



What is Yellow?

Recently there has been an increase in the popularity of the app 'Yellow' amongst children.

'Yellow' is a free mobile app that allows users to interact with new people. The app uses location data to find other 'Yellow' users nearby. Each user has a profile on which they can upload up to five profile pictures or videos. Users can adjust the distance settings on their profile and choose to find other users within 19-62 miles. Users can also select the option to see users profiles from other countries. Users are encouraged to 'swipe' one another's profile pictures to the right in order to 'like' them. Users swipe left if they do not want to make friends with another user. A mutual 'like' means that two users become 'friends'. Friends can choose to privately instant message each other, and have the option to share each other's 'Snapchat' account details. This allows them to send each other images and videos using the 'Snapchat' app. 'Yellow' users can also link their 'Instagram' accounts and share their 'Musical.ly' videos with one another. This is the primary function of 'Yellow' to 'make new friends' in order to add them to other social media channels.

'Yellow' is aimed at children 12-17 and Yellow's terms of service do state that children under 12 years old are not able to create an account. However, it is understood children under this age could potentially sign up for an account and give a false date of birth.

Once a 'Yellow' profile is created this is available for other users to view. There is no way to make a profile private. 'Yellow' requires users to turn on their location settings on their device. A user's city is displayed on their profile automatically unless this is changed via 'settings' on the app.

'Yellow' encourages young people to talk to other users they do not know based on their picture. As with other social media platforms, anyone could create an account and may lie about their age or who they are.

By using 'Yellow' to connect on 'Snapchat', users can start sending and receiving images from people they do not know. As with all picture sharing social media, this could mean that there is the possibility of children receiving inappropriate imagery that could worry or upset them. 'Yellow' does not allow users to 'block' a profile. However, a user may report a profile to 'Yellow' through their website or via the app.

As with all social media, caution is advised over young people's use of 'Yellow'. Conversations about what children share and who they talk to is strongly advised."