

Enhancing Online Safety in Singapore

IMDA has published its second Online Safety Assessment Report for Designated Social Media Services, which assesses the presence, comprehensiveness and effectiveness of their online safety measures.

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About

IMDA plays a critical role in the Government's efforts to enhance online safety in Singapore. IMDA implements the [Online Safety \(Miscellaneous Amendments\) Act](#) , which took effect from 1 February 2023 and introduced a new part to the [Broadcasting Act](#)  to regulate Online Communication Services accessible by Singapore users.

Through our online safety regulations, IMDA seeks to ensure a safe online environment for users in Singapore and protect children from harmful and inappropriate content.

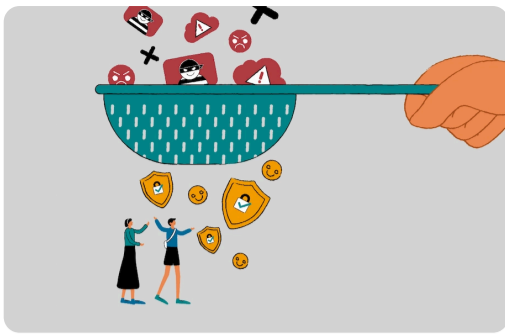
There are two key parts to IMDA's regulatory approach to online safety:

-  Requiring Online Communication Services with significant reach or impact in Singapore to comply with the Codes of Practice for Online Safety.
-  Dealing with egregious content found on these services.

The Codes of Practice for Online Safety

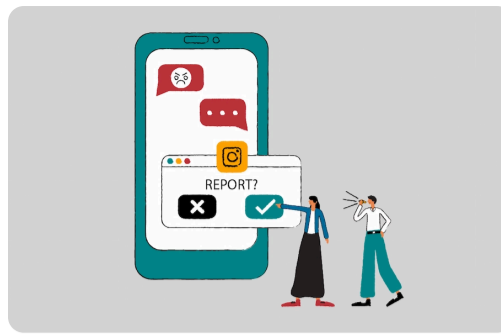
A core part of our upstream measures are the Codes of Practice for Online Safety. Designated Social Media Services (SMSs) and Designated App Distribution Services (ADSs) with significant reach or impact in Singapore are required to curb the spread of harmful and inappropriate content on their platforms, forge a safer online ecosystem, and protect vulnerable users such as children, by:





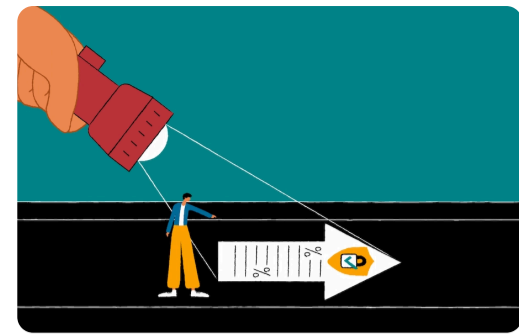
Enhancing user safety by minimising the exposure of harmful content to users, particularly children.

- Put in place community guidelines and content moderation processes to reduce the spread of harmful content.
- Proactively detect and remove material related to child sexual grooming, exploitation and abuse, or terrorism.
- Provide children's accounts with stronger protection and safety features. For Designated ADSs, this includes having age assurance measures in place to prevent children from downloading age-inappropriate apps.





Empowering users by providing accessible and easy-to-use tools to report harmful content or unwanted interactions.

- Act on user reports in a timely and diligent manner.
- Inform users of the outcome and any action taken in response to their reports.



Ensuring accountability by publishing Annual Online Safety Reports.

- These [Annual Online Safety Reports](#) will provide transparency to Singapore users on the safety measures put in place so that users may make more informed choices.

You may refer to our [Code of Practice for Online Safety - Social Media Services \(159.00KB\)](#)  and [Code of Practice for Online Safety – App Distribution Services \(188.96KB\)](#)  for the full list of measures in place.

Age Assurance for Designated App Distribution Services

As young users under 18 are particularly vulnerable when exposed to harmful and age-inappropriate content online, the Code of Practice for Online Safety – App Distribution Services requires Designated App Distribution Services (ADSs) to put in place age assurance measures to determine whether the users on their platforms are below 18 and ensure that they are restricted from accessing and downloading age-inappropriate apps based on age ratings set by the Designated ADSs.

What is Age Assurance?

Age assurance refers to systems or processes to establish a person's age or age range, including age verification, age estimation, and age inference, enabling organisations to make age-related eligibility decisions with varying degrees of certainty.



- Age verification relies on authoritative sources for checking a user's date of birth or year of birth (e.g. digital ID, passport, driving licence) to determine the age or age range of a user.
- Age estimation relies on analysis of biological or behavioural features of humans that vary with age to establish the likely age or age range of a user (e.g. facial age analysis, or voice modelling). It may use Artificial Intelligence, or machine learning technology.
- Age inference relies on analysis of verifiable contextual, behavioural or transactional signals to draw reasonable conclusions about age (e.g. school enrolment record, financial transaction/possession of a valid credit card, possession of a seniors' concession card, account tenure, content engagement, or account activity patterns).

Designated ADSs can decide the appropriate age assurance measure(s) – age verification, age estimation, age inference, or a combination of measures – for their services. For a start, Designated ADSs are expected to prevent young users under 18 from accessing its highest age-rated apps, e.g. apps rated 18+.

App stores are fully accountable for personal data they collect, use, or disclose when implementing age assurance measures. They must be upfront with users about what personal data is being processed for age assurance purposes, obtain proper consent where required, and publish information about their data protection policies and practices, as well as provide a point of contact for data protection matters.

App stores should practice data minimisation by collecting, using, or disclosing only the minimum personal data necessary for age assurance purposes. They must also ensure personal data is adequately protected and not retained longer than necessary.

Designated ADSs will be progressively rolling out its age assurance measures and notifying its users of the relevant changes directly through its platforms and communication channels.

[Learn more >](#)

Annual Online Safety Reports

– [COLLAPSE ALL](#)

IMDA's Online Safety Assessment Reports for Designated SMSs ^

The Online Safety Assessment Reports published by IMDA aim to inform Singapore users of the online safety measures Designated SMSs have in place, as required by the Code of Practice for Online Safety – Social Media Services (SMS Code). IMDA has published two editions of the Online Safety Assessment Reports for Designated SMSs to date.

These reports outline IMDA's assessment of the presence, comprehensiveness and effectiveness of the Designated SMSs' online safety measures to mitigate risks from harmful content, as required by the SMS Code. This allows users, including parents, to make informed decisions for themselves and their children about the risks and available safety measures on the various Designated SMSs. This also ensures that the Designated SMSs are accountable for providing a safe experience for their users.

Highlights from the Online Safety Assessment Report 2025 ^



In this second edition of the Online Safety Assessment Report, IMDA found improvement in some areas, but also identified areas of serious weakness that the Designated SMSs must take immediate action to rectify.

Consequently, IMDA has issued Letters of Caution to X and TikTok for serious weaknesses in their measures to proactively detect and remove significant numbers of child sexual exploitation and abuse material (CSEM) content and terrorism content respectively. X and TikTok have accepted IMDA's findings and committed to putting in place rectification measures. While we welcome their commitment, both X and TikTok have been placed under Enhanced Supervision by IMDA until they demonstrate improvement.

IMDA has also identified other areas of weakness for all Designated SMSs which they will need to account for in their next annual online safety reports. We note that the Designated SMSs have improved in some of the areas of weakness highlighted in the first Online Safety Assessment Report and we urge the Designated SMSs to continue strengthening these measures.



Online Safety Assessment Report 2025

Learn more about the key findings from IMDA's second Online Safety Assessment Report for Designated SMSs by reading the report.













[Download report >](#)

Access the inaugural [Online Safety Assessment Report 2024](#) for Designated SMSs here.

Annual Online Safety Reports by Designated SMSs

Under the SMS Code, Designated SMSs are required to submit annual Online Safety reports to IMDA on the measures they have put in place to combat harmful and inappropriate content.

IMDA will publish these reports to help users make informed choices on services that provide a safer online experience. Access them below.

Facebook	HardwareZone	Instagram	TikTok	X	YouTube
2023/2024 (3.76MB) 	2023/2024 (1.26MB) 	2023/2024 (3.66MB) 	2023/2024 (5.59MB) 	2023/2024 (1.17MB) 	2023/2024 (1.24MB) 
2024/2025 (5.03MB) 	2024/2025 (1.40MB) 	2024/2025 (5.10MB) 	2024/2025 (12.69MB) 	2024/2025 (3.50MB) 	2024/2025 (1.30MB) 



[COLLAPSE ALL](#)

Dealing with Egregious Content ^

IMDA can also direct SMSs and ADSs (including those that are not designated) to block or remove egregious content as defined in the [Broadcasting Act](#) ↗ that are found on their platforms. They will be required to block or remove egregious content within specified timelines to ensure that our internet remains safe for all Singapore users.

Egregious content includes:

- Content advocating or instructing on terrorism, suicide or self-harm, physical violence and sexual violence
- Content depicting child sexual exploitation
- Content posing public health risks in Singapore
- Content likely to cause racial and religious disharmony in Singapore

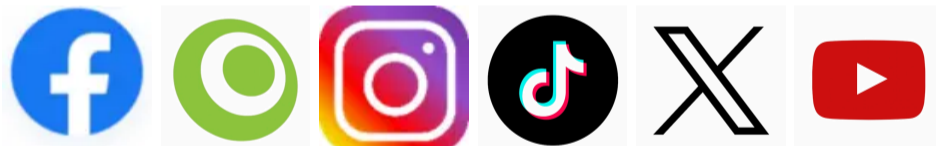
A Safer Internet Together ^

When you see something harmful or inappropriate on social media or app stores, it's easy to just react with an emoji or ignore it. However, you have the power to help stop its spread!

Do your part to keep our internet safe for everyone, especially our young ones, by stepping up to REPORT it.

Visit the Designated SMSs' and Designated ADSs' Safety Centres to find out how to report harmful or inappropriate content and other ways to manage your safety while you are on these platforms.

Designated SMSs' Safety Centres:



Designated ADSs' Safety Centres:



Protect yourself and loved ones in digital space ^

Beyond regulation, public education is crucial in enabling Singaporeans to keep themselves and their loved ones safe online. The Digital for Life (DfL) movement, launched on 8 February 2021, aims to galvanise the community across the 3Ps (Private, Public and People) to help Singaporeans embrace digital and enrich lives. In support of the movement, IMDA works closely with the Media Literacy Council to develop digital literacy, promote responsible online behaviour, and cultivate a safe digital environment.

Come learn how to stay safe, smart and kind online, by checking out the resources at www.digitalforlife.gov.sg





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