

Report on
**User Management and Moderating Violations according to Company policies of BIGO
TECHNOLOGY PTE. LTD-(LIKEE).**

By
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16204053

An internship report submitted to the Brac University Business School in partial
Fulfillment of the requirements for the degree of
Bachelor of Business Administration

Brac University Business School
Brac University
December 2020

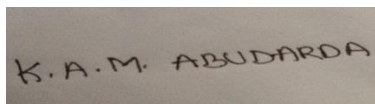
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, Except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all the main sources of help.

Student's Full Name & Signature:

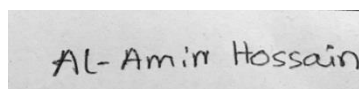


K.A.M. ABUDARDA

K.A.M. ABUDARDA

16304100

Supervisor's Full Name & Signature:



Al-Amin Hossain

Al-Amin Hossain

Jubairul Islam Shaown

Lecturer, BBS

Brac University

Letter of Transmittal

28 December 2020

Jubairul Islam Shaown

Lecturer, BBS

BRAC University

Subject: Letter of Transmittal

With great pleasure, I am submitting my Internship report as the requirement of the BBA program. The topic of my internship report is “Moderating violation and managing people according to company policies.” The working report is on Bigo (Likee) business profile & internship responsibility and area of work. I would like to express my gratitude for your constant support and guidance during my internship period.

The report is about the process of overcoming some of the problems and challenges in their ongoing projects and how to overcome them. Likee is currently focusing on making a better brand image and serving their clients more effectively. I have learned how they structure their work process and how real work life and other factors influence the company.

Yours' sincerely,

K.A.M. ABUDARDA

16204053

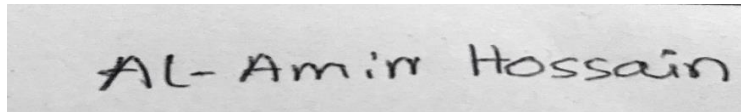
Brac Business School

Non-Disclosure Agreement

This agreement is made and entered into by and between [BIGO (LIKEE)] and the undersigned student at BRAC University- K.A.M. ABUDARDA (16204053).

The agreement is all of the content which is shared between both organizations will stay into both of them. Nothing will be published or shared to others.

Signature of Supervisor -

A rectangular box containing a handwritten signature in black ink. The signature reads "AL-Amir Hossain".

Acknowledgment

This internship report is a result of many people's guidance. First of all, I would like to thank almighty Allah for giving me such an opportunity to work as an intern in such a reputed organization Bigo (Likee) which helped me to understand the new era which is an entertainment sector similar to YouTube and Facebook. Secondly, I would like to thank my academic supervisor, Mr. Jubairul Islam Shaown, to provide me valuable suggestions and give me guidelines to prepare my internship report. His valuable suggestions & guideline helped me a lot to prepare the report in a well-organized manner. Thirdly, I am grateful to my Team Leader at Bigo (Likee), Mr. Al-Amin Hossain, for his valuable guidance and trust that made me confident to work on their level. I would also like to thank each member of Bigo (Likee) for being patient and also for supporting me throughout the process.

I am also grateful to other officials and friends while preparing the study by giving me suggestions, assistance, and supply of information which were valuable to me. All their support helped me to complete my report successfully.

Executive Summary

The growth of the internet in Bangladesh has been on the rise ever since 3G internet was introduced. With the help of high speed internet, business era in Bangladesh is growing up in versatile sectors. Therefore, many of foreign companies noticed that we have a huge potential target market. And they thought to expand their business here. Bigo (Likee) company is a part of “Bigo Technologies” which is a Singapore based company. Actually they are spreading entertainment among people via a simple app, to add with that people can also earn money from there like as YouTube and Facebook. In this app there are few segment for instance making short videos, live conference, Multi-room live conference etc. Nowadays, In Bangladesh Bigo (Likee) got a huge number of response from users. As social media is covering globally, this company would do better in future as well. So, there are some user management policies and punishments for those who violates the policies. In this report I will discuss about those.

Keywords: Social Media, Potential Target Customer,

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Chapter 1: Overview of Internship

1.1 Student's Information:

Name: K.A.M. ABUDARDA

ID: 16204053

Program: Bachelor of Business Administration

Major: Human Resources Management

Minor: Computer Information Management

1.2 Internship Information:

1.2.1: Company Information

Company Name: BIGO TECHNOLOGY PTE. LTD-(Likee)

Department: Moderation

Address: 43, Eskaton Garden road (Old 124), Ramna, Dhaka-1000.

1.2.2 Supervisor's Information

Name: Al-Amin Hossain

Position: Team Leader (TL)

1.2.3 Job Scope: BIGO Technology PTE. LTD has a wide range of career for everyone worldwide. Even in Bangladesh they have several types of department to recruit more people only who has versatile skills and they definitely have to be smart, hardworking and self-evolving.

Please tap below to see recent career opportunities in BIGO TECHNOLOGY PTE.LTD.

[Careers in BIGO.](#)

1.3 Internship Outcomes

I will discuss in this part that what I have learnt from my internship period.

1.3.1 Student's Contribution to the company:

Whenever a person is working with an organization he definitely got some benefits and must have contribute something for the betterment of the company. In my situation I also had to contribute something for the company. For Instance, My responsibilities, my assigned tasks, and my determination to my work are my contribution to the company. However, I have to do my tasks accordingly. Now the questions come what I have to do?

Let's have a look into the list of my tasks:

1. *OSS Live patrolling:* Here, it means I had to manage all the users who are on live video. Addition to, I also had to monitor whether they are violating the rules or not. If they do so then punish them according to the rule book.
2. *Back up for Likee words:* My assigned task is OSS live patrolling at the same way there are few more moderator who are working on likee words. Likee words mean those public comment people are using on live videos and short videos. And those moderator monitor all of them if they found anything which contradicts likee rule book they ban those use from comments. If the comment is less violation then they just clear them by using OSS server. And my task is to back up their tasks if anyone face any internet issue, electricity or break.
3. *Back up for Likee voice:* Similar to likee words I also played a role in voice back up.
4. If we punish someone for no reason server fix that out and we have to mail the reason for it to our QA team.

1.3.2 Benefits to student: Although there are so many tasks I had to do. On the contrary I learnt so many things from the organization. As I have a Chinese line manager I learnt so Chinese cultural things like how to deal in a critical situation, how to erase work pressure, how can I be favorite to each one. Rather than these, I learnt so many corporate activities, attitudes, and many more technical skills.

1.3.3 Difficulties I faced: Although I had and having a very good time with my company still I faced some difficulties. I would rather call them opportunities. If I didn't face those issues, I would never be able learn something out of the box. There are some specific things which I consider as opportunities. Such as, I had to work on 3 tasks at the same time. This as one of my most challenging shift. But after doing the tasks I learnt how to fix everything when you are a multi-tasking guy. Facing Internet/electricity issue is a very silly issue I would

consider.

Another challenging issue is keeping accuracy more than 99%. This is the rule set for each moderator. Everyone has to keep their accuracy more than 99%. If anyone failed to keep that accuracy in a particular shift or a week. Then he is mail a self-analysis email to the QA. We all have a fixed target set by higher authority. To maintain that is not that much tough but keep doing the same become more boring but what I do I made my tasks as fun which boosted me up.

1.3.4 Recommendations: If anyone wants to build their career with Bigo, I would suggest them to work accordingly. This is because this company has everything structured, what you have to do is follow their structure and to listen to the TL's instructions and confess everything to the Team Leader.

Chapter 2: Organizational Overview

2.1 Company profile

Likee formerly known as LIKE app is a Singapore based short video creation and sharing platform. It is available for iOS and Android operating system users. It is owned by Singapore based organization BIGO Technology. Whose parent company is JOYY, a Chinese company listed on NASDAQ. The founder of Likee is Jason Hu, who previously worked for JOYY. Likee has 1.5 billion happy users globally in 150 countries with 40+ languages. It has founded in July, 2017. In 2017, Likee was rated as one of Google Play's Best Entertainment Applications.

2.1.1 Mission, Vision, Objective

Mission:

Connect the world and share beautiful moments.

Vision:

To be a content platform inspiring one billion people's lives.

Logos:



2.1.2 Corporate Divisions / Departments

Likee has several departments to monitor whole activities of their users even they have many offline activities as well. Besides users Likee has many fixed agents who are working to connect users to a likee officials. Departments are:

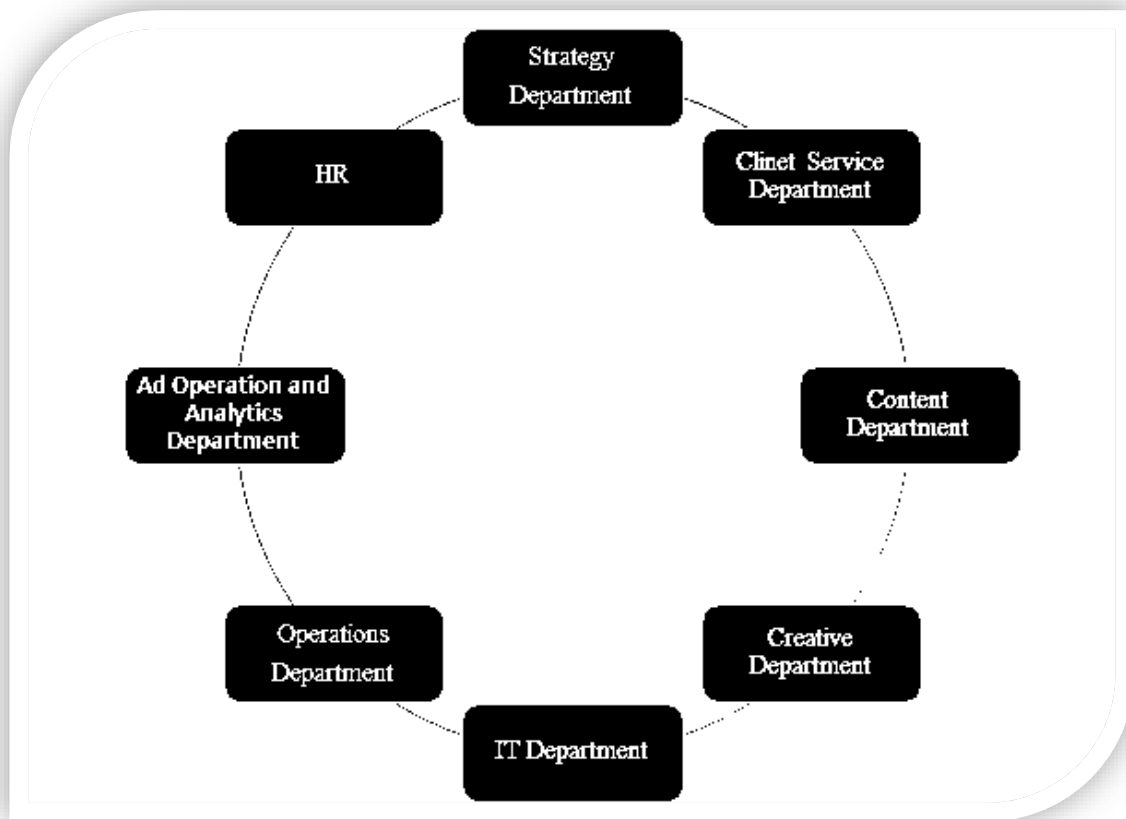


Figure 1: Departments of Likee

User Service/Client Service Department: The Client Service department is a bridge of communication between the users and the company. They instruct the other teams on what stance to take.

Planning/Strategy Department: Likee Strategy department is responsible for designing campaign ideas for their users. They conjure up strategies that help the campaigns to reach the goal set by the users.

Content Department: Content department basically works on the contents users like to imply when they make their videos or what their purpose would be to on live. They promote contents or moderate the contents which will be suitable for viewers and users.

Creative Department: Creative department basically work on apps effects design, trendy campaigns to implement.

Ad Operation and Analytics Department: This department works on collecting data and dealing with sponsors and organizations with whom likee's ad will be conducted.

IT Department: IT department generates all the queries about technology by which employees are working. They ensure the server is working <https://www.bigo.sg/careersList/0ng> on the track.

Operations Department: Operations team is doing all the daily internal activities and they help the company by generating each and every update of daily tasks of the employees and users.

Human Resource Department: Basically there is no HR is working from Bangladesh to recruit employee for likee. The company has some regional separations for monitoring therefore some Indians and Chinese individual work in the HR department.

2.2 Operation Details

These are upper authority of mine. As it is a foreign company they might have different on the same position in different region.

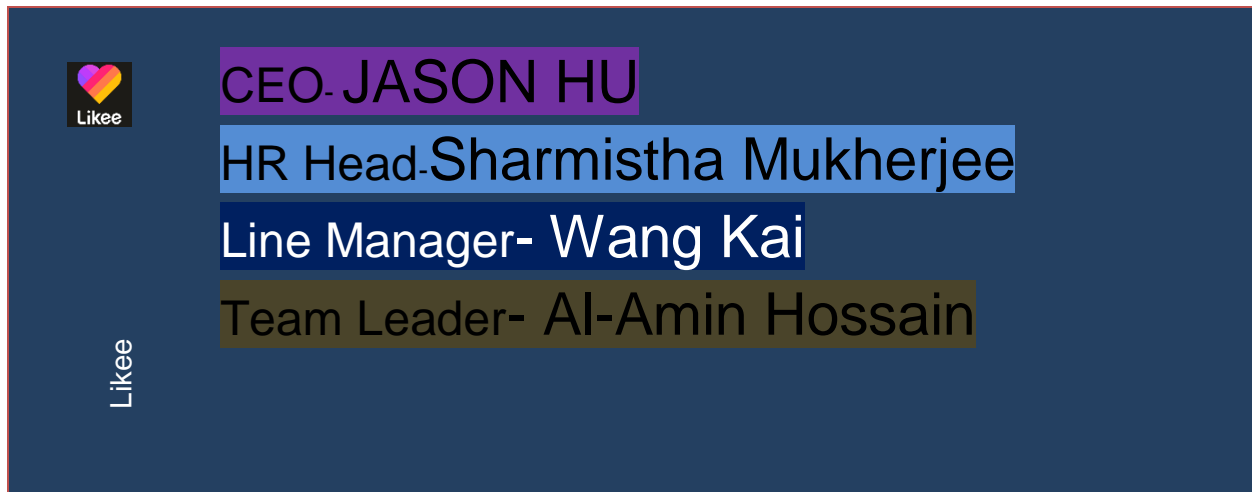


Figure 2: Upper Authority

Though there are several layers are also there but these are straight line up of mine.

Rather than this there is:

- OPERATION_HEAD
- IT_HEAD
- QA_TEAM
- RECHECKEWR_TEAM
- HQ_OPERATORS

2.3 Work Shifts: Likee is a company where users can use it for 24 hours long. Therefore moderator has to be active and they have to keep their eyes on users whether users are violating any rules or not. If any of users violate the rules and regulations moderator has to punish them immediately according to the rule book Therefore Likee Bangladesh has 4 different teams to monitor users for each and every seconds. One team always got their vacation and other 3 teams monitor by having 8 hours' work shift each.

TEAMS / SHIFTS	Start	End
Team -A	MORNING 07.00 am	AFTERNOON 03.00 pm
Team-B	AFTERNOON 03.00 pm	EVENING 11.00 pm
Team-C	EVENING 11.00 pm	MORNING 07.00 am
Team-D	VACATION	VACATION

NOTE: Each team will work on each shift after 4 days. Whole shift system uses as a cycle.

Figure 3: Work Shifts

2.4 Corporate Social Responsibilities: Likee has several CSR activities.

2.4.1 Donation of 50000 masks:

The most recent one is: Creator of likee has donated 50000 masks in china to help people combat Coronavirus.

2.4.2 Likee Creator Academy:

Inspired from the Indian government's Skill India Campaign, Creator Academy is a special initiative of the platform to reach out to select talented Likee users and to train them in polishing their video-making skills. The platform aims to reach out to users from underprivileged background to train them with professional video making skills, thus helping them achieve their dreams

There is some example of society for a new growth, this is a story of a girl grown up by her own earnings.



Figure 4: News article of CSR

2.4.3 Online Free Education:

Bigo Live creates and promotes free online education channels in India, in an effort to build a library of social education content. The aim is to create an equal opportunity for all levels of users to have accessible language practice and multiple skill-trained session. The easy-to-access education content bridges the gap between users from different backgrounds by creating opportunities in the field of education.

2.5 Achievements of the company: At time of running the company Bigo has face several ups and downs. By not focusing onto those Bigo focused on long term achievements by their wings app they successfully achieved something to proud of.

2.5.1 User Milestone: The mix of the apps running by bigo has touched a milestone of record number users.



Figure 5: Users Statistics

2.5.2 Likee wins Guinness World Record: According to the company, #IAMINDIAN campaign successfully hit the right chord among the Indian youth who leveraged the platform to create unique videos while waving Indian flag to showcase their love for the nation.



Figure 6: Guinness Reward

SWOT ANALYSIS OF LIKEE



Chapter 3: User Management, Violation & Punishment

3.1.Introduction:

Social Media business is dominating the whole globe from last ½decades. There are several platform in social media in recent time. In order to reach their marketing objectives, companies use different digital advertisement strategies. One of the core strategies is to run video advertisements through social media. Likee has been doing a great job from the very beginning of its journey on making short videos by its users. To add more value Likee right now added a new business which likee live. Similar to YouTube people can earn more money from their short and live videos by having more viewers, likes and shares etc. And my job is to monitor all of those live videos. Whether there is any violation or not while they are making these videos. If anyone violate the rules and policies I punish them according to the company policy.

3.1.1 Problem Statement:

This report focuses on the problem of which type of video can motivate people to use this app rather misuses of the app by violating its policies and the punishments they get in returns.

3.1.2 Purpose of the Study

The purpose of this study is to show how user management of Likee works and what type of violation they do not consider.

3.1.3 Objectives

Broad Objective: To elaborate user management policies, violations and punishments.

Specific Objectives:

- How Likee collects user information.
- How Likee utilizes user information in their business.
- How user violates user management policies of Likee.

3.2 Methodology:

Theoretical Framework: The satisfaction level of customer depends on deliberately or unknowingly contrasting his encounters and his desires. Expressing that consumer loyalty is dictated by "how much somebody is content or frustrated with the watched presentation of an item or administration just as the specialist co-ops in connection to their desires.

Data Type: I have chosen quantitative data collection method.

Data Source: I have collected all the data from primary and secondary data source.

Primary Data Source: To collect primary data I choose random user and made questionnaire.

Secondary Data Source: I have collected secondary data from various website including company website.

Data Collection Method:

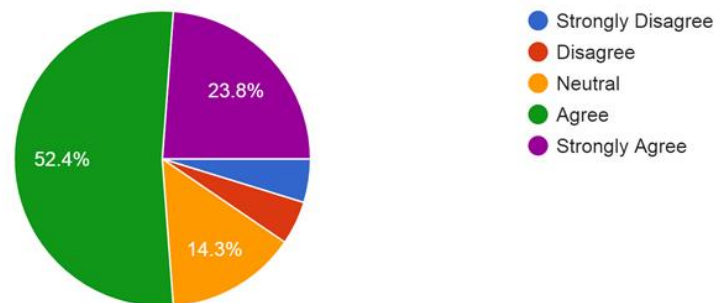
Questionnaire:

I have collected primary data by using questionnaire. The questionnaire was made in a way that everyone can understand this easily without any difficulties. I have used questionnaire because I had less time, other method for example conducting personal interview is a little bit difficult. Besides, questionnaire is easy to interpret.

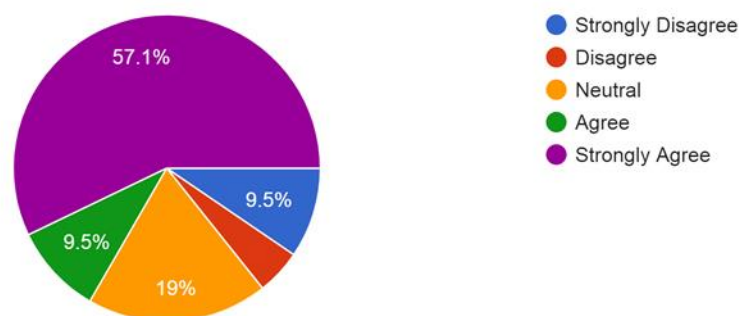
Sample Size: I got 21 responses, who are Likee user.

Analysis and Interpretation of data:

Their Punishment Policy.
21 responses

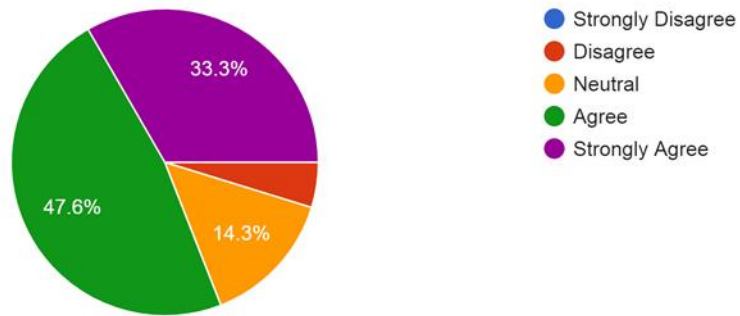


Authenticity of Likee's sign up policy?
21 responses



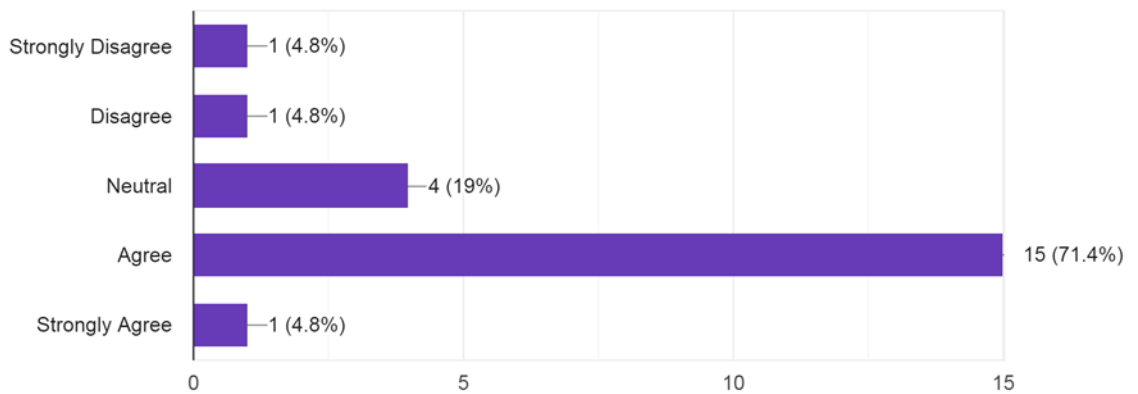
Likee maintains local culture.

21 responses



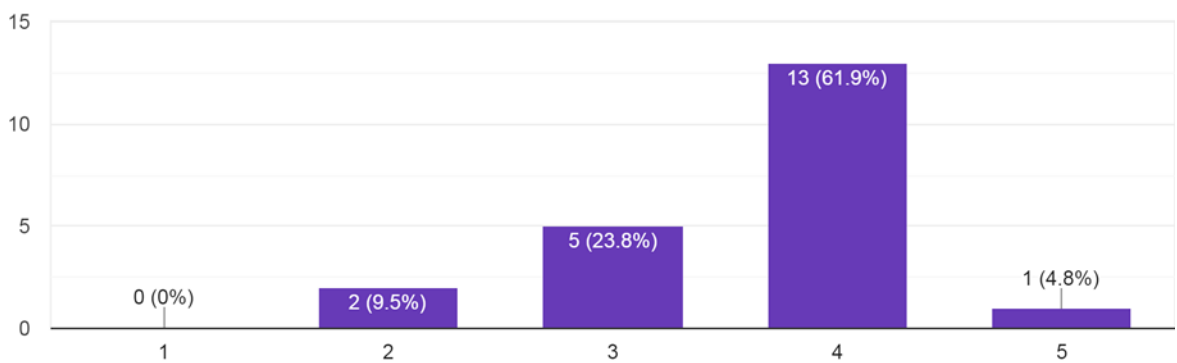
Payment policy of them.

21 responses



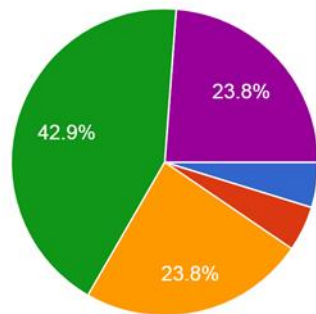
Quality of their user's video.

21 responses



Benefits the provide for users.

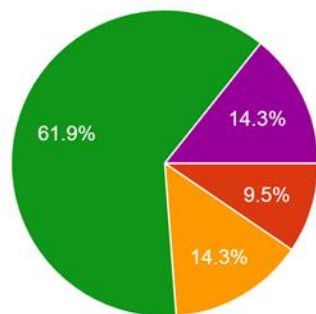
21 responses



- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Their involvement in user's clash.

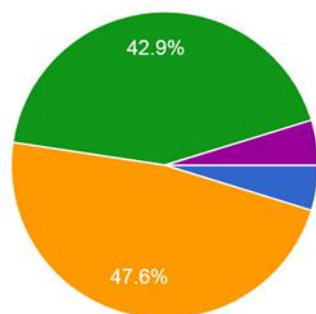
21 responses



- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Popularity they have in Bangladesh.

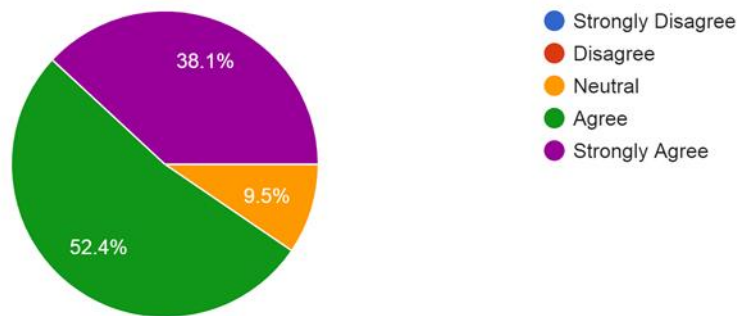
21 responses



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

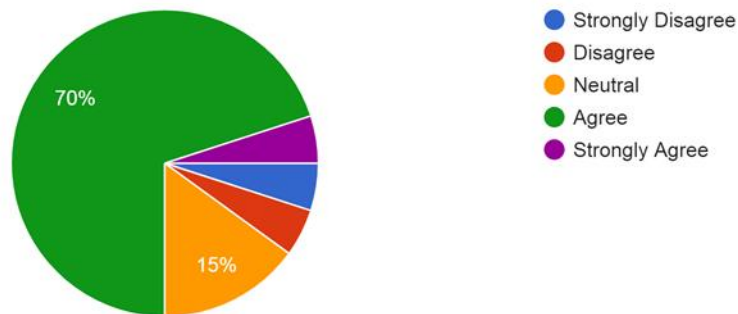
Actions they took for complains

21 responses



Availability for complaining

20 responses



3.3 Findings and Analysis of the topic:

3.3.1 User Management

3.3.1.1 Collecting Information: In order to provide Likee Services, and improve the user experience and security of Likee Services, Likee will collect, record, store, adapt, use, share or otherwise process User's personal information, when One register a Likee account and use Likee Services.

Likee collects user's personal information on the following grounds:

1. Likee needs to handle such data to convey authoritative services to users.
2. Users agree to give us when one makes a record and use Likee services.
3. Likee gathers when they trust it is for their legitimate interests to furnish user's better encounters with Likee services.

4. Information for Contractual Services: Likee need some specific information for contractual services. Such as :

- a. Date of Birth
- b. Phone Number
- c. Email Address
- d. Password
- e. User Identifier

Some of payment information, for instance,

- f. Bank A/C number
- g. PayPal and other information.

5. Information Users consent to provide:

- i. Profile Information including alias, images, gender, hometown, self-introduction, social media information, education, and career.
- ii. UGC(User Generated Contents) such as, comments, texts , messages pictures, images, videos, sounds, code or other data materials users upload , distribute or stream when they use Likee services.
- iii. Facial data, such as when users use some features provided by Likee to create special effects or emoji's for users streaming section or pictures that users uploaded on Likee Services.
- iv. User's Social Network contacts with user's consent, when Users enact the "Discover Friends" work and permit Likee to get to User contacts.
- v. Users Global Positioning System (GPS) information, after user's permit them to do so but user may changes the access to his GPS information via the settings on his mobile device.
- vi. User's opt-in choices and correspondence with Likee, such as information used to verify user account or to resolve user feedbacks or complaints.
- vii. Information user provides when participating in in-app surveys and activities.
- viii. Information user provides from such third-party social media when he creates a Likee account by connecting with a third-party social media, such as Facebook, Instagram, Google, or if he links a Likee account with a third-party social media account.

6. Information Collects for legitimate interests:

- a. Network action data, For example, program history, search history, the recordings or pages you visited, the date and season of client visits, other clients' records that he bought in, and data with respect to his connection with different clients.
- b. Information about client from outsider specialist co-ops, for example, publicizing accomplices and information examination suppliers.

- c. Transaction data, for example, the exchange chronic number and exchange chronicled records after client bought Paid Administrations.
- d. Device identifiers, for example, client working framework, program type, brand, model and chronic number of client cell phone, Web Convention address, portable transporter, screen goal, language setting, IMEI number, IMSI number, and media access control address.
- e. Metadata, partner with the UGC client gave Likee, which portrays other information and gives data about how, when, and by whom the bit of UGC was gathered and how that UGC was arranged, for example, hashtags used to name the watchwords to the video and subtitles.
- f. Cookies, little bits of information to empower us to give certain highlights, which are gathered by organization or their colleagues to quantify and comprehend the site pages client taps on and how client utilizes Likee Administrations, upgrade his experience utilizing Likee Administrations, and furnish him with focused publicizing on Likee Administrations and somewhere else across his various gadgets. For more data about what treats they use and how treats help better client experience on the Application.

3.3.1.2 How Likee uses user information:

Likee utilizes the data they gather with respect to client for the reasons given underneath:

- I. To give Likee Administrations to clients and for inner tasks, including investigating, information examination, testing, and research, factual and review purposes and to request client criticism.
- II. To permit clients to partake in intuitive highlights of Likee Administrations, when they decide to do as such.
- III. To customize the substance that clients get and give them custom-made substance that will bear some significance with clients.
- IV. To furnish client with client uphold and to improve, create Likee Administrations and encourage item advancement.
- V. To use data that client gave to the organization, for example, pictures and video substance that he decide to transfer or communicate on Likee Administrations, as a component of their publicizing and advertising efforts to advance Likee Administrations.
- VI. To quantify and comprehend the adequacy of the promoting they serve to client and others.
- VII. To give the administrations dependent on the nation settings client have picked, for example, content pushing and other substance that is identified with the nation settings.

- VIII. To empower them and their publicizing accomplices to give advertisements that might be more applicable to client interests.
- IX. To make proposals and suggestions to client and different clients of Likee Administrations about merchandise or administrations that will intrigue him or them.
- X. To permit different clients to recognize client by means of the "Find Companions" work as a client of Likee Administrations, to permit him to discover different clients and to associate with them on Likee Administrations, and to help the mingling capacity of Likee Administrations.
- XI. To empower Likee courier administration to work and to spoke with clients.
- XII. To assist them with identifying misuse, extortion, and criminal behavior on Likee Administrations.
- XIII. To survey pictures, pictures and substance posted or produced on Likee Administrations to guarantee that they consent to any material substance guidelines in any applicable locale.
- XIV. To implement their terms, conditions, and arrangements.
- Lastly, to conform to other material laws and guidelines.

3.3.1.3 How Likee Shares User Information

Likee imparts client data to certain approved outsiders to aid the improvement and streamlining of Likee Administrations, to forestall illicit utilizations, increment client numbers, advancement, designing and investigation of data or for their inner business purposes, including however not restricted to:

- To their colleagues with the goal that they can improve Likee Administrations;
- To outsider promoting accomplices so they can convey advertisements they accept are applicable to client in other outsider applications
- To distributed storage suppliers to store the data client gives
- To investigation and web crawler suppliers that help them in the enhancement and improvement of the client experience on Likee Administrations
- To IT specialist organizations; and

- To any part, auxiliary, parent, or member of their corporate gathering.

Aside from the abovementioned, they won't reveal or impart to any outsider client individual data, except if under the accompanying conditions:

- If they acquired client assent, either inferred or express;
- if they are needed to do as such to agree with the pertinent laws and guidelines and government demands
- If they put stock in their great confidence that this is important to ensure the public interest
- If it is important to do as such to ensure the security and central privileges of someone else
- If it is important to address extortion, security, or specialized issues; and
- If it is important to guarantee the authorization of Likee terms and conditions and the everyday activity of Likee Administrations.

3.3.1.4 User Rights:

As per the relevant laws and guidelines of the ward where client can live, client may have a few or the entirety of the accompanying rights:

- ❖ Access and update certain individual data that client has furnished with Likee by signing into their Likee record and utilizing the highlights and functionalities accessible there.
- ❖ User can change the portable publicizing identifiers in their cell phone or breaking point promoting following through their cell phone's security settings; and
- ❖ Rectify and erase their own information held on Likee Administrations.

3.3.1.5 How Likee Transfers User information:

They maintain servers around the world and user information collected by them are firstly stored and processed in servers nearest to user region, but in several cases user information may be stored and processed in any other country where they maintain data collection facilities. They have complied with relevant applicable data localization rules with respect to their data transfer practices. They take appropriate steps to ensure that the information they collected is processed in accordance with the privacy policy and the relevant applicable laws and regulations. If they provide any information about user to any legal agency, they will take appropriate measures to ensure such receiving institutes protect user information adequately in accordance with this privacy policy and the applicable laws.

3.3.1.6 How long they User information:

Likee utilizes the accompanying measures to decide the period for which they will keep client data:

- Their legally binding commitments and rights according to the data in question
- Obligations under the pertinent laws and guidelines to hold information for a specific timeframe
- Statute of constraints under the material laws
- Their sensible business purposes; and
- Disputes or expected questions.

They hold client data however long it is important to furnish client with Likee Administrations so they can satisfy their authoritative commitments and rights comparable to the data in question, or for other authentic reason, for example, consenting to their legitimate commitments, settling debates, and authorizing their arrangements. Since these requirements change for various sort of data, the setting of our communications with client or client's employments of Likee Administrations bring about various maintenance periods for various kind of data. Where they needn't bother with client data to give Likee Administrations to clients, they hold it just for such a long time as they have a sensible business reason in keeping such information.

3.3.1.7 Security of User Information

Likee takes suitable regulatory, specialized and actual safety efforts to shield client individual data from unapproved access and exposure. For instance, just approved representatives are allowed to get to individual data, and they may do so just for allowed business capacities.

What's more, Likee utilizes encryption in the transmission of certain client individual data between client framework and theirs, and they use firewalls to help keep unapproved people from accessing client individual data. They prompted, in any case, that they can't completely dispose of security hazards related with the capacity and transmission of client individual

data. Client should utilize alert at whatever point submitting data through Likee Administrations and take uncommon consideration in choosing which data he gives them. Client is liable for keeping up the mystery of his secret phrase and record data consistently.

3.3.1.8 Modifications:

Likee may alter any of the details of the protection strategy by posting the terms. They will likewise refresh the "Last Refreshed" date at the highest point of this approach, which mirrors the compelling date of such strategy. Client's proceeded with admittance to or utilization of Likee Administrations after the date of the refreshed approach establishes his acknowledgment of the refreshed arrangement. In the event that he doesn't consent to the refreshed approach, he should quit getting to or utilizing Likee Administrations.

3.3.1.9 Advertising partners

The following is a list of Likee's current advertising partners engaged for Likee Services:

1. Google
2. Facebook
3. Mopub
4. AdTiming
5. Smaato
6. Criteo
7. Adview
8. PubNative
9. Mobfox
10. InMobi
11. RTB House

3.3.2 Violations & Punishments

Likee has been doing finest in this short video industry. One of the main reason of this is they value their users and they make sure that users are using this platform in a peaceful ambience.

If anyone intends to violate the Likee community they take action immediately. There might be several type of violence. Likee community guideline mentioned all of them.

Some of them are given below:

3.3.2.1 Dangerous People or Organization: We disallow people and associations from utilizing Likee to advance psychological oppression, wrongdoing, and different practices that represent a genuine risk to society. The accompanying substance are denied:

- a. Content that incorporates the names, images, signs, banners, mottos, garbs, motions, representations, or different things speaking to risky people or associations.
- b. Content that acclaims, commends, or bolsters perilous people or associations.
- c. Content including brutal damage to individual wellbeing, for example, attacks or seizing.
- d. Content that may jeopardize the individual security of others, for example, sneak assaults.
- e. Content including the buy, deal, or trade of wrongfully acquired products.
- f. Content that gives guidelines to crimes.
- g. Other wrongdoing related substance.

Discipline: Likee will boycott promptly those records if mediator found any infringement like these. At the point when fundamental, they will help out law authorization specialists to deal with such issues.

3.3.2.2 Child Abuse: Child abuse refers to physical or psychological harm caused to minors.

Physical abuse is the intentional infliction of physical harm on a child. Psychological abuse is the harming of minors through the threat of physical or sexual violence, bullying, or insults.

Contents which are prohibited:

- a. Content describing the physical or psychological abuse of minors.
- b. Content encouraging or extorting the propagation of pornography by children.
- c. Sexual content involving minors.
- d. Content including sexual or pornographic language involving minors.

Punishment: Banned immediately.

3.3.2.3 Criminal Behavior by Minor: Here, illegal behavior includes but is not limited to the use of drugs, alcohol, or tobacco products and other illegal behavior performed by minors.

The following content is prohibited:

- a. Content describing the use, possession, or suspicion of use of alcohol, drugs, or tobacco products by minors.

- b. Videos of fights or bullying primarily involving minors.

Punishment: Ban

3.3.2.4 Illegal Activities and Restricted Items

To ensure Likee people group, they by and large don't permit the portrayal, trade, or advancement of guns, ammo, gun extras, or explosives. They likewise preclude content identified with how these weapons are made. They will erase content that includes exercises or things that are unlawful or limited in many locales of the world, regardless of whether the exercises or things are legitimate in a particular purview.

The following content is prohibited:

- a. Content involving drugs or controlled substances.
- b. Content involving the purchase, sale, or exchange of illegally obtained drugs, dangerous chemical substances, and controlled medications.
- c. Content that displays firearms, firearm accessories, ammunition, or explosives.
- d. Content involving the provision, sale, exchange, or solicitation of firearms, accessories, ammunition, explosives, or information about the manufacture of weapons.
- e. Content related to gambling, gambling groups, or locations of gambling, including but not limited to slot machines and baccarat.

Punishment: Banning the account.

3.3.2.5 Suicide, Self-harm

Users may not promote or encourage suicide or self-harm. When they receive reports of users threatening to commit suicide or harm themselves, they will take all possible measures to help them.

Contents, those are prohibited:

The following content is prohibited:

- a. Content that provides instructions for committing suicide.
- b. Content that praises, promotes, or glorifies suicide.
- c. Content involving self-harm.
- d. Content that provides instructions for harming oneself.

Punishment: We will delete all content that depicts suicide or suicidal tendencies, or may encourage the participation in such behaviors. May Ban the device permanently.

3.3.2.6 Dangerous Behavior

Hazardous exercises performed outside of an uncommon climate or without the essential abilities may bring about genuine injury or passing to the entertainers or onlookers. Likee doesn't permit content that energizes, advances, or commends such conduct, including particular kinds of tricks.

The accompanying substance is disallowed:

- a. Content that depicts the ill-advised utilization of risky instruments.
- b. Content including hazardous difficulties that may result in harms, demise, or other high-hazard outcomes.
- c. Content that shows the utilization of things that are not palatable or drinkable.
- d. Content that shows the infringement of traffic guidelines.
- e. Content that shows people not of legitimate age driving vehicles.

Punishment: Ban

3.3.2.7 Harassment and Bullying

Likee needs clients to have a sense of security and regarded when utilizing our foundation. Clients ought to have the option to uninhibitedly communicate without the dread of being mortified, tormented, or badgering. They comprehend that this kind of substance may make mental damage clients, so they won't endure such substance on the stage.

The accompanying substance is restricted:

- a. Content that induces others to badger or compromise focused on people.
- b. Content that energizes pestering practices, for example, spamming, coordinated endeavors to ruin or humiliate clients, or assaulting others outside the stage.
- c. Content that undermines others with individual injury or property harm.
- d. Content that bargains the strength of the stage biological system.

Punishment: Ban

3.3.2.8 Abusive Behavior

Likee doesn't allow any substance that depicts misuse, including yet not restricted to dangers of viciousness, inappropriate behavior, and affronts dependent on an individual's appearance, insight, or individual attributes.

The accompanying substance is denied:

- a. Content that compromises people with brutality.

- b. Content that may cause passing, genuine ailment, actual injury, or other mischief to people.
- c. Content that instigates brutality or badgering.
- d. Content that affronts people dependent on close to home credits, for example, knowledge, appearance, character attributes, or cleanliness.
- e. Content that praises brutality and defamations casualties.

Punishment: Ban

3.3.2.9 Privacy Violations

Content that uncovers or takes steps to uncover data that can be utilized to recognize people can make genuine enthusiastic misery and lead certifiable wounds.

The accompanying substance is precluded:

- a. Content that uncovers or takes steps to reveal data that can distinguish an individual, including however not restricted to personal residences, private email addresses, private telephone numbers, bank articulations, government managed retirement numbers, or visa numbers.
- b. Content including individual data not approved by the subject.

Punishment: Temporary or permanent Ban!

3.3.2.10 Hate Speech

Likee does not allow hate speech to be posted or disseminated on their platform.

The following content is prohibited:

- a. Content involving racial discrimination.
- b. Content that incites religious hatred.
- c. Content that promotes fascism.
- d. Any language or action that promotes or gives evidence to the rejection, isolation, or discrimination against an individual.

Punishment: Permanent and temporary ban.

3.3.2.11 Cruelty and Insensitivity

Likee strictly restrict content that is cruel and insensitive. This content is defined as follows:

Content that targets people who have suffered serious physical or psychological harm.

The following content is prohibited:

- a. Claims that such people are biologically or morally inferior.
- b. Demands or justifications that violence against such people is appropriate.
- c. Claims that such people are criminals.
- d. Disparaging references to such people as animals, inanimate objects, or other non-human entities.
- e. Any behavior that promotes or gives evidence to the rejection, isolation, or discrimination against such people.

Punishment: Short term ban, repeatedly, Permanent ban.

3.3.2.12 Nudity and Sexuality

Likee does not allow pornographic content, including animated pornographic content. There are many risks associated with sexualized content, such as legal consequences in certain jurisdictions. In addition, in some cultures, sexual content can be offensive.

The accompanying substance is denied:

- a. Content that portrays, depicts, or induces non-consensual sex.
- b. Content that takes part in, advances, or lauds sexual enticement or sexual typification.
- c. Content including grown-up erotic entertainment or nakedness.
- d. Explicit portrayals of explicit works, including obscene works including sexual organs and sexual conduct.
- e. Malicious portrayals of sexual conduct or sexual organs.
- f. Descriptions of sexual obsessions.

3.4 Summary and Conclusion: Likee is committed to treating each user equally while allowing them to record their real lives and show them to the world. They respect the content published by their users and believe the content they created is worth seeing. Their mission is to provide users a platform to record and share their real life. They encourage users to create original content that shares the beauty of the world with others. They hope our users see Likee as a platform to transmit warmth and beauty. They want to make Likee a platform that brings happiness by allowing users to interact

through creative content, inspiring users with a passion for creativity and artistry. Through Likee, their users will have access to a warm community of friends and creators.

They value the safety of their community and always strive to protect all Likee users by ensuring their content meets standards. The Likee Community Guidelines embody their constant adherence to their values. In order to allow all users to freely and safely participate in the Likee community, they will remove any content that violates our community guidelines. User accounts involved in serious or repeated violations will be penalized or banned. If necessary, Likee will report violations to relevant legal authorities and cooperate in investigations to ensure community safety.

3.5 Recommendations:

Users who commit the above-mentioned violations will be banned from certain functions or prohibited from interacting with others. Likee will officially ban the accounts of users who commit serious or repeated violations and prevent these users from using Likee in the future.

Therefore I would suggest everyone to keep the platform clean. In addition, sharing happiness with the whole world in a legal way.

Try to enjoy the fullest. The way you want to lead your life exactly the same way it will follow.

Similarly, if user wants they might make a negative impact. But if the users become committed to be an ideal user, Likee will be the best platform then.

As Likee will pay the signed users and those users who have more followers. For this reason at least users should maintain every rules of Likee.

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