disproportionately affected by **illegal search content, search content that is harmful to children and proxies**, in each of these cases.

7. Which of the following user-facing interventions do you deploy on your service as part of your search design measures to address:

   - misinformation and disinformation,
   - particular groups disproportionately affected by **illegal search content, search content that is harmful to children and proxies**; and/or
   - heightening the public's awareness and understanding of ways in which they can protect themselves and others, on your service?

   Please complete the table below by:

   - indicating which, if any, of the user-facing interventions in the first column are deployed to address the topics listed;
   - if any of the topics listed are not relevant to your service, indicating this by stating that the user facing user interventions are Not Applicable (NA) to the topics in the top row; and
   - adding each additional user-facing intervention you deploy on its own row in the table. To do this, you may need to insert new row(s) into the table.

User-facing intervention	Do you address the following by deploying this intervention on your service? (Yes/No/NA)		
	Misinformation and disinformation	Particular groups disproportionately affected by illegal search content, search content that is harmful to children and proxies	Heightening the public's awareness and understanding of ways in which they can protect themselves and others
Search warnings/pop-ups			
Information pages			

8. Insofar as it has not been answered in your response to Q6, how do you evaluate the efficacy in promoting changes in user behaviour of the user-facing interventions set out in Q7 to address:

   - misinformation and disinformation;
   - particular groups disproportionately affected by **illegal search content, search content that is harmful to children and proxies**; and/or
   - heightening the public's awareness and understanding of ways in which they can protect themselves and others. (Max. 600 words)

9. Please explain any further approaches, aside from **enforcement actions** on specific **search content** or **UK users** and specific search design measures listed above, you take to support **UK users** to understand the nature and impact of:

   - misinformation and disinformation;
   - particular groups disproportionately affected by **illegal search content, search content that is harmful to children and proxies**; and/or
   - heightening the public's awareness and understanding of ways in which they can protect themselves and others. (Max. 600 words)

   Please list the methods you use to achieve this with a brief description of how they work to support **UK users**, and particular groups disproportionately affected by **illegal search content, search content that is harmful to children and proxies**. This may include, for example, external campaigns and initiatives.

6. Misinformation and disinformation

Publicly available statements and provisions

This question seeks information about how **providers** of **search services** address misinformation and disinformation through their **publicly available statements**.

The following question relates to your contracts (including any community guidelines or equivalent incorporated by reference into the contract) that relate to **search content** that may be **encountered** by **UK users**.

1. Where applicable, please identify each provision of your contracts which corresponds to misinformation and disinformation, and any corresponding category or type of information (regardless of whether or not you rely on such provisions in practice to make decisions about whether or not **content** is misinformation or disinformation). Please also provide a short description of the provision.

   Please set out each provision on its own row in the table. To do this, you may need to insert new row(s) into the table.

In relation to each provision, please provide a short description, whether it applies to misinformation, disinformation or both; and then describe how the provision relates to it.

In your response, please reproduce or link to the specific provision(s) concerned.

In your response, where applicable, set out which cohort of **UK users** the specific provisions apply to, notably whether they apply to specific user age groups, or user types relevant to your service.

Provision (Max. 50 words)	Short description of provision (Max. 50 words)	Information type that applies to the provision (misinformation, disinformation, or both)	Description of how provision relates to misinformation, disinformation or both. (Max. 100 words)	Cohort of users to whom provision applies (Max. 50 words)

User reporting

The following questions relate to user's experience of reporting misinformation and disinformation, and the volume of reports.

2.

a) Can **UK users** report misinformation and disinformation on your service? (Yes/No)

   If No, no further response required.

   If Yes, please answer Q2b-Q2c.

b) What information are **UK users** provided with after making such reports on your service, including any updates on the outcome of their report? (Max. 200 words)

c) Within the **reporting period**, how many reports made by **UK users** did your service receive in relation to misinformation and disinformation?

Reports received

7. Deceased child users

Publicly available statement provisions

This question seeks information about **providers'** policies on disclosing information about a deceased **UK child user's** use of a **search service** to bereaved **parents**, including the factors considered when developing those policies. Services are expected to ensure that their **publicly available statement** provisions outlining their policy on disclosing this information is clear and accessible under section 75(3) of **the Act**.

1. Please set out the factors that were considered when determining your service's policy regarding the disclosure of information about a deceased **UK child user's** use of your service, including if you disclose on a case-by-case basis. As part of your explanation, please include a link to your policy. (Max. 200 words)

Timeliness and performance

These questions seek information about **providers'** processes for responding to **requests** from bereaved **parents** for information about a deceased **UK child user's** use of a **search service**. This includes expected **response** times and how **providers** communicate with bereaved **parents** throughout the **request** process.

2. How long after receiving a request for information about a deceased **UK child user's** use of the service do you aim to respond to the bereaved **parent** with an outcome? (Max. 50 words)

3. Before **responding** to a bereaved **parent's request**, what actions do you take on your service?

   Please complete the table by adding a 'Yes' or 'No' next to the relevant action(s).

   Notes:

   - An acknowledgement in this context comprises communication from the **provider** of a relevant service to a requesting bereaved **parent** that confirms receipt of their **request** for information about their **child's** use of the service or their complaint regarding compliance with the duties. An acknowledgement may include additional information about the next steps in handling the **request** or complaint, such as the expected timeframe for a response.
   - An update in this context refers to communication from the **provider** of a relevant service to a bereaved **parent** regarding their request for information about the **child's** use of the service which may include confirming what steps have been taken, what is outstanding and how much longer the **request** may take.

Action	Do you take this action before responding to a bereaved parent's request? (Yes/No)
Acknowledge the **request**	
Deal with the **request** through a triage system	
Update or otherwise communicate with the bereaved **parents**	

Complaints and accountability

These questions seek information about complaints made by bereaved **parents** in relation to **providers'** obligations under section 75(1)-(4) of the Online Safety Act regarding **requests** for information about a deceased **UK child user's** use of a service. **Search services** are expected to ensure that complaints processes are easy to access, easy to use and transparent under section 75(5) of **the Act**.

4.

a) Within the **reporting period**, how many complaints (if any) did you receive from bereaved **parents** of **UK child users** in relation to your service's **publicly available statement** provisions regarding the requirements under s.75(1)-(4)?

Please complete the table for the **reporting period** by providing:

- The total number of complaints you received from bereaved **parents** of **UK child users** in relation to your service's **publicly available statement** provisions. Please express the proportion as a percentage of the total number of complaints received on the service in relation to your **service's publicly available statement** provisions during the **reporting period**.

Number of complaints from bereaved parents of UK users in relation to publicly available statements	Proportion (%) out of all complaints received in relation to publicly available statements

b) In the space below, please set out any caveats relating to the data you have provided. (Max. 250 words)

3. Definitions

3.1 In Table A and Table B we set out definitions of the terms in **bold** used throughout the notices for Category 2A services. The definitions are intended to help **providers** and readers understand the notices.

3.2 Table B sets out Terms used in this notice that have the meaning given in **the Act**. It provides a reference to the provision(s) in **the Act** containing the definition of the relevant term, as well as a description of the term based on the provisions of **the Act** intended to assist the reader. In the event of any inconsistency between **the Act** and the information in table B, **the Act** should be regarded as authoritative.

Table A

Term	Definition
the Act	The Online Safety Act 2023.
Age inference	A broad class of estimation techniques that typically analyses user behavioural data and/or user interactions with **content** or **functionalities** on services, often referred to as "signals", to determine age.
Appeals	A complaint by an interested person if the **provider** of a **search service** takes or uses measures in order to comply with the illegal content safety duties, that result in **content** relating to that interested person no longer appearing in **search results** or being given a lower priority in **search results.**
Child sexual abuse material (CSAM)	**Content** that amounts to an offence specified in any of the following paragraphs of Schedule 6 to **the Act**— a) paragraph 1 to 4, 7 or 8; b) paragraph 9 so far as any of the offences it contains are committed in relation to an offence specified in paragraphs 1 to 4, 7 or 8; c) paragraph 10; or d) paragraph 13 so far as any of the offences it contains are committed in relation to an offence specified in paragraph 10.

Term	Definition
Content that is harmful to children proxy	**Content** that a **provider** determines to be in breach of its provisions in the **publicly available statement**, where: a) the **provider** had reason to suspect that the **content** may be **content that is harmful to children**; and b) the provider is satisfied that its provisions in the **publicly available statement** prohibit the type of **content that is harmful to children**, which it had reason to suspect existed. See definition for '**search content**'.
Enforcement action	Actions taken by the **provider** on **content** that the **provider**: a) becomes aware is **illegal content** or an **illegal content proxy**; or b) determines to be **content that is harmful to children** or a **content that is harmful to children proxy**. See definition for **'search content'**.
Illegal content judgements	Judgements about whether **search content** is **illegal content** or illegal content of a particular kind, made in accordance with section 192(2) and section 192(5) to (7) of **the Act.**
Illegal content proxy	**Content** that a **provider** determines to be in breach of provisions in the **publicly available statement**, where: a) the **provider** had reason to suspect that the **content** may be **illegal content**; and b) the **provider** is satisfied that its provisions in the **publicly available statement** prohibit the type of **illegal content**, which it had reason to suspect existed. See definition for **'search content'.**
Internal content policy	More detailed versions of external content policies which set out rules, standards or guidelines, including around what **content** is allowed and what is not, as well as providing a framework for how policies should be operationalised and enforced.
Media Literacy	The ability to use, understand and create media and communications across multiple formats and services.

Term	Definition
Moderation	When a **service provider** reviews and assesses **content** to determine whether it is **harmful to children** or not, or whether it is in breach of the **publicly available statement** of the service, and takes appropriate action based on that determination. We use 'search moderation' when referring to **search services**.
Publicly Available Statement	A statement that **search services** are required to make available to members of the public in the UK, often detailing various information on how the service operates.
Reporting period	Where applicable, the period for which we are requiring information to be produced in your report.
Request	In the context of Deceased **Child** Users, refers to a request from a **parent** of a deceased **child** to a **provider** of a relevant service for information about the **child's** use of the service.
Respond	In the context of Deceased Child Users, refers to communication from the **provider** of a relevant service to a **requesting** bereaved **parent** which provides information about the **child's** use of the service (whether in full or partial disclosure) or explains why this information is not being provided.
Search moderation function	The systems and processes designed to review, assess and take action in relation to **search content**, including content a **search service provider** has reason to suspect may be **illegal content**, **content harmful to children**, or **content** which breaches a **provider's publicly available statement**.
Self-declaration	A process where the user is asked to provide their own age. This could be in the form of providing a date of birth to gain entry to a service or ticking a box to confirm a user is over a minimum age threshold.
Trusted flagger	An entity which the provider has reasonably determined has expertise in a particular **illegal harm** or type of **harm to children**.
UK adult user	A **UK user** of a service aged 18 or over.
UK child user	A **UK user** of a service under the age of 18.
URL	Uniform Resource Locator, meaning a reference that specifies the location of a resource accessible by means of the internet.

Term	Definition
User journey	The sequence of steps a user takes when interacting with a service, including, but not limited to, sign up, access, discovery, use, reporting, exposure to **content**, and points where protections or controls apply.

Table B – Terms used in this notice that have their meaning given in the Act

Term	Definition
Adult	A person aged 18 or over. See Section 236 (1) of **the Act.**
Behaviour identification Technology	Behaviour identification technology means technology which analyses (any or all of)— a) relevant **content**, b) user data, or c) metadata relating to relevant **content** or user data, to assess a user's online behaviour or patterns of online behaviour (for example, to assess whether a user may be involved in, or be the victim of, illegal activity). See Section 231 (6) of **the Act.**
Child	A person under the age of 18. See Section 236 (1) of **the Act.**
Child Sexual Exploitation and Abuse (CSEA) / CSEA offences	Refers to offences specified in Schedule 6 of **the Act**, including offences related to **CSAM** and grooming. **CSEA** includes but is not limited to causing or enticing a **child** or young person to take part in sexual activities, sexual communication with a **child** and the possession or distribution of indecent images. See Schedule 6 of **the Act.**
Content identification technology	Technology, such as algorithms, keyword matching, image matching or image classification, which analyses **content** to assess whether it is content of a particular kind (for example, **illegal content**). See Section 231 (2) of **the Act.**
Content that is harmful to children	a) primary priority **content that is harmful to children** (see section 61 **the Act**), b) priority **content that is harmful to children** (see section 62 **the Act**), or c) **content**, not within paragraph (a) or (b), of a kind which presents a material risk of significant **harm** to an appreciable number of **children** in the United Kingdom. See Section 60 of **the Act.** See also definition for '**search content**'

Term	Definition
Encounter, Encountering	Read, view, hear or otherwise experience **content** (see definition for **'search content**'). See section 236 (1) of **the Act.**
Functionality	Any feature that enables users to search websites or databases; or that makes suggestions relating to users' **search requests**. See Section 233 (3) of **the Act.**
Harm	"Harm" means physical or psychological harm. References to harm presented by **content**, and any other references to harm in relation to **content**, include references to harm arising or that may arise from any one or combination of the following— a) the nature of the **content**; b) the fact of its dissemination; c) the manner of its dissemination. See Section 234 (2)-(3) of **the Act.**
Illegal content	"Illegal content" means content that amounts to a relevant offence. **Content** consisting of certain words, images, speech or sounds amounts to a relevant offence if— a) the use of the words, images, speech or sounds amounts to a relevant offence, b) the possession, viewing or accessing of the **content** constitutes a relevant offence, or c) the publication or dissemination of the **content** constitutes a relevant offence. "Relevant offence" means— a) a **priority offence**, or b) an offence within subsection (5) of **the Act**. See Section 59 of **the Act.** See also definition for '**search content**'.

Term	Definition
Parent	Includes any person who is not the **child's** parent but who— a) has parental responsibility for the **child** within the meaning of section 3 of the Children Act 1989 or Article 6 of the Children (Northern Ireland) Order 1995 (S.I. 1995/755 (N.I. 2)), or b) has parental responsibilities in relation to the **child** within the meaning of section 1(3) of the Children (Scotland) Act 1995. See Section 75 (10) of **the Act.**
Predictive search functionality	A feature that makes suggestions relating to users' **search requests**. See Section 233 (3) of **the Act.**
Priority offences	Refers to: a) offences specified in Schedule 5 (terrorism offences), b) offences specified in Schedule 6 (offences related to **child sexual exploitation and abuse**), or c) offences specified in Schedule 7 (other priority offences). See Section 59 (7) of **the Act.**
Proactive technology	Refers to: a) **content identification technology**; b) **user profiling technology**; or c) **behaviour identification technology**. See Section 231 of **the Act.**
(Search) content	**Content** that may be **encountered** in or via **search results** of a **search service**. It does not include paid-for advertisements, news publisher content, or content that reproduces, links to, or is a recording of, news publisher content. See Section 57 (2) of **the Act.**
Search request	"Search" means search by any means, including by input of text or images or by speech, and references to a search request are to be construed accordingly. See Section 57 (4) of **the Act.**

Term	Definition
Search results	In relation to a **search service**, this means content presented to a user of the **service** operation of the search engine, in response to a search query made a user. See section 57 (3) of **the Act.**
Search service	An internet service that is, or includes, a search engine. See Section 3 (3) of **the Act.**
(Search) Service provider	The provider of a **search service** is to be treated as being the entity that has control over the operations of the search engine. See Section 226 of **the Act.**
United Kingdom (UK) user	A user is a "United Kingdom user" of a service if— a) where the user is an individual, the individual is in the United Kingdom; b) where the user is an entity, the entity is incorporated or formed under the law of any part of the United Kingdom. The person does not need to be registered to use a service to be a UK user. See section 227 of **the Act.**
User profiling technology	User profiling technology means technology which analyses (any or all of)— a) relevant **content**, b) user data, or c) metadata relating to relevant **content** or user data, For the purposes of building a profile of a user to assess characteristics such as age. See section 231 (4) of **the Act.**