Meet the Content Safety API

The Content Safety API is a tool developed by Google that uses artificial intelligence to help organizations better prioritize abusive content for review.

We offer this service free of charge to customers, including NGOs and private companies, to support their work protecting children, and our customers use the technology to classify billions of images each year.

Use the Content Safety API to make your review process:

- **Better**: the API aids in the fight against online child exploitation by prioritising abusive content for human review.
- **Faster**: quicker identification of new images increases the likelihood that those being abused can be identified and protected from further abuse.
- **Safer**: making review queues more efficient and less noisy also reduces the toll on human content moderators.

The Content Safety API classifier uses programmatic access and artificial intelligence to help our customers classify and prioritize billions of images for review. The higher the priority given by the classifier, the more likely the image contains abusive material, which can help customers prioritize their human review and make their own determination of the content. Content Safety API issues a prioritization recommendation on content sent to it; it does not make abuse determinations. Customers 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.

**Recommended review flow using the Content Safety API**
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.

Partners may access the API solely for the purpose of detecting and categorizing potential abuse.

**In their own words**

**Plugon.us**

“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.”

**Safernet Brasil**

“Easy to integrate, fast to respond, stable and accurate, the Content Safety API has significantly reduced the amount of time spent by the content analysts reviewing CSAM images, optimized the analysis process and had a positive impact on their well-being.”

**Yubo**

“The Content Safety API is an easy-to-use and scalable solution we integrated a few months ago. We are pretty sure it can become an important technology to protect our community and prevent the sharing of inappropriate content.”

We are committed to fighting child sexual abuse online, and we will continue to invest in technology and organizations to aid in the fight. We are constantly exploring ways for Google to help others in the sector to improve their capacity in the fight against child sexual abuse. We look forward to working alongside our partners in the industry to help them do the same.

To express your interest in the Content Safety API, please visit [protectingchildren.google](http://protectingchildren.google).