Privacy & FAQ for Parents

ABOUT

What is SWAY.LY?

Sway.ly is a ground-breaking, AI-powered app revolutionising family safety on social media by actively reducing over-exposure to harmful damaging content on feeds. Unlike existing tools that block or restrict access, Sway.ly, keeps children safe by encouraging them to make better choices around the content they consume.

How does it work?

It scans you/your child's social media feed and shows you when you or your child are seeing harmful content (hate, violence or fake news). It does not block posts or content, but it flags risky posts and accounts. It also explains why that content might affect you/your family's health and wellbeing..

PRIVACY

Does it protect mine and my child/family's privacy?

The privacy of our users is paramount, and we are committed to protecting it. Our Privacy Policy sets out how we collect and look after your/your family's personal information and your rights in relation to the manner in which we use your personal information. The most important things to say are that 1) we will never rent or sell our users' personal information and 2) we will only share your/your family's personal data with additional users under your Sway.ly account, our service providers with the purpose of providing our services or to authorities to comply with our legal obligations.

DATA, SAFETY & PRIVACY

What personal info do you collect?

We collect basic personal information (gender, age, name/nickname), social media handle and password (we will **never** save your password), plus what you do on social media (likes, watches, scrolls, etc.),

Do I have to give my social media login information?

Yes, but it's safe. When you sign up to Sway.ly you only log in to your social media once during the set-up process. We never save or store your password. It's then only used to check your feed. It's a similar process to when you log into any other app using your Google or Apple ID.

Why do you need this info?

We use it to run the app effectively, make ongoing improvements to the service and to give you the best Sway.ly experience. We follow strict laws to keep your data safe and only keep it for as long as we need to.

How do you protect mine/my family's data?

We never sell or rent your data; your info is always encrypted (turned into locked codes), masked (hidden) and personal data is pseudonymised (changed to a code).

SWAY.LY

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DATA, SAFETY & PRIVACY

Who do you share my/my family's data with?
We will only share your data with trusted service providers (who help to run the app), authorities, if the law says we must, and other users on your Sway.ly account (but only limited and summarised info).

What parts of our feeds can you see?
We only see the public content you/your family interact with: videos or posts you scroll through, like, save, repost, etc.. We do not see your private messages or chats, private posts, your full profile info.

Do you see my/my family's video/post history?
Yes, we can see videos you've watched or interacted with. How far back we can see depends on the social media platform.

What do you do with the data?
We only use your data to help make your social media experience better. We don't sell or share it with anyone else. We sometimes use aggregated and anonymised data to create reports that we share with schools, charities and governments to help others understand how social media affects young people.

Do you need my credit card information and will I be charged?
For those in the Sway.ly Beta Trial, the trial is free of charge. We are testing the full experience, from onboarding to usage, which is why we request your credit card details.

ARTIFICIAL INTELLIGENCE

How does Sway.ly's AI work?
Sway.ly's "Trust AI Engine" uses advanced artificial intelligence to scan the social media posts you interact with and flags 36 types of harmful content (hate, violence, adult content, etc.).

How do you know what's harmful?
To help us understand what's harmful and why, our AI was trained using science-based research (journals, news, published studies), a proprietary study of 2,000 parents and 1,400 young people (UK, USA), and conversations with over 200 parents and children (UK, USA, Mexico). We also worked with AI experts and psychotherapists to shape the service and the information & resources we give.

How do you make sure the AI classifies content accurately?
We follow a strict AI policy: we check how well the AI is working weekly and monthly, and retrain at least twice per year. We test the overall model and each individual category to make sure they meet our standards. We measure things like accuracy, precision, recall and F1 score.

Does it take into account local slang and emoticon use?
Yes, it does. We're always researching how people use slang, emojis, and hashtags in different places.