

TRANSPARENCY REPORT 2025

VIVASTREET UK

www.vivastreet.co.uk



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INTRODUCTION

Our mission

Safe, trusted advertising, free from stigma,
giving all professionals the tools they need to succeed.

At Vivastreet, our top priority is to provide a safe and trusted platform for our community. We do this by having robust protections and controls in place, and through partnerships with specialist charities, experts, and law enforcement agencies. We use these partnerships to reduce harm and ensure that there is an appropriate response to any attempts to misuse our platform, while prioritising the welfare, safety and privacy of our users.

Vivastreet recognises our role as one of the most prominent Adult Services Websites (ASWs) in the UK and we take our position in this space seriously. We strongly believe that any business operating in the adult industry has a responsibility to understand and mitigate the risks involved, and we feel it is important to give visibility on the steps we take to act responsibly.

This Transparency Report outlines our ongoing and proactive efforts taken in 2025 to protect the safety, privacy, and wellbeing of our users, and the wider online space, and we hope it provides insights into how Vivastreet works to protect our users in the day-to-day operation of our business.

For any questions or comments on this report, please contact press@vivastreet.com.



USER SAFETY AND WELLBEING

SAFETY PARTNERSHIPS AND INITIATIVES

NATIONAL UGLY MUGS

Vivastreet has a longstanding partnership with National Ugly Mugs (NUM), the national sex worker safety charity, and in 2023 we were proud to co-launch a Vocational Support Services programme.

The programme has been designed by NUM's expert team and aims to meet the unique needs of the community. It features a broad range of activities, tools, and resources to assist sex workers across the UK in exploring, planning, and reaching their career goals, including how they can leave sex work if they wish to do so.

To achieve this, the programme offers sex workers free access to a number of services including CV writing workshops, budgeting and planning tools, e-learning courses, interview training skills, peer to peer support groups, therapy sessions, and bursaries.

Since its launch, over 600 individuals engaged with NUM's Vocational Support Services Programme, which included more than 40 free and innovative sessions and workshops in 2025.

"This workshop provides the secret to a greater understanding of yourself in a fun learning environment, packed with knowledge and guidance, delivered in a friendly manner and in bitesize manageable amounts; to not only work on during the workshop but also take you forward in your career and life."

Attendee at NUM vocational support workshop



NUM CHECKER

The NUM Checker is a crucial safety tool designed to help sex workers screen potential clients and stay informed about any information reported by the community to National Ugly Mugs. Users can search a client's key details, such as email addresses, online profile handles and usernames, phone numbers, or vehicle registrations, to check for any warning markers before proceeding with a booking. In 2025, we integrated the NUM Checker into our platform, giving all advertisers in the Escort and Massage category free access to the invaluable service.



CLIENT EYE



ClientEye is a global safety app created for sex workers which enables anonymous reporting of problem clients with fellow app users. The app also allows sex workers to screen potential clients to see if they are associated with negative reports made by others in the community. Reports can cover a range of issues, from no-shows and timewasters to dangerous or abusive clients. As part of our commitment to sex worker safety, Vivastreet provides all customers advertising in the Escort and Massage category with free access to the ClientEye service.

In 2025, Vivastreet customers undertook 3.7 million searches on the ClientEye platform.

PINEAPPLE SUPPORT

Pineapple Support is a nonprofit organisation dedicated to providing free and affordable professional mental health support for individuals working in the adult industry. Pineapple Support offers essential services that are specifically designed for sex workers, providing judgement-free and compassionate care that is tailored to the realities of their lives and work.



Vivastreet recognises the significant and often unique challenges that sex workers face when it comes to accessing mental health and wellbeing services, which is why partnered with Pineapple Support in 2025 to provide customers with access to mental health support.

CHANGING LIVES

Changing Lives is a nationwide charity that operates the Netreach Project which works to reduce online exploitation and harm against women and girls. The Netreach team provide assistance and support around safety, wellbeing, and experiences of abuse to individuals advertising sexual services online.

CHANGING LIVES

In 2025, we launched a pioneering partnership with Changing Lives to facilitate the referral of vulnerable customers to their team of trained staff. Changing Lives offer enhanced support to those advertising on Vivastreet, using this industry-first vulnerability pathway to identify risk and provide help where it is needed most.



CUSTOMER SUPPORT

SUPPORT SERVICES HUB

The wellbeing of those who advertise on Vivastreet is extremely important to us, and we understand it can often be difficult for sex workers to identify the right support available to them. For this reason, we created a dedicated Support Services Hub, where users can find links to specialist charities and organisations who provide non-judgmental advice and support on everything from health and safety, through to financial, legal, and employment issues.

In addition, Vivastreet offers guidance and advice to users on how to work safely, through regular communications via our blog and social media. This advice is informed by polling of our users and our work with sex worker charities and law enforcement.

“Very impressive – the site is easy to understand and manage the verification process and find your way round with helpful tips and ideas.”

Vivastreet customer, 2025



ASSISTING LAW ENFORCEMENT

We view cooperation with law enforcement as essential to tackling exploitation and a key part of our efforts to keep our community safe. We therefore work closely with police forces in the UK and internationally to ensure we are best placed to support any investigations.

We assist law enforcement by:

- Maintaining robust safety and security measures to detect potentially exploitative activity.
- Proactively reporting any suspicious content direct to the police.
- Responding to police enquiries in relation to their investigations.
- Providing documentary evidence to support prosecutions, and expert witness testimony in court to help secure convictions.

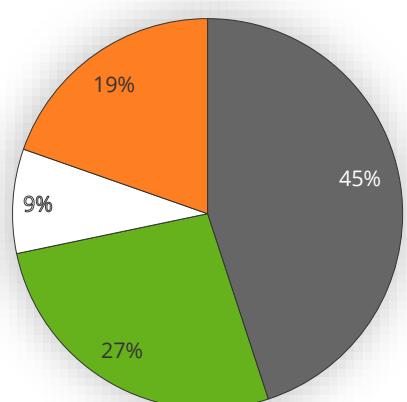
Vivastreet has a dedicated Safeguarding Team that responds to requests for information or assistance from law enforcement, upon receipt of appropriate documentation and authorisation.

In 2025, we continued to extend our engagement with police forces across the country and internationally, providing 20 free training and awareness sessions, including to representatives from EU member nations at Europol, about how we work to detect and disrupt suspicious activity, and how we can support officers in their investigations.

In 2025, we received and responded to 983 requests for information from law enforcement agencies in the UK, down from 1092 in 2024. In 2025, our standard response time to police requests was 9 hours. A breakdown of the suspected nature of requests from law enforcement in 2025 can be found below:

Police requests by category

■ Sexual Exploitation ■ Human Trafficking □ Crime Prevention ■ Other



Protecting our users' privacy

We know that the vast majority of services advertised on ASWs such as Vivastreet are provided by independent sex workers, and both we and the police are clear that these workers should not be the focus of police activity. Vivastreet only shares user data where we believe a user may be at risk, where there is evidence of misuse of the platform, or where required to by law, upon receipt of the appropriate legal documentation and authorisation from law enforcement. Our Privacy Policy outlines how we will treat any personal information and data provided to us by our customers.



TACKLING MODERN SLAVERY AND HUMAN TRAFFICKING

We work closely with law enforcement, non-governmental organisations, charities, and other stakeholders in the fight against slavery and human trafficking.

In addition to responding to direct requests for information from the police, Vivastreet proactively reports any content that raises suspicions about illegality or safety to law enforcement.

We operate an industry first partnership with the Tackling Organised Exploitation (TOEX) National Team, under which all our proactive referrals to law enforcement in England and Wales are handled on a centralised basis.

In 2025, we proactively referred 1126 adverts to TOEX and other law enforcement agencies, down from 1966 in 2024. We operate a low threshold for any concerns of exploitation or wrongdoing, and make referrals based on recognised indicators, as agreed with expert officers within the TOEX team. This risk framework includes a grading denoting particularly high-risk content, which accounted for 1.2% of all referrals made to TOEX in 2025.

We have also established formal referral pathways with the Police Scotland National Human Trafficking Centre, for Scottish referrals, and the Garda National Human Trafficking and MDS Unit, for Irish referrals.

"We're proud to work closely with partners like Vivastreet, who play a vital role in supporting the safety and wellbeing of their users".



TOEX, 2025



USER REPORTING

We encourage users to report any issues or concerns directly to Vivastreet by using the

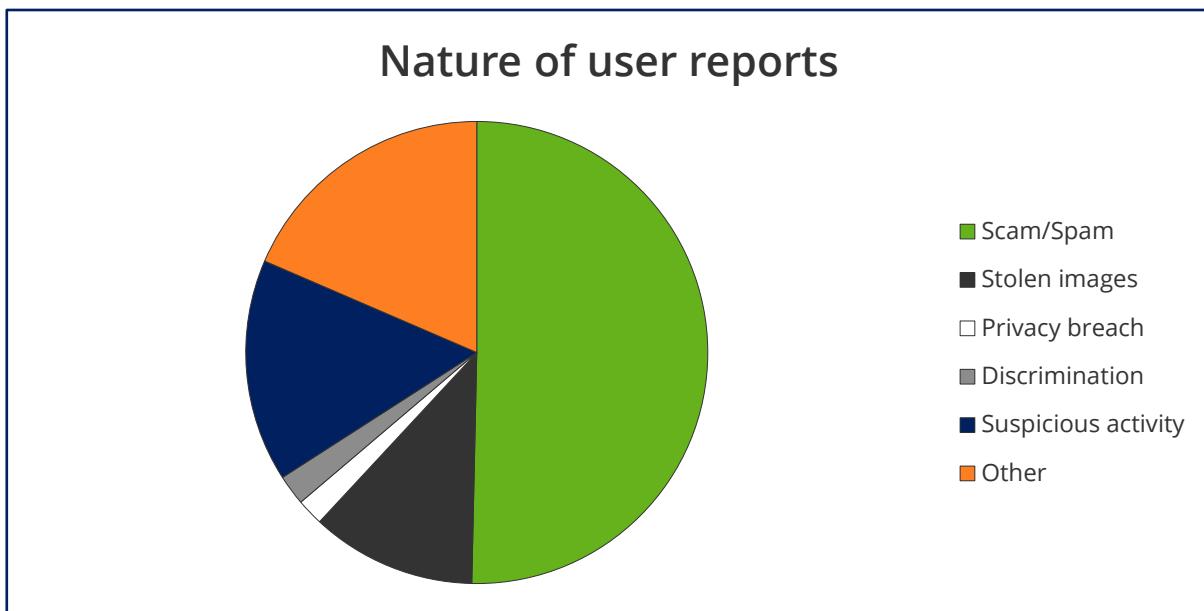


[Report this ad](#)

feature clearly signposted on every advert published on our platform.

Our dedicated Safeguarding Team manually review content that is brought to our attention by users through this process. Any advert that does not meet Vivastreet's Terms and Conditions is removed, while we swiftly report any potentially problematic content or activity to law enforcement.

In 2025, Vivastreet UK received 26,532 reports direct from site visitors via this flagging feature, down from 30,985 total reports in 2024. Users may flag adverts for a range of reasons, for example if an advert is suspected to be spam or contains stolen photos. Users can also indicate if they believe an advert contains potentially problematic or illegal content. For 2025, the breakdown of user reports was as follows:



Alongside making reports directly to Vivastreet, we also encourage users to report any suspicious content or behaviour directly to our partners: Unseen & Crimestoppers.



UNSEEN/MODERN SLAVERY HELPLINE



Vivastreet works in partnership with Unseen, the charity that operates the UK's Modern Slavery Helpline. Vivastreet users can report any concerns about potential exploitation via a button on each advert. Any reports made using this feature go directly to Unseen, who use their experience and expertise in this area to promptly respond to the issue.

CRIMESTOPPERS

Vivastreet also works in partnership with Crimestoppers to provide a safe, anonymous route for site visitors to report any safety or welfare concerns they have about an advertiser on the platform.



Our partnership with Crimestoppers further strengthens our safety and security measures and allows us to take advantage of their unique expertise in anonymous reporting of potential criminality.

"We know that many people are unwilling to speak up about criminality directly to the police, including those who use Vivastreet,

"Thanks to the platform's partnership with our charity, we continue to empower users and workers to have greater peace of mind."

Crimestoppers, 2025



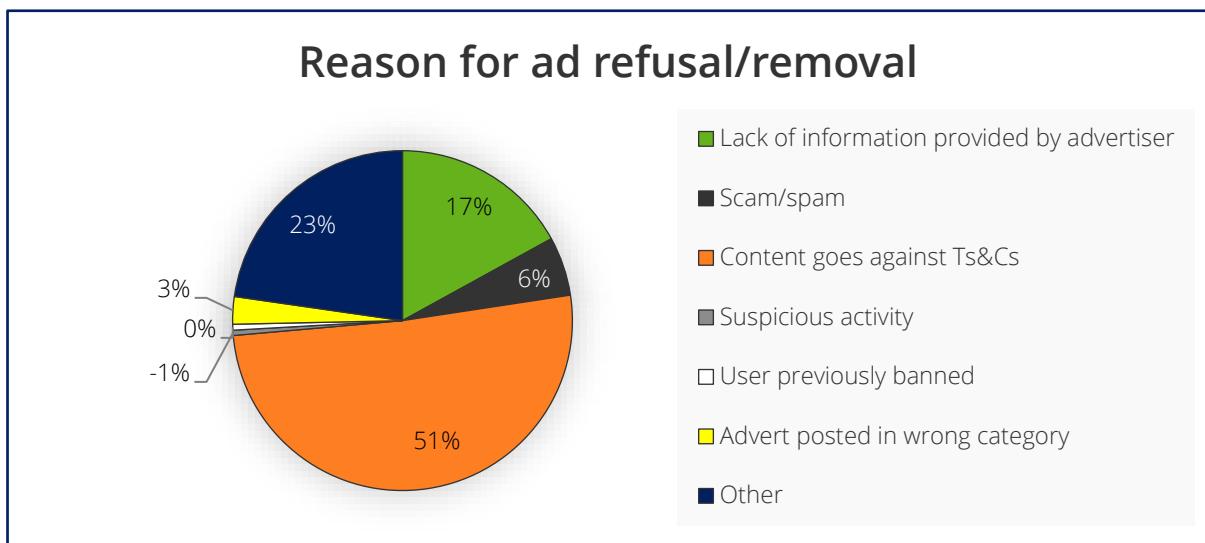
CONTENT MODERATION

As part of our commitment to protecting our users, we invest significant time and resources into continually improving our safety and security systems and processes.

We operate a robust and multi-stage risk assessment process prior to publication of all adverts on our platform, whereby they are automatically screened for any content that violates our Terms and Conditions or indicates potentially problematic activity. Our safety measures and processes include the use of third-party digital ID verification software, YOTI, as well as industry leading anti-trafficking technology and a combination of both software and human moderation. In addition, we maintain a list of prohibited terms and wider risk factors pertaining to potential harm and exploitation, which are regularly updated. We ensure that all adverts are screened for these prohibited terms and risk factors, with a view to identifying and reviewing potentially harmful content.

Our moderation processes are constantly updated and refined, based on our own experiences and feedback that we receive from law enforcement, academia, and partner organisations, to ensure that we are able to identify and remove as much potentially problematic content as possible, prior to publication.

In 2025, Vivastreet's AI and human moderation teams made 2.5 million moderation decisions and refused or removed 311,617 adverts, down from 445,644 in 2025.



Vivastreet's dedicated team of moderators are a crucial part of our ongoing work to combat exploitation. We constantly look for opportunities to learn from the best practice of others and have sourced training for the team from a variety of specialist charities, including Stop the Traffik and Justice and Care.



STOPNCII.ORG

Stop NCII.org, operated by the Revenge Porn Helpline, is a free global tool designed to protect people from the sharing of their intimate images online. StopNCII.org's groundbreaking technology offers any adult who could be affected by this abuse with a preventative measure to help them feel empowered when they go online.



In 2025, we were proud to become an industry partner of StopNCII.org to help prevent the spread of non-consensual intimate images and ensure a safer online experience for all. We work closely with StopNCII.org to identify non-consensual intimate content and block any such images prior to publication.

PROTECTING CHILDREN

Vivastreet is deeply committed to the safety of all those who use our platform, including ensuring that under-18s cannot access adult content on our site.

As part of this, all advertisers in the Escorts and Massage and other Adult categories are required to undertake age and identity verification prior to posting an advert. We partner with YOTI, a global leader in age-verification, to ensure a secure and accurate age-verification process, which involves users providing a government-issued identity document (e.g., passport or driving licence) and submitting a live photo (biometric face scan) that is matched against the ID document.

We comply with the requirements within the Online Safety Act to prevent children accessing inappropriate material by requiring users to verify their age before viewing adult content. We have implemented this age-gating in a way that it is not possible for UK users to bypass verification through the use of a VPN.

We take active steps to prevent, detect, and block the publication of any content depicting child sexual abuse material (CSAM). As part of this, we use a combination of technology and human moderation to identify problematic content and report any such instances to law enforcement. In addition, all content is screened against a number of third-party CSAM hash and URL lists prior to publication to prevent the upload of any previously flagged content.



DRIVING UP INDUSTRY STANDARDS

Alongside our work with NGOs and law enforcement, Vivastreet works with UK policy makers and regulators to support wider efforts to mitigate harms experienced by sex workers and to stop exploitation.

In recent years, we worked with the Home Office and National Crime Agency (NCA) to develop a set of Voluntary Principles for Adult Services Websites (ASWs), to raise standards across the industry by setting clear responsibilities for platforms and requiring ASWs to take all reasonable and practicable steps to prevent exploitation on their platforms.

With the introduction of the Online Safety Act and Ofcom's Codes of Practice, we have been proud to enhance and develop our safety measures throughout 2025 to help create a safer experience for both our customers and the wider online community. As a platform dedicated to upholding the highest safety standards, we have been engaging with the regulator, Ofcom, to ensure we apply all necessary measures to comply with the new requirements and continue to prioritise the wellbeing of our users. This has included the completion of an OSA risk assessment ahead of the 16 March 2025 deadline, through which we conducted a review of the tools and methods we use to keep our users safe, as well as the completion of a Children's Access Assessment ahead of the 16 April 2025 deadline. We will continue to periodically review and update these assessments to ensure the actions being taken are sufficient to keeping users safe from harm and inappropriate content.

At the heart of our mission is our commitment to supporting our customers and the broader sex work community. We understand the unique challenges faced by this community and are dedicated to providing a safe and empowering platform. As we move into 2026 and beyond, we remain focused on supporting our community, maintaining our industry-leading standards, and embracing new opportunities to enhance safety and trust on our platform.

