Google

Discover our child safety toolkit

At Google and YouTube, we've developed tools to help organizations protect children by better prioritizing abusive content for review.

At the center of this toolkit are two APIs, the Content Safety API and CSAI Match, that we offer to qualifying partners free of charge. Our partners use these technologies to process billions of files, allowing them to evaluate millions of images and videos for abusive behavior each year.

Better prioritization

The APIs aid in the fight against online child exploitation by

Quicker identification

Identifying content more quickly increases the likelihood that

Safer operations

Making review queues more efficient and less noisy also reduces the toll on human content moderators.

Learn about our tools

Our tools have complementary capabilities. They can be used jointly, and with other solutions, to meet different needs.

Content Safety API

USED FOR:
CLASSIFYING PREVIOUSLY UNSEEN IMAGES

content. Content Safety API issues a prioritization recommendation on content sent to it. Partners must conduct their own review in order to determine whether they should take action on the content.

Operationally, we recommend organizations use the Content Safety API right before the manual review process, to classify, prioritize and help them to organize their queue. The Content Safety API can be used in parallel with other solutions, like YouTube's CSAI Match video hashing tool, or Microsoft's PhotoDNA, each of which address different needs.

See how it works

CSAI Match

USED FOR:
MATCHING KNOWN ABUSIVE VIDEO SEGMENTS

CSAI Match is YouTube's proprietary technology for combating CSAI (Child Sexual Abuse Imagery) videos online. This technology was the first to use hash-matching to identify known violative content and allows us to identify this type of violative content amid a high volume of non-violative video content. When a match of violative content is found, it is then flagged to partners to review, confirm, and responsibly report in accordance with local laws and regulations. YouTube makes CSAI Match available to partners in industry and NGOs. We give access to fingerprinting software and an API to identify matches against our database of known abusive content.

Online platforms can prevent violative content from being displayed and shared on their sites by using CSAI Match to compare their content against one of the largest indices of known CSAI content. CSAI Match is simple for partners to

See how it works

Interested in using our toolkit?

Share a few details about your organization to register your interest

View the interest form

Testimonials

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

"Google's hash matching solution has revolutionized our workflows and led to better, faster results. Because of Google's significant contribution to the National Center for Missing & Exploited Children, automated processes reduce the need for human review of previously reported CSAM, which minimizes our staff's exposure. It's critical that these images are taken down as quickly as possible because every time a child's photo is re-shared, they are re-victimized all over again. This also allows us to focus our work on new and unknown child victims and survivors." - National Center for Missing & Exploited Children

plugon

"Our platform is making visual content accessible, and it is our responsibility to make sure that all the user-contributed content is moderated effectively. Google's Content Safety API and the AI behind it enables us to streamline a tedious process with an efficient way to quickly review, take down, and report any offending content- helping us in doing our part to make the world a safer place." - Plugon

"Easy to
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FAQs

Does the Content Safety API work for video?

Who can sign up to access the technology and Content Safety API?

Why do you make these tools so widely available?

CSAI Match

Does CSAI Match work for images?

What information is returned with an identified match?

What makes the CSAI Match technology so efficient?