# Understanding Google's different prioritised content flagger programs





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#### Introduction

Google recognises the value of partnering with trusted entities to identify and fight harm online, with YouTube first starting such partnerships almost a decade ago.

We continue this work through new and existing partnerships, and as part of the EU Digital Services Act, working with DSA Trusted Flaggers so they understand how to use our tools to report content that may be unlawful.

In order to support an effective implementation of DSA Article 22, we want to help differentiate between our legally mandated- and our voluntary prioritised flagger programs.



# Legally mandated prioritised flagger programs

#### DSA Trusted Flagger Program (TFP)

This program is for entities whose status of DSA Trusted Flagger has been awarded by a Digital Services Coordinator (DSC) in the EU according to the provisions in Article 22 of the DSA. They must demonstrate expertise in the identification of illegal content and be independent from any provider of Online Platforms.

All DSA Trusted Flaggers can report illegal content to Google's in-scope services through the <u>DSA POC</u> <u>Help Center</u>, which links to the relevant webforms.

In order to support DSA Trusted Flaggers in effectively using our webforms, we have a robust online learning platform at <a href="https://howtoreport.withgoogle.com">howtoreport.withgoogle.com</a>. This is accessible to any approved DSA Trusted Flagger (with their designated email address for submission of illegal content notices), and is complete with a program of onboarding videos, one pagers and FAQs.

If DSA Trusted Flaggers have a need for additional onboarding sessions, we have a dedicated team who can coordinate these. This team may also share informal quality feedback in order to help DSA Trusted Flaggers improve the quality of their notices.



# Voluntary prioritised flagger programs

#### Google Priority Flagger Program (PFP)

Google has long maintained a voluntary <u>program</u> for partners to flag content they believe violates Google's policies and community guidelines on certain Google products. This is called the Google Priority Flagger Program. Partners are selected according to Google's own eligibility criteria, including the need to have an identified expertise in at least one policy area, capacity to submit requests and objectivity while flagging. Partners are also offered the opportunity to have ongoing discussions and share feedback about Google's content policies.

Google has adopted the term "priority flaggers" for our voluntary, content policy-focused Google Priority Flagger Program, to prevent any confusion between it and the DSA Trusted Flagger program, which cover distinct content flagging processes.

#### Google Trusted Copyright Removal Program (TCRP)

The TCRP provides tools for copyright owners, or their representatives, to submit thousands of notifications of alleged illegal copyright violations each day. It is designed for those with a track record of sending high quality notices, and consistent high-volume to submit copyright removal requests for specific Google products. The TCRP allows for submissions in bulk and streamlined processing, with the aim of reducing the turnaround time for high volume requests.

TCRP partners who become DSA Trusted Flaggers may continue to use the same copyright webforms they were using before they were nominated.

#### YouTube Content Verification Program (CVP)

The YouTube Content Verification Program (CVP) provides access to an enterprise webform, which is a streamlined version of the standard illegal copyright notice webform for experienced claimants to submit copyright removal requests, and also includes a feature to search public YouTube videos for content that rights holders own. If rights holders, or their representatives find videos that match their content, they can submit copyright removal requests directly from the enterprise webform. Rights holders can also use this tool to submit copyright removal requests in bulk.

CVP partners who become Trusted Flaggers may continue to use this form as normal for submission of copyright removal notices.



# Key differences between the programs

Legally mandated prioritised flagger programs	Google's voluntary prioritised flagger programs	
DSA Trusted Flagger Program	Priority Flagger Program	Trusted Copyright Removal Program; Content Verification Program
Entities report allegedly illegal content that violates EU Member State laws	Allows partners to file content policy violation reports	Allows partners to report notifications of alleged copyright infringements
EU coverage	Global coverage	Global coverage
EU-designated Trusted Flaggers only	Google invites flaggers based on eligibility criteria	Google invites flaggers based on eligibility criteria
Report through Article 16-compliant webforms, (e.g. accessible via the DSA POC Help Center, which links to the relevant webforms	Report through Google/YouTube Priority Flagger Program-specific intake channels	Report through Google/ YouTube CVP or TCRP - specific intake channels



#### FAQ

## Can I be part of both the DSA Trusted Flagger program and any other voluntary Google flagger program?

Yes. If a DSA Trusted Flagger also wishes to become a member of a voluntary flagger program, they may also apply. Meanwhile, if an entity is already a member of a voluntary Google flagger program and is based in the EU, they are not required to also become DSA Trusted Flaggers to maintain this status.

If an existing Google Priority Flagger later becomes a DSA Trusted Flagger they should remember to use the Legal Help Center webforms for illegal content reports, and the content policy channels for content policy reports.

If an existing CVP or TRCP member becomes a DSA Trusted Flagger they may continue to use the existing webforms for illegal content reports that they had been using before.

## Can Trusted Flaggers also use Google Priority Flagger product policy flagging methods for DSA Article 22 notices?

No. DSA Trusted Flaggers can only receive priority review for notices of illegal content - not notices about product policy violations. These illegal content notices must be submitted through the <u>relevant webforms</u>.

#### How do I apply for a voluntary prioritised flagger program?

At this time, admission to these programs are by invitation only. Representatives of relevant entities may get in touch with their local point of contact at YouTube or Google.