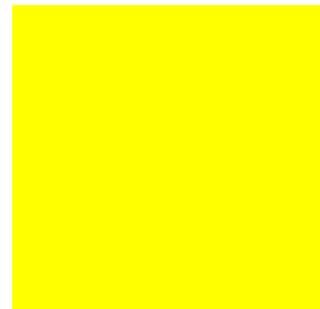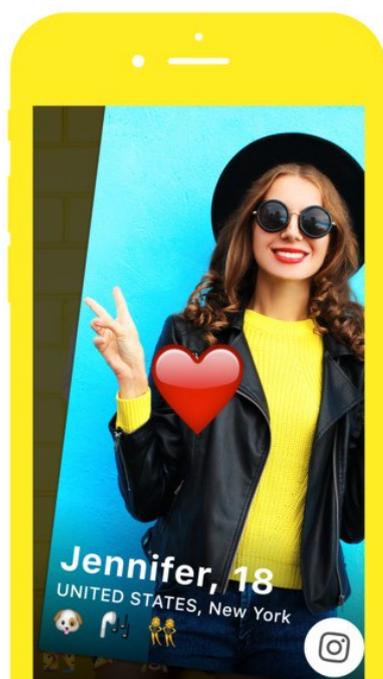# What is Yellow?

Yellow is an app which allows users to meet strangers and contact them through Snapchat using a similar 'swiping' system to the popular adult dating app Tinder. Using the GPS in your device, the app will show you the profile of users based on gender, age and location – it can match you with people nearby or in different countries by letting you view profiles of other users. The creators have called it a 'virtual flirting app' and it has been dubbed 'Tinder for Teens.' Yellow is in no way affiliated with Snapchat, or any other services you can link to it

Swipe

Right to like, left to pass

You can create a profile with numerous images and short videos, and can also link your Instagram and Musical.ly accounts to your profile, allowing other users to see your most recent posts through these apps.

You can also use Emoji's to 'describe' you or your personality. Many users use Emoji which may reveal a little more about their age or their reason for using the app.

Do age restrictions apply?

Yes, the app has a minimum sign up age of 13, similar to other social networks. The app has been rated as 17+ on Google Play but 12+ on the Apple store.

At no point is your age verified and you can change your age in your profile settings but if you change it too many times the app will restrict you.

Are there any privacy settings/controls?

Not really. Yellow is designed to connect you with strangers so there is no way to limit access to your profile, even if you swipe left. The only privacy option you have is to hide the city you live in, but you cant hide anything else! If you set your age as being under 18 (but over 13), the app only allows other under 18's to contact you. **However, many teenagers set their age as higher in order to access adult users, which also allows adult users to search for 18+ users and see their profiles.**

Yellow does include a limited reporting feature, and you do have the ability to unfriend someone but only after a match has been made. There is currently no way to block people from seeing your account

Things to think about

Inappropriate Contact

There is an expectation from some users that a 'match' indicates a physical attraction to the other person, and that they will be willing to share 'Nudes'. Some users will post profile pictures with a caption asking that exact question.

Once a match is made, you can add them on Snapchat allowing the user to send messages and see your Snapchat story (a series of pictures sent to all Friends). We should talk to our children about strangers and friendships—what is a real friend? Its important that they understand a friend can never be someone they meet online, and definitely someone who they should never meet in the real world—no matter who they think they might be!

Too Much Information (TMI)

Yellow gives you ability to link some of the most popular social media apps, with many users bypassing the 'match' system by posting pictures of their Snapchat or Instagram users names—meaning people can directly add them as friends or become followers.

As the app encourages users to chat to people based purely on photographs, some users feel they have to post pictures which will attract attention – boys will post topless pictures while girls will post pictures that focus on their breast or will wear very little clothing.

Your name, age and (if you haven't hidden it) your town or city will be shared with everyone. Some underage users will also post pictures of themselves wearing their school uniform or with their friends. Many users will simply lie about their age but post their **real age in brackets** after their name.

It's a Dating App

We cannot stress strongly enough that this app is primarily used as a virtual dating service. The purpose of this app is to help you connect and communicate with strangers who might be attracted to you.

Please check if your child has installed Yellow on their phone or tablet. Talk to them about strangers, talk about information which is appropriate to share online and, if you are concerned about what they may be posting or sharing online, keep technology out of bedrooms and bathrooms or have an open door policy at home when they are using their devices in their bedrooms.

Want to learn more?

Yellow Safety Centre:
http://safety.yellw.co/

For online safety advice regarding grooming, online bullying and sexting:

https://www.thinkuknow.co.uk/parents/

If you have concerns about the immediate safety of a child, you can call Lincolnshire Police on 101 or, in an emergency, dial 999