

## Photosharing Apps - Privacy and Usage Implications for Schools

PRIVACY CLAUSE/TERM OF USE/ CONSIDERATION OF USE	IMPLICATIONS FOR SCHOOLS
<b>Snapchat</b>	
USE OF THIS APP OR ANY EDUCATIONAL TOOL	Teachers must be familiar with their school division’s policy and/or process for selecting and using new tools. (if there is one) If the app is not yet on an approved list, it may need to be vetted by the division before it can be used.
No one under 13 is allowed to create an account or use the services.	Limits use for middle years and high school students unless using a class account. In all cases, parents would have to give signed permission for student participation. Older students should give their permission to participate as well.
Recipients of a Snap can take screenshots and save those messages. A message in Chat can be saved by pressing and holding it. Snapchat will send a notification if a screenshot has been taken.	Education regarding the potential permanency of anything posted. Snaps, posts and chats can be saved and shared and distributed.
<p>Snapchat servers are designed to automatically delete Snaps and Messages after a specified period of time (10 seconds; 24 hours...)</p> <p>Memories keeps Snaps and Stories you save until you erase them. Automatically enabled when you agree to Terms of Service, but can turn off certain features.</p> <p>Snaps submitted to Our Story are viewable for different amounts of time – a day or two up to much longer.</p>	Purposes for messaging and sharing done in or for the class must be considered. Snaps and Chats are designed to disappear after viewing – these are not pictures or announcements to be revisited again and again as other communication tools would be.
Snapchat uses a device’s GPS to provide location-based features. Can use Snapchat without location permission enabled, but some special features will not work correctly.	Devices would have to be set up and monitored to ensure student safety while at school and using the app.
<p>They collect <u>three types</u> of information: <i>Information the user shares with them</i></p> <ul style="list-style-type: none"> <li>• details for account set-up such as username, password, email address, phone number, date of birth</li> <li>• may ask for other info that will be publicly visible on their services – profile picture, name, other identifying information</li> <li>• commerce products – debit/credit number and account information</li> </ul>	<p>Parents and school divisions would have to be made aware of this and would need to sign off with permission for students’ participation. Older students should give their permission to participate as well.</p> <p>Information sharing is a particularly challenging issue to overcome with parents and division policies. There are many complex issues to be considered and this app collects a lot of</p>

<ul style="list-style-type: none"> <li>information sent through the service – Chats, Snaps</li> </ul> <p><i>Information they get when the user uses their services</i></p> <ul style="list-style-type: none"> <li>Information about which services you use and how you use them</li> <li>detailed user and content information</li> <li>device information (hardware, software, phone number, service provider...)</li> <li>several services require them to collect images and info from your camera and photos. (ie: in order to send Snaps or upload photos)</li> <li>location information</li> <li>Information collected by cookies and other technologies</li> <li>Log information</li> </ul> <p><i>Information they collect from Third Parties</i></p> <ul style="list-style-type: none"> <li>Information other users provide about you when they use the services.</li> <li>information from third party sources.</li> </ul>	<p>information from students and the data they post. It should be properly vetted against policy and legal considerations regarding the sharing of student data and what can and cannot be shared so teachers are very clear in their understanding of how this app may be used in the classroom.</p> <p>Privacy settings in app and on devices would need to be managed and monitored regularly while teaching students about applicable aspects of digital citizenship.</p>
<p>Information collected is used for:</p> <ul style="list-style-type: none"> <li>targeting ads, communications, products, services...</li> <li>enforce terms of service</li> <li>enhance safety of products and services</li> </ul>	<p>See above.</p> <p>Behavioural ad targeting is not generally recommended for applications used in an educational setting. For the purposes of teaching digital citizenship, it may prove a very useful tool. Schools and divisions need to be very mindful of the implications of this.</p>
<p>Information may be shared with:</p> <ul style="list-style-type: none"> <li>other Snapchatters</li> <li>their business partners</li> <li>general public</li> <li>their affiliates</li> <li>third parties (advertisers; legal reasons; service providers/sellers/partners)</li> </ul>	<p>See above.</p>
<p>Services may have links and search results through which you will be directly providing information to a third party. Snapchat not responsible for this.</p>	<p>This is something for schools to be concerned about, certainly, and it should be a teaching point with students. This same issue can occur within other apps and with online searching as well.</p>
<p>Information is collected and stored in the U.S.</p>	<p>Depending on the personal data collected, this may violate some school division policies. Some divisions will not use programs or servers which store data out of country.</p>
<p>When you use services to post, create, upload, send, receive and store content, you retain</p>	<p>Media permission forms must be in place for anyone who appears in any image shared.</p>

<p>ownership rights to whatever content you originally had. However, you grant Snapchat a license to use that content. How broad the license depends on the services and settings you select.</p> <p>For all content you submit to the Services other than Public Content, you grant Snap Inc. and their affiliates a worldwide, royalty-free, sublicensable, and transferable license to host, store, use, display, reproduce, modify, adapt, edit, publish, and distribute that content. This license is for the limited purpose of operating, developing, providing, promoting, and improving the Services and researching and developing new ones.</p> <p>Story submissions set viewable by “everyone” and content submitted to Our Story is “Public Content”. The license granted is even broader.</p>	<p>Consideration should be given to not posting student names or not full names – ways to protect privacy.</p> <p>Schools have to consider how “personal” posts should look and what they should/can contain – while they may be owned by the students, they can be used by Snapchat.</p>
<p>You may not use the Services, or enable anyone else to use the Services, in a manner that:</p> <ul style="list-style-type: none"> <li>• violates or infringes someone else’s rights of publicity, privacy, copyright, trademark, or other intellectual-property right;</li> <li>• bullies, harasses, or intimidates;</li> <li>• defames;</li> <li>• spams or solicits our users.</li> </ul>	<p>Positive for digital citizenship education and providing a safe space for collaborating and sharing as users can be reported and blocked for this behaviour.</p>
<p>Content is the sole responsibility of the person or organization that submitted it. SnapGroup reserves the right to review all content and remove it if it doesn’t conform to their community guidelines, but they do not do that. Therefore, they cannot guarantee the content will always conform.</p>	<p>Students may come into contact with content which violates the community guidelines, as Snapchat does not review ALL content posted.</p>
<p>Users may not infringe copyright.</p>	<p>Reinforces expectations at schools.</p>
<p>Snap Group cannot guarantee their Services are a safe place for all users, but you agree in the Terms of Service to comprehensive list of safe use behaviours.</p>	<p>Students would be expected to follow safe usage behaviours outlined in terms of service to make this a safe learning space for all students.</p> <p>Additional contracts/agreements could be signed by students and parents.</p>
<p>Users will not create more than one account.</p>	<p>Students will not have separate education and personal accounts.</p>
<p>Memories offers a restricted section with a passcode – can hide your content should someone get your device. However, no way to</p>	<p>Content can be lost.</p>

<p>recover passcode and content accessed if you forget it.</p>	
<p>To send a message, you need to know their user name and add to “My Friends” list. Can configure Snapchat to only accept messages from friends list, and can block users.</p> <p>My Story lists can be customized to control who can view stories so they are not seen by everyone.</p>	<p>Teach to manage settings – default is “My Friends” which is recommended for minors. Media sent and received only with those added in friends list.</p> <p>Under “Who can view my story”, students can choose Everyone, My Friends or Custom. Help students select appropriate settings and determine why that is important.</p>
<p>“Quick Add” is displayed at the bottom of the chat list and stories tab. It includes suggested users to add based on mutual friendships. Users may show up on other users’ lists unless their setting is disabled.</p>	<p>Teach to manage settings – Quick Add may be enabled, meaning students are showing up in the lists of many other people. They can disable this feature which would be recommended for school use and for minors.</p>
<p>Unless disabled, Snap Map will post your location every time you open the app.</p>	<p>Ghost Mode should be enabled. Student safety is compromised with Snap Map activated.</p>
<p>“Login Verification” is a setting available as a security feature to help prevent unauthorized account access. Whenever a student wants to sign in on any device, they will need to enter both a password and a verification code that will be sent to their phone when they try to log in.</p>	<p>Adds an additional layer of protection for student accounts.</p>
<p>From NetAware – Risk reported by young people and parents regarding coming across sexual, violence/hatred and bullying content – MEDIUM RISK. Risk for suicide/self-harm and other inappropriate content – LOW RISK.</p>	<p>Consider age of users.</p> <p>Parents and school divisions would have to be made aware of this and would need to sign off with permission for students’ participation.</p> <p>Usage in a classroom setting would be controlled, but exposure to this app would likely mean use by students outside of school if not using already.</p> <p>Exposure to this type of content exists in other forums as well. This could be an opportunity for targeted digital citizenship education.</p> <p>School divisions need to have policies and procedures in place to deal with issues of cyberbullying, harassment, violence, hate messaging, etc., with specific reference to its application in online environments.</p>

<b>Instagram</b>	
USE OF THIS APP OR ANY EDUCATIONAL TOOL	Teachers must be familiar with their school division's policy and/or process for selecting and using new tools. (if there is one) If the app is not yet on an approved list, it may need to be vetted by the division before it can be used.
No one under the age of 13 is allowed to have an Instagram account. If they find out or are advised that someone has one without parental consent, information will be deleted as quickly as possible.	Limits use for middle years and high school students unless using a class account. In all cases, parents would have to give signed permission for student participation. Older students should give their permission to participate as well.
Images uploaded to a user's Story disappear after 24 hours, but screenshots or other ways to capture these images can be used.	Education regarding the potential permanency of anything posted in a Story. Images can be saved, shared and distributed.
<p>They collect the following types of information (quoted directly from Instagram policy)</p> <p><i>Information you provide us directly:</i></p> <ul style="list-style-type: none"> <li>Your username, password and e-mail address when you register for an Instagram account.</li> <li>Profile information that you provide for your user profile. This information allows us to help you or others be "found" on Instagram.</li> <li>User Content (e.g., photos, comments, and other materials) that you post to the Service.</li> <li>Communications between you and Instagram. Note that you may not opt out of Service-related e-mails.</li> </ul> <p><i>Finding your friends on Instagram:</i></p> <ul style="list-style-type: none"> <li>If you choose, you can use our "Find friends" feature to locate other people with Instagram accounts either through (i) your contacts list, (ii) third-party social media sites or (iii) through a search of names and usernames on Instagram.</li> <li>If you choose to find your friends through (i) your device's contacts list, then Instagram will access your contacts list to determine whether or not someone associated with your contact is using Instagram.</li> <li>If you choose to find your friends through a (ii) third-party social media site, then you will be prompted to set up a link to the third-party service and you</li> </ul>	<p>Parents and school divisions would have to be made aware of this and would need to sign off with permission for students' participation. Older students should give their permission to participate as well.</p> <p>Information sharing is a particularly challenging issue to overcome with parents and division policies. There are many complex issues to be considered and this app collects an extensive amount of information from students and the data they post. It should be properly vetted against policy and legal considerations regarding the sharing of student data and what can and cannot be shared so teachers are very clear in their understanding of how this app may be used in the classroom.</p> <p>Privacy settings in-app and on devices would need to be managed and monitored regularly while teaching students about applicable aspects of digital citizenship.</p>

understand that any information that such service may provide to us will be governed by this Privacy Policy.

- If you choose to find your friends (iii) through a search of names or usernames on Instagram, then simply type a name to search and we will perform a search on our Service.

*Analytics information:*

- We use third-party analytics tools to help us measure traffic and usage trends for the Service. These tools collect information sent by your device or our Service, including the web pages you visit, add-ons, and other information that assists us in improving the Service. We collect and use this analytics information with analytics information from other Users so that it cannot reasonably be used to identify any particular individual User.

*Cookies and similar technologies:*

- When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use Instagram and provide features to you.
- We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party.

*Log file information:*

- Log file information is automatically reported by your browser each time you make a request to access a web page or app. It can also be provided when the content of the webpage or app is downloaded to your browser or device.
- When you use our Service, our servers automatically record certain log file information, including your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information. We may also collect

<p>similar information from emails sent to our Users which then help us track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the Service.</p> <p><i>Device identifiers:</i></p> <ul style="list-style-type: none"> <li>• When you use a mobile device like a tablet or phone to access our Service, we may access, collect, monitor, store on your device, and/or remotely store one or more "device identifiers." A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating system or other software, or data sent to the device by Instagram.</li> <li>• A device identifier may deliver information to us or to a third-party partner about how you browse and use the Service and may help us or others provide reports or personalized content and ads. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.</li> </ul> <p><i>Metadata:</i></p> <ul style="list-style-type: none"> <li>• Metadata is usually technical data that is associated with User Content.</li> <li>• Users can add or may have Metadata added to their User Content including a hashtag, geotag, comments or other data. This makes your User Content more searchable by others and more interactive. If you geotag your photo or tag your photo using other's APIs then, your latitude and longitude will be stored with the photo and searchable if your photo is made public by you in accordance with your privacy settings.</li> </ul>	
<p>Information may also be used to:</p> <ul style="list-style-type: none"> <li>• help you efficiently access your information after you sign in</li> <li>• remember information so you will not have to re-enter it during your visit or the next time you visit the Service;</li> </ul>	<p>See above.</p>

<ul style="list-style-type: none"> <li>• provide personalized content and information to you and others, which could include online ads or other forms of marketing</li> <li>• provide, improve, test, and monitor the effectiveness of our Service</li> <li>• develop and test new products and features</li> <li>• monitor metrics such as total number of visitors, traffic, and demographic patterns</li> <li>• diagnose or fix technology problems</li> <li>• automatically update the Instagram application on your device</li> <li>• Instagram or other Users may run contests, special offers or other events or activities ("Events") on the Service. If you do not want to participate in an Event, do not use the particular Metadata (i.e. hashtag or geotag) associated with that Event.</li> </ul>	<p>Behavioural ad targeting is not generally recommended for applications used in an educational setting. For the purposes of teaching digital citizenship, it may prove a very useful tool. Schools and divisions need to be very mindful of the implications of this.</p>
<p>Sharing of your information:</p> <p>Instagram will not rent or sell your information to third parties outside Instagram or its group of companies with out your consent, EXCEPT:</p> <ol style="list-style-type: none"> <li>1) They may share information such as cookies, log files, device identifiers, location data and usage data with businesses that are legally part of the same group of companies as Instagram in order to provide, understand and help improve the Service, but they will honour the choices the user makes about who can see their photos.</li> <li>2) They may share your information from some tools with third-party organizations that help provide the Service under reasonable confidentiality terms.</li> <li>3) They may also share information such as cookie data with third-party advertising partners. They will provide targeted ads.</li> <li>4) They may remove parts of data that can identify you and share anonymized data with other parties. They may also combine your information with other information in a way</li> </ol>	<p>See above.</p> <p>Behavioural ad targeting is not generally recommended for applications used in an educational setting. For the purposes of teaching digital citizenship, it may prove a very useful tool. Schools and divisions need to be very mindful of the implications of this.</p>

<p>that is no longer associated with you and share that aggregated information.</p> <p>The User may choose to share their User Content with:</p> <ol style="list-style-type: none"> <li>1) The public – depending on the privacy settings you set, the content you post may be viewable by the public. Content shared may be re-shared by others.</li> <li>2) Subject to your profile and privacy settings, any User Content you make public is searchable by other users and subject to use under the Instagram Terms of Service.</li> <li>3) If you remove information you posted, copies may remain viewable in cached and archived pages or if other users have copied or saved that information.</li> </ol>	<p>Privacy settings in-app and on devices would need to be managed and monitored regularly while teaching students about applicable aspects of digital citizenship.</p>
<p>Information collected may be processed and stored in the US or in any other country where it maintains facilities. Data may be transferred to other countries or jurisdictions with different laws.</p>	<p>Depending on the personal data collected, this may violate some school division policies. Some divisions will not use programs or servers which store data out of country.</p>
<p>Services may have links and search results through which you will be directly providing information to a third party. Instagram not responsible for this.</p>	<p>This is something for schools to be concerned about, certainly, and it should be a teaching point with students. This same issue can occur within other apps and with online searching as well.</p>
<p>Users may not infringe copyright.</p>	<p>Reinforces expectations at schools.</p>
<p>Instagram will not guarantee their Services are a safe place for all users, but you agree in the Terms of Use to comprehensive list of safe use behaviours and their Community Guidelines.</p>	<p>Students would be expected to follow safe usage behaviours outlined in terms of use to make this a safe learning space for all students.</p> <p>Additional contracts/agreements could be signed by students and parents.</p>
<p>The user owns the content they post through the Service. Instead, you grant to Instagram a non-exclusive, fully paid and royalty-free, transferable, sub-licensable, worldwide license to use the Content that you post on or through the Service.</p>	<p>Media permission forms must be in place for anyone who appears in any image shared. Consideration should be given to not posting student names or not full names – ways to protect privacy.</p> <p>Schools have to consider how “personal” posts should look and what they should/can contain – while they may be owned by the students, they can be used by Instagram.</p>
<p>Instagram can change their Terms of Use at any time and may or may not provide notice.</p>	<p>Teachers and school divisions will have to be aware of potential changes to these policies by</p>

	regularly checking for updates and identifying how changes may impact their use in classrooms. A regularly-scheduled policy review of this program should be considered.
<p>You may not use the Service to:</p> <ul style="list-style-type: none"> <li>• violate or infringe on someone else’s rights of publicity, privacy, copyright, trademark, or other intellectual-property right;</li> <li>• bully, harass, abuse, stalk, threaten, impersonate or intimidate;</li> <li>• post private or confidential information</li> <li>• post violent, nude, partially nude, discriminatory, unlawful, infringing, hateful, pornographic or sexually suggestive photos or other content</li> <li>• spam or solicit users</li> <li>• perform any illegal or unauthorized purpose</li> <li>• interfere or disrupt services by transmitting worms, viruses, spyware, malware or any other code of a destructive nature</li> </ul>	Positive for digital citizenship education and providing a safe space for collaborating and sharing as users can be reported for this behaviour.
<p>Instagram is not responsible for, and does not endorse, content posted within the Service. Although they <b>can</b> delete content, disable accounts or invoke other restrictions, Instagram does not have any obligation to pre-screen, monitor, edit, or remove any content.</p> <p>However, they:</p> <ul style="list-style-type: none"> <li>• <u>claim</u> a zero tolerance for sharing sexual content involving minors or threatening to post intimate images of others.</li> <li>• <u>claim</u> to remove content featuring content as above which does not respect members of the Instagram community (ie: hate speech, credible threats...etc.)</li> </ul>	<p>Students may come into contact with content which violates the community guidelines, as Instagram does not review ALL content posted and claims no responsibility to do so.</p> <p>Students would be expected to follow safe usage behaviours outlined in terms of use and Community Guidelines to make this a safe learning space for all students.</p> <p>Additional contracts/agreements could be signed by students and parents.</p>
<p>From NetAware – Risk reported by young people and parents regarding coming across sexual, violence/hatred, bullying and other inappropriate content – MEDIUM RISK. Risk for suicide/self-harm content – LOW RISK.</p>	<p>Consider age of users.</p> <p>Parents and school divisions would have to be made aware of this and would need to sign off with permission for students’ participation.</p> <p>Usage in a classroom setting would be controlled, but exposure to this app would likely mean use by students outside of school if not using already.</p>

	<p>Exposure to this type of content exists in other forums as well. This could be an opportunity for targeted digital citizenship education.</p> <p>School divisions need to have policies and procedures in place to deal with issues of cyberbullying, harassment, violence, hate messaging, etc., with specific reference to its application in online environments.</p>
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Although from the United States, the following questions from ConnectSafely's *The Educator's Guide to Student Data Privacy*, give educators and school division some things to consider in evaluating products regarding student information.

***Some questions to help you quickly evaluate whether an app, website, product, or service will protect your students' information.***

1. Does the product collect Personally Identifiable Information?
2. Does the vendor commit not to further share student information other than as needed to provide the educational product or service? (Such as third-party cloud storage, or a subcontractor the vendor works with under contract.) The vendor should clearly promise never to sell data.
3. Does the vendor create a profile of students, other than for the educational purposes specified? Vendors are not allowed to create a student profile for any reason outside of the authorized educational purpose.
4. When you cancel the account or delete the app, will the vendor delete all the student data that has been provided or created?
5. Does the product show advertisements to student users? Ads are allowed, but many states ban ads targeted based on data about students or behavioral ads that are based on tracking a student across the web.  

TIP: Look for a triangle i symbol which is an industry label indicating that a site allows behaviorally targeted advertising. These are never acceptable for school use. This would be particularly important when evaluating non-education-specific sites or services.
6. Does the vendor allow parents to access data it holds about students or enable schools to access data, so the school can provide the data to parents in compliance with FERPA?
7. Does the vendor promise that it provides appropriate security for the data it collects?  

TIP: A particularly secure product will specify that it uses encryption when it stores or transmits student information. Encrypting the data adds a critical layer of protection for student information and indicates a higher level of security.
8. Does the vendor claim that it can change its privacy policy without notice at any time? This is a red flag—current FTC rules require that companies provide notice to users when their privacy policies change in a significant or “material” way, and get new consent for collection and use of their data.
9. Does the vendor say that if the company is sold, all bets are off? The policy should state that any sale or merger will require the new company to adhere to the same protections.
10. Do reviews or articles about the product or vendor raise any red flags that cause you concern?

(Gallagher, K., Magid, L. and Pruitt, K., May 20, 2016)

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