

LIKEE or LIKE as it was before a rebranding earlier this year, is another video/ karaoke-based app out of Asia that is gaining in popularity.

This app can be described as similar to TIKTOK but far worse.

The terms and conditions are so loose, as to be none existent with the developers claiming ownership of all materials, shifting onus for problems onto users, possessing rubbish content moderation, minimal parental controls and no facility to make accounts private.

It scores an absolutely not from Safe on Social for anyone regardless of age, due to its data mining and shifty terms and conditions, and that's not even considering the other issues this app possesses.

About

The app places considerable pressure – with repeated pop ups to allow access to all contacts listed in the device being used. Combined with this, it is possible to link via LIKEE to the several other social media platforms the most common being

- Facebook
- Instagram
- Google
- OK
- WeChat
- Weibo

By linking to these platforms, you automatically give the app permission to harvest all your personal data and contact from all your other social media accounts. There is also a hidden browser doorway within the app to Instagram, once a user decides to follow LIKEE on Instagram. This allows Instagram to be launched within the app which can be searched in its entirety.

There is a MASSIVE focus on building popularity, and making in app purchases (Parents beware). Experience points are gained for each video made, gaining more followers , or sending or receive monetized gifts. Accumulation of points allows access to different stickers and filters to use in making the clips. The length of the clip is also extended once a Level of 35 is achieved, allowing a user to make a video of up to 35 minutes long.

It is not necessary for a user to make a video to earn money. By watching content, liking and sharing or giving purchased Diamonds or “bean” will gain funds. This feature offers an unfortunate incentive to spend excessive screen time using this application.

The app will initially knock back an age under 12. And will then ask for confirmation of your birthdate. Renter a different date and access is granted with no further questions asked. It is very easy to provide a false date of birth for a child.

The content

Just completely inappropriate for younger kids. Bad language, explicit song lyrics, explicit dancing. For all the apps protestations about Nudity, Fake or Indecent violent content – video clips available are full of all these things.

Privacy settings

There are none. All accounts are public, though it is possible to block messages from unwelcome individuals they are still able to view your account even though blocked from interacting with it.

To block unwanted messages or comments click on the accounts profile picture, go to Settings, then to privacy and select the options you want disabled.

“Who can message me?” can be limited to Everyone, Friends or Disable, but considering the app allows anyone to follow an individual without their express permission – this is a slightly farcical process to undertake, and even then, the account is not private.

Parental controls

These are present and meant to filter content, live feeds and disable options such as private messages, but these are ineffectual and mature content is still provided by the app – making it impossible to ensure only age appropriate material is available.

Hashtags are also searchable and very inappropriate content under #nudes #twinks #pussy etc all produce predictable results, even though the app developers are very insistent in response that nudity and other such material is banned.

Considering that there are 29 employees at LIKEE expected to moderate the content from over 100 million users this is not really surprising, and is one of the reasons this app should only be used by much older teens.

The Problems

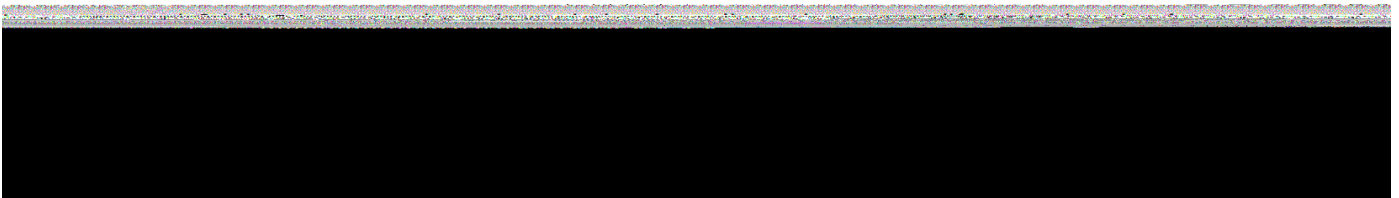
Predator ~~JITEM~~ San Lang (en- ~~JITEM~~ privis posse ~~JITEM~~ at nudity and ~~JITEM~~ ensur) In ~~JITEM~~ La ~~JITEM~~ Usersssy et

This is obviously disastrous for younger users who are less able to spot the more dangerous users of this site, and enforces the fact that for this app the age recommendations MUST be followed.

Its terms and conditions

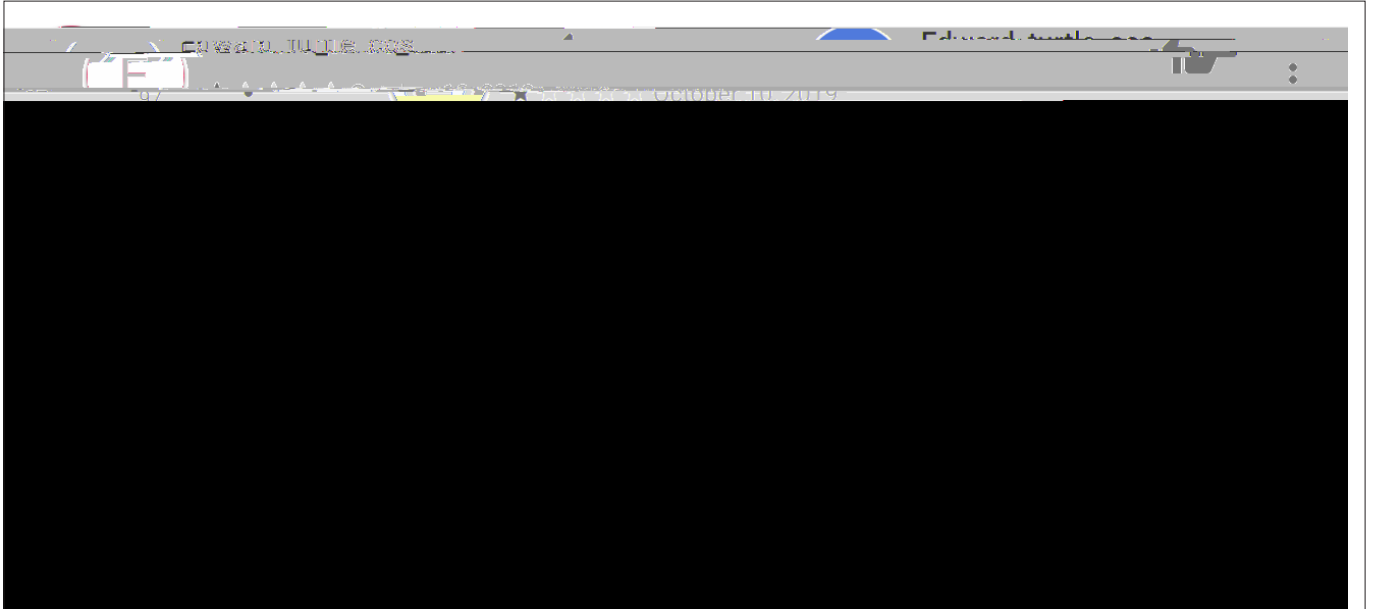
LIKEE's term and conditions are a disgrace.

Several have been selected directly from the app and highlighted below.



If not turned on within the app, a user's location is pinpointed, as other LIKEE users nearby are highlighted. Combined with the presence of numerous predators, as a parent this should be very unsettling instructions to turn on this are within the app.

Tap the profile image in the top left corner, go to settings and privacy and select the option to hide location in Profile.



Difficulty in getting a response when reporting unless publicly posting a negative review on Google apps.

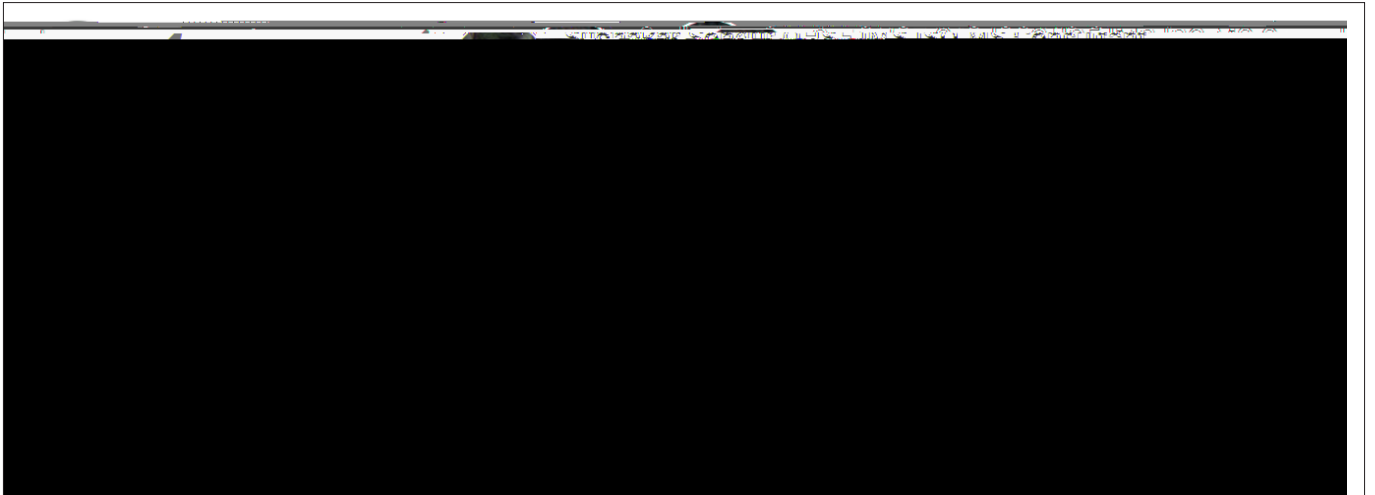
Many reviews cite the lack of response from the moderators when any issue arises. It is in no way clear within the app where complaints are supposed to be made to.

The most frequently suggested email address is feedback@likee.video but don't expect a quick resolution. For an app with over 100 million users, there are only 29 staff in total- so the moderation and response to comments sent directly is poor.

Posting a complaint on a publicly viewable forum seems to hurry them into action though, and this is what Safe on Social would suggest should any issues arise. Your wait time will be greatly reduced.



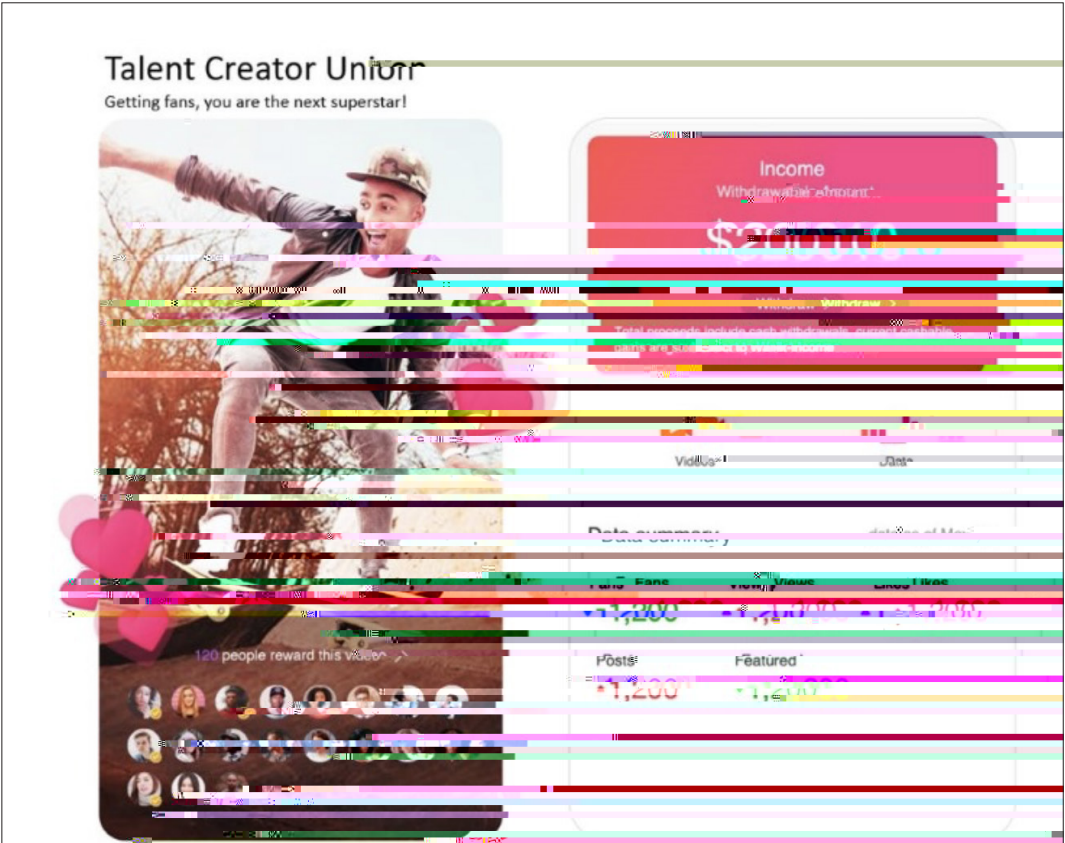
The app is very, very concerned about receiving positive reviews. In the above post it asks for more stars for its performance.



4.5 The content on your records about videos, on likes, and the trademarks, service marks, and logos ("Marks") in the videos, are owned by or licensed to Like, subject to copyright and other intellectual property rights under the law.

4.7 You hereby grant Like a worldwide, non-exclusive, royalty-free, sublicenseable and transferable license to use, reproduce, distribute, prepare derivative works, display, link, adapt, make available online, or otherwise transmit and post from the internet in connection with the Service, which is perpetual and irrevocable.

The app has created what it calls a Talent Creator Union. It claims to wish to promote healthy competition amongst its video creators to therefore get better videos. The blurb show below implies that this is for the benefit of the users, but when you consider the company owns all this content – this is a cynical pitch to use these better videos to on sell to whomever it wants.



This will allow users to support their favorite creators who use their app to create valuable content. This also gives users a place where users can go to see the top creators of the country and the world will give creators a sense of healthy competition so that they can create better videos which bring value to the platform.

Data storage in China in perpetuity.

3.6 Notwithstanding the foregoing, TikTok may disclose your registered information to affiliated companies for data analysis for non-commercial purposes or disclose your registered information to our partner if such partner agrees to protect this information. In any event, we reserve

Furthermore, the only avenues for legal redress over any matter with this app is available in Singapore, and through Singaporean laws and legal channels. This is fairly impossible for individuals in foreign countries with limited access to an Asian legal system.

It's disturbing parental reviews and general responses.

To finish off, provided below are a couple of parent reviews which express the concerns of many, many other written in various forms extensively online.

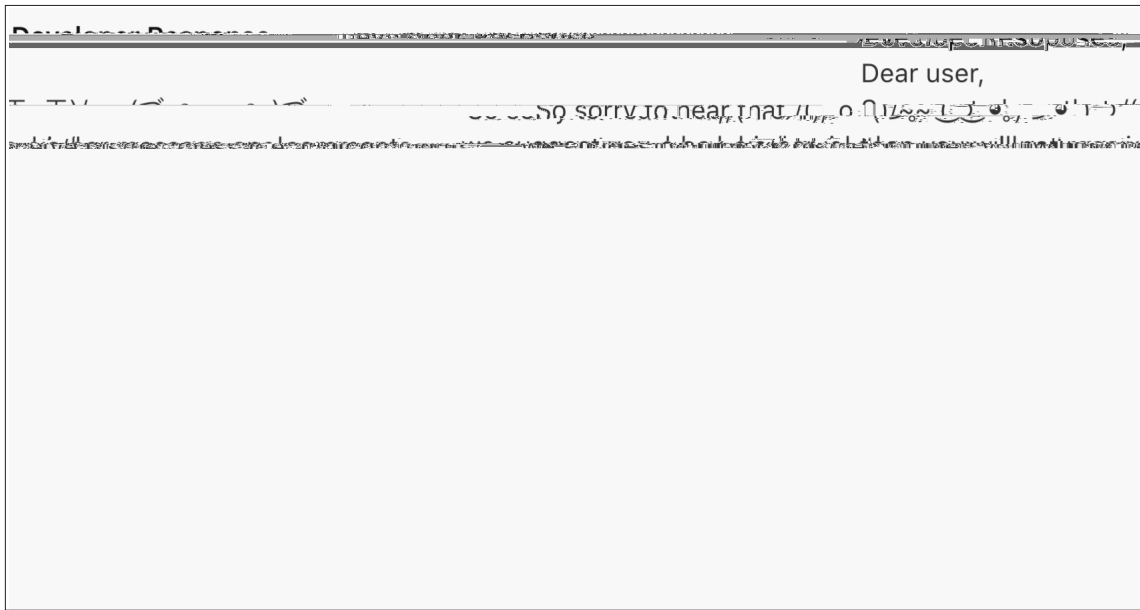


Sarah C. Birmingham, MA, 11/13/2019

Children are being stalked and exploited!! PARENTS BEWARE!!

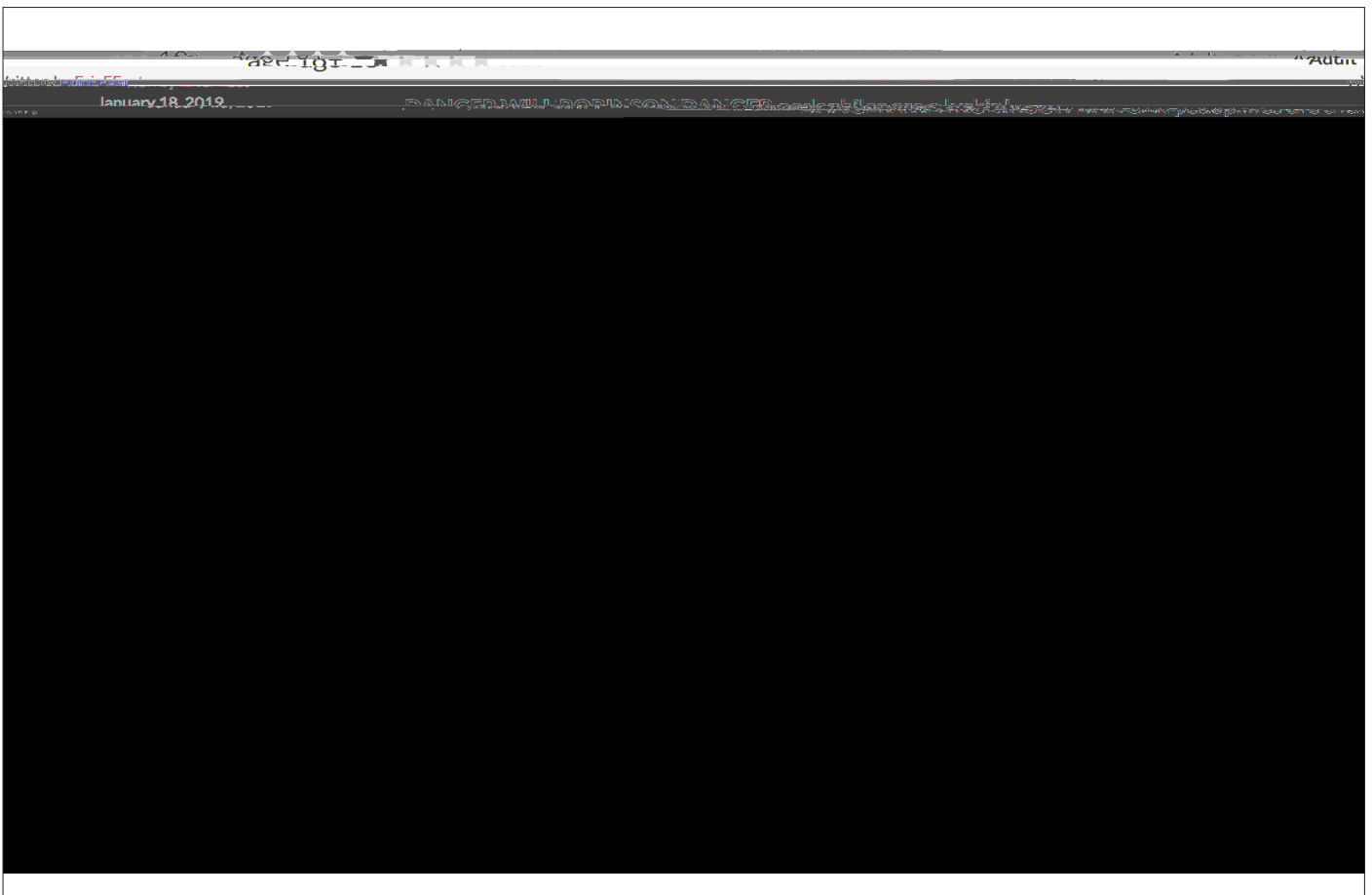
I downloaded this app for my daughter because she loves editing and making funny videos. I regret it so much. I have been monitoring it and have noticed sooooo many pedophile and stalkers on here that are taking little girls videos and doing horrible things to their profiles to trick them. When you visit their profiles it's ALL little girls and boys videos they are stealing and sharing and doing horrible things to their profiles. I have tried to block people that follow my daughter and comment inappropriate things on her videos. But this app has an option only to block them from sending private messages and those perverts are still able to view and comment on her videos. It makes me want to throw up seeing some of the comments. Please change the privacy settings on your app!!!!!! Children are being exploited and used for perverts pleasure. My daughter loves this app and I hate to make her delete it but after seeing there is barely any protection for anything going on here to. I HOPE ANY PARENT READING THIS KEEPS AN EYE ON THEIR CHILD'S PROFILE AND REALIZES WHAT'S GOING ON. NO protection whatsoever. I've reported dozens and dozens of creeps and perverts and I still see them on there. So sad. adults can't watch what's out there stay on like but until changes are made we may have to say goodbye. PARENTS BEWARE!!

This reviews response is laughable, though some instructions are provided.



Please note the request for 5 stars from the moderator responding to a considerable irate parent.

This review sums up the app very neatly.

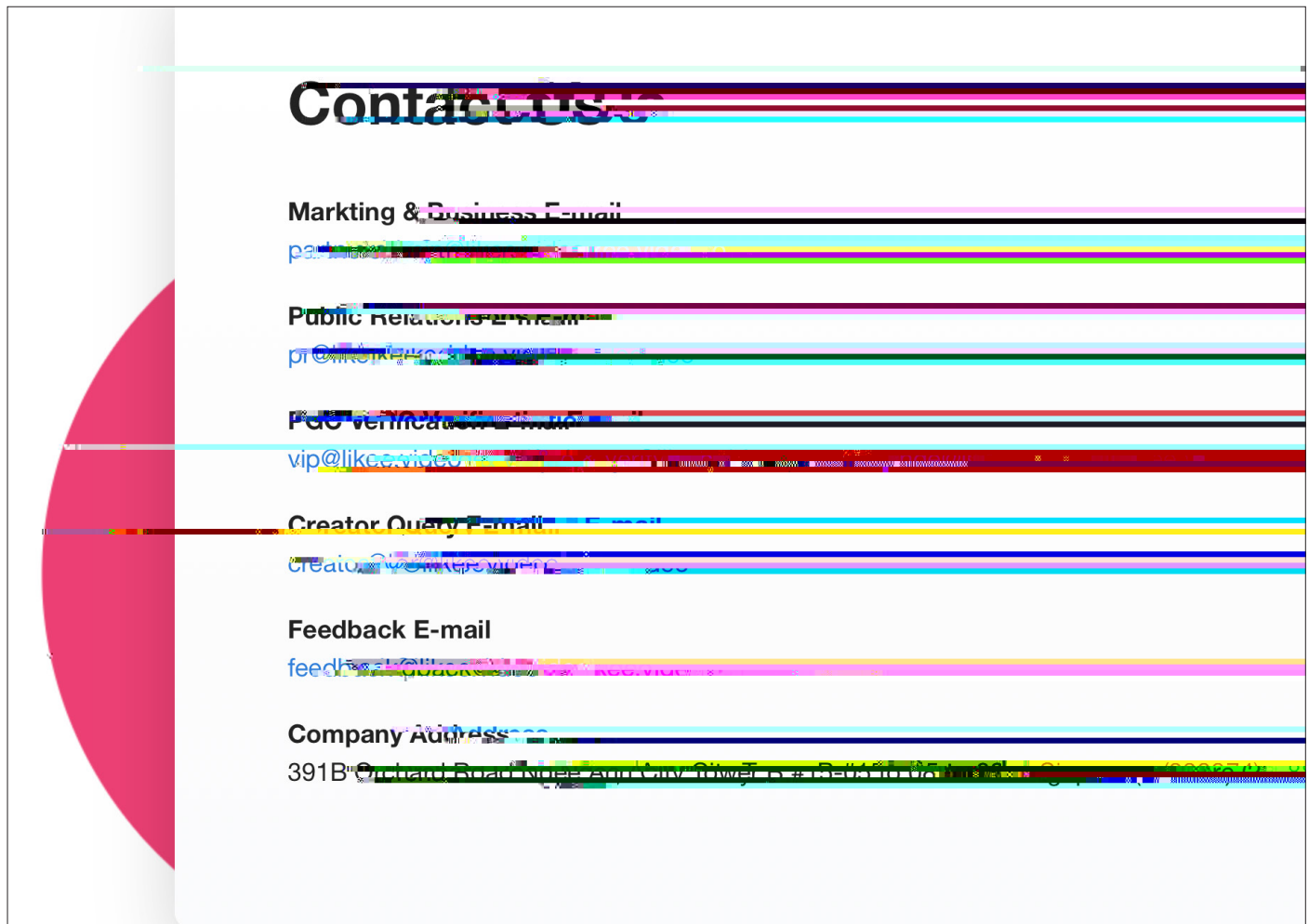


Closing an account

2.14 One party may terminate this Agreement by sending a termination email to the other.

There is no other option to delete an account. You must e-mail the company and wait for a response.
The address to do so is feedback@likee.video

Or given the slowness of response time here are all the e-mail address locatable for the company, should you need them.



w: safeonsocial.com
e: wecanhelp@safeonsocial.com

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