Flip's Safety-First Approach to Learning

Our first and most important job at Flip is to ensure our app is a safe and inclusive learning space where educators, students and families can rest assured their data and content is protected, and their voices are heard.

Because Flip encourages student engagement and self-expression through video, audio, and text messages, we employ a robust approach to data security and moderation. This document includes an overview of our practices and our ongoing commitment to protect our community.

We handle community data with great care.

- Data is stored in a secure data center facility located in the United States. All data transfers outside the US are only to Flip's parent company, Microsoft Corporation in the U.S.
- We meet or exceed industry security practices and controls to protect our user data. Our systems are regularly validated through third-party penetration and vulnerability assessments. To learn more, check out our Privacy & Security Commitments to Schools
- We limit employee data access to only what is required for them to perform their job functions. Flip follows employee access best practices including, employee training & education, signed confidentiality agreements, criminal background checks, and secured access control such as network & application-level firewalling and two-factor authentication.
- In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to Student Data or other personal information, promptly and without undue delay Flip will (1) notify affected individuals of the security incident via the email address used on Flip; (2) investigate and provide affected individuals with detailed information; (3) take reasonable steps to mitigate the effects and to minimize any damage resulting from the incident.
- Flip will never advertise to students or share information with third-party marketers. At any time, educators can edit, download, and permanently delete student content.

We moderate all media on Flip to prevent inappropriate content from ever being shared.

Flip is designed to be a safe space for students to share their ideas and creativity and build on the ideas of their peers. The first step in ensuring Flip remains a positive and constructive learning space for our community is our Code of Conduct, which asks all new community members to commit to the practices that align with Flip's mission.

When content is automatically detected or reported by a user as inappropriate, we take further action once the content is confirmed by our human moderators as a violation of our Code of Conduct. We see each student's misstep as an opportunity to correct and learn and with this model, we are proud that more than **99.99% of all content on Flip in the past year has been in line with our Code of Conduct** and the remaining cases were quickly resolved.

Our approach to moderation

Step 1: Detection

Automatic detection

- If a user tries to submit text with inappropriate words, they'll receive a popup that explains why it needs to be changed. We provide a feedback option so that users can let us know if their message was detected by error.
- Our machine learning service automatically reviews all new videos and images. If a video or image is automatically detected as inappropriate, it's sent to our human moderators for additional review.

Reported content

- Users can report content at the classroom group, topic, video response, or comment level. All reported content is sent for review. Learn more about how you can report content

Step 2: Moderation

When a video or image is automatically flagged or content is reported by a user, we initiate a human review process by professional moderators to review the content against Flip's Code of Conduct.

Educator safety controls

- Educators can also moderate content in their classroom groups. They can change their settings and hide comments and videos by default so they're only visible after they've approved them. Learn more about how educators can make student videos and comments private.
- Since all new content is reviewed by our internal moderation service, this moderation setting does not change whether the content is moderated by Flip.

Step 3: Action

Only when content qualifies as a violation of our Code of Conduct, the following can happen:

- User suspension
- Content removal
- Escalation

The Five Rs of Responsible Use of Flip

We promote an inclusive and productive space focused on **respect** where everyone can benefit from the diverse voices of others.	We provide a platform that empowers people to **rethink** and learn from missteps through clarity, guidance, and educational opportunities.	We **review** content open-mindedly and without bias, leveraging culture and context, with humans at the core of every decision.	We **respond** swiftly and transparently to potentially harmful content while avoiding assumptions about intent.	We rely on our community to stay informed, recognizing it is necessary to continuously **reflect** on and evolve our approach.