



Safe on Social LIKEE or LIKE Cheat Sheet

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

LIKEE is owned by BIGO-technology, a firm based out of Singapore with strong Chinese connections, and data storage located both in Singapore and China. It was one of the most widely downloaded apps in 2019 and has an excess of 300 million users. To date its main focus for promotion has been within India and Indonesia, but it's popularity is gaining in momentum further south. It has 29 staff. A number insufficient to effectively moderate such a behemoth.

What it is and how it works.

LIKEE can be classified as a photo/video application. On establishing an account, a selection of individuals to follow are provided for you to select from. These users are suggested without their explicit consent, and there is no need for their approval to be granted to follow them. The same applies to the account your child possesses. They may now be randomly offered up as a potential follower to any individual within the app.

Through its default settings it is possible to like or comment and view the video content of anyone, follower or not. Anyone may be private messaged, and anyone's profiles or videos can be shared to other social media platforms such as Facebook or via text message – again without consent, notification or knowledge.

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 achieve, 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.

With the app, individuals may purchase Diamonds with prices for these ranging from US \$.99 for 39- to US\$99.99 for 420. Purchase and use of these again increases popularity levels. These “beans” as they are called are actually able to be cashed out into a bank account.

The company does in fact pay this money, though for larger sums there is a wait time of around a month.

Its level driven approach is clearly motivated to encourage individuals to spend more time on the app to access better functions, and reclaim cash, and spend on in -app purchases at considerable expense to BUY popularity.

It's age-gate , and corresponding age recommendations on apps.

The age recommendation the app sets is for 17+, and this is followed by the App store yet on Google Apps 12+ is recommended. This is something of a wide disparity . The app itself makes a few specific distinctions about ages and respective countries are singled out – US =15+. EU= 16+, and Russia = 12+ which is presumably where Google has taken its promoted age recommendation from. All other countries are dismissed “as per legal requirements”.

2.6 Generally, you may only use Likee if you are civilly capable of accepting the service and not under the age of certain number, which tells a minor from a major in your resident country. If are residing in the following regions or countries, you must also have reached certain minimum age in order to access Likee: in European Union, the minimum age is 16 years old, in United State, 15 years old; and in the Russian Federation, 12 years old. If you are a minor, or if you are below the applicable minimum age, you may only use Likee if your guardian has provided us with valid consent for you to use Likee. You may not falsely claim you have reached the minimum age if you are actually not.

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

Predators

With the combination of no private accounts, that the push for popularity is huge within this app, that much of the content is from very young girls (obviously fudging birthdates) and the ability to follow and message anyone without direct consent - this is a feeding ground for online grooming and sexual predators.

Parental reviews from both Google Apps and Common sense Media all contain descriptions of pre-teens being asked for topless photos, or images of their genital areas, and requests for more provocative dancing with promises of monetary rewards in the form of beans.

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.

1.3 Likee reserves its sole and absolute discretion to modify or revise the Agreement as it deems necessary. You are required to review regularly the Agreement at <https://mobile.likee.video/live/page-about/user-agreement.html> to get the up-to-date version, and continual use of Likee shall be deemed that you agree to be bound by modifications or revisions as may be conducted by Likee in the Agreement.

The above means that at any time the app may alter its terms and conditions regarding anything within the app without warning. The onus is placed firmly on the user to regularly re-read these. An impossible expectation for a young user, and risky for determining where your data will end up.

2.5 To its best knowledge, Likee operate Likee in compliance with applicable laws and/or regulation in jurisdiction where Likee is allowed to operate. Likee makes no representation that Likee's user generated contents or practices would be legal in every jurisdiction. It's your responsibility to check and see whether Likee's operation is prohibited or not in your country of residence.

Again, the onus is shuffled off to the user. It's the user's responsibility to source if the app is doing anything illegal. Placing such an expectation on a teen is farcical and unrealistic.

3.3 Although Likee will not be liable for your losses caused by any unauthorized use of your account, you may be liable for the losses of Likee or others due to such unauthorized use.

The user is liable to the app for any unauthorised use which could include your accounts being hacked. The user therefore is liable for any losses or damage LIKEE incurs. This is dodgy, and a definition of unauthorised use is not provided.

Copyright issues via Tiktok

Much of the content has been directly ripped of from Tik Tok users, placed on LIKEE and then watermarked by the developers to claim ownership. Shown below are a selection of complaints from users of the app.

Note the irrelevant and deflective nature of the response from the developers.

This app has plagiarism written all over it. Popular creators on TikTok are having their videos stolen and used as if the people stealing them are their own. They need to handle this immediately. This whole app is nothing but a bunch of copycat fakes and none of it is okay. My FRIENDS are havinf the...

Full Review

BIGO TECHNOLOGY PTE. LTD. October 7, 2019

Dear user, Harassment, Fake or Nudity or violence content is strictly prohibited on Likee. To report accounts containing such content, please follow the steps below: 1) Tap on the avatar of the account you want to report 2) On the account's main page, tap on the top right hand arrow button and select Report. 3) Fill in the details and submit.



Corinne Innes

★★★★★ October 8, 2019



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This app has a real issue with users stealing videos from creators on Tik Tok, posting them to Likee, and then claiming them as their own. The app also has 'Tik Tok' flagged as a censored phrase which is a pretty poor business practice and makes it seem like they are trying to hide the fact that their app is a Tik Tok knockoff.

BIGO TECHNOLOGY PTE. LTD. October 8, 2019

Dear user, LIKEE is a magic video community. With "Everyone can be a magician" as its concept, LIKEE has designed several unique and playful effects for users worldwide. If you have come up with any ideas about LIKEE, please by all means share them with us. Email: feedback@likee.video


Its location setting



This is another disaster, reminiscent of Snapchat's live map. Provision of the user's location is given as a default. In fact, the company views this as a positive, actually upgrading this feature deliberately. Just, NO.

Likee app has upgraded its Follow and Nearby tabs to include videos and content even from strangers. This has been done to improve the visibility of creators and to allow users to discover new and novel content.

If not turned off 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 off 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.

**Edward_turtle_cos**
★★★★★ October 10, 2019


97

The app it's self is unsafe as it can display your location, people actively take others content and pawn it off as their own. The cosplay community is a clear target for this plagiarism and involves easy ways for kids to spend money without thinking. I really hope parents see this and if your child has the app please check their activity on Likee


BIGO TECHNOLOGY PTE. LTD. October 10, 2019
Dear user, Thank you for supporting Likee. Please follow the steps below to hide your location: 1) Log in to Likee, tap on your avatar at the top left hand corner. 2) On the Me page, scroll down and select Settings, Privacy and turn on 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.


**kate webster**
★★★★★ October 6, 2019


60



Omg what can I say? The damn app doesn't even work, the camera is always zoomed in and this just sucks so whoever made this has the IQ of a boiled egg and a drop of water

BIGO TECHNOLOGY PTE. LTD. October 6, 2019
Dear user, to use the "zoom" function, please use your two fingers touch the screen together. when you separate your fingers, it will be magnified. When you close your fingers, it will be zoomed out. If not work, come back to us. We will appreciate it if you would give more stars. Thank you

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




Sudhakar Sondur QHSE IMS ISO MS Consultant
★★★★★ October 7, 2019



 65 

Not good It keeps blocking my account without any obvious violations. Now I can't open and I don't know the reason for blocking my account 🤔🤔🤔

BIGO TECHNOLOGY PTE. LTD. October 7, 2019
"Dear Likee user, Thank you for getting in touch, We are feel pity your account was banned, please email your question to likeevip@likee.video ,our staff will reply you in 3 working days "



una straya
★★★★★ October 11, 2019

 3 

It was good until they have inappropriate things, let bully happen and I have been on there for 2 yrs and their watermark is still on my videos so I can't post it on other apps. Watermarks comes off around the 20th level. I'm way over that. They don't get back to u either

BIGO TECHNOLOGY PTE. LTD. October 10, 2019
Dear user, We are very sorry that you didn't like our application, and your suggestions and recommendations for improvement would greatly help us. Contact us by email: feedback@likee.video. Thank you for your support and understanding!

There is no reference to concerns or prohibition of online bullying, sextortion, child pornography et al. It only references any cybercrime under the broad term illegal activities, shown below.

2.9 You agree not to use Likee to conduct any activities that are against religious principles or public policies. You shall not use Likee to conduct any activities that are in relation with terrorism, pornography, religious extremism, drugs traffic or other illegal activities.

In no part of any of its terms or conditions is there an concern of reference to any typical social media platform. This suggests strongly that it does not have the moderation team in place, or the policy to address any concerns of this nature – and this in itself should be enough to bin the app immediately.

All content created is owned by LIKEE

Once a user has created and uploaded a video, it is out of their control and ownership. Content cannot be saved to an individual's device. The company may sell, use, distribute, store or do anything it likes with your material in perpetuity. Material is watermarked with LIKEES branding.


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

4.7 You hereby grant Likee a worldwide, non-exclusive, royalty-free, sublicenseable and transferable license to use, reproduce, distribute, prepare derivative works of, display, publish, adapt, make available online or electronically transmit and perform the videos 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.

Talent Creator Union

Getting fans, you are the next superstar!




Income
Withdrawable Amount


\$20010

Withdraw >

Total proceeds include cash withdrawals, current cashable gains are subject to Wallet-Income



Videos



Data

Data summary data as of May 10

Fans	Views	Likes
▼1,200	▲1,200	▲1,200
Posts	Featured	
▲1,200	▼1,200	

This will allow users to support their favorite creators and those creators to create valuable content. This along with the leaderboard feature where users can go to see the top creators of the country or the world will give creators a sense of healthy competition so that they will create better videos which bring value to the platform.

Data storage in China in perpetuity.

It must be noted that affiliated companies are China based as well as Singapore. Much as with Tik Tok – there is a vast difference between the West and the East with collection of personal data and storage. Given the repeated pressure from the app to link to all contacts, and other social media platforms, this should be a serious concern especially with the in-app purchase feature requiring the provision of a credit card.

3.6 Notwithstanding the foregoing, Likee may disclose your registered information to our affiliated companies for data analysis from commercial perspective or disclose your registered information to our partner if such partner agrees to protect the information in the way Likee does.

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 Concerned Mother, 05/06/2019

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 pedofiles and stalkers on here that are taking little girls videos and sharing them and creating false profiles to trick them. When you visit their profiles it's ALL little girls and boys videos they are stealing and sharing and doing god knows what with them. I have tried to block people that follow my daughter and comment inappropriate things on her videos. But blocking option only blocks them from sending private messages and these 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 setting options 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 privacy options to protect her, I'm going to have to. I HOPE ANY PARENT READING THIS KEEPS AN EYE ON THEIR CHILDS PROFILE AND REALIZES WHATS GOING ON. No protection whatsoever. I've reported dozens and dozens of creeps and perverts and i still see them on there. So sad...and scary...i wish we could 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.

Developer Response,

Dear user,

So sorry to hear that,/(ToT)/~~ (づ。●▽●。づ)

we suggest you block his/her id, then you will not receive his/her message and comments

,

how to block:

You can block the user as follow :

1. tap the avatar of the user in the "follower "or "fans "
2. tap the bottom in the upper right corner of the user 's profile
3. tap the "block "bottom ,then you can block him /her !

Hope you have fun and can continue supporting us, if you have any questions, please do not hesitate to ask. It is my pleasure to solve your problem,

PS:If you are satisfied with my service, could you give me 5 stars, Thank you for your love and support for LIKE ,LIKE love you forever.(づ_3_)づ ♡~

Thanks and best regards

Sasa

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

This review sums up the app very neatly.

Adult

Written by [EricFEast](#)

January 18, 2019

age 18+ ★☆☆☆☆

DANGER WILL ROBINSON DANGER pedophiles are a lurkin!

I appreciate the higher age of 16 by the writer of this article, but anyone, and I mean ANYONE can download anyone else's videos and reupload them to their own profile or a 2nd or 3rd profile they also operate.

I started tracking these profiles leaving comments on my stepdaughter's videos. They leave copy and pasted messages. "I wish I could do that!" ????? WTF? You wish you could do what? Because I am looking at your profile and all you do is watch and Like videos of little girls. Then you find the worst of the worst ones who upload nothing but videos of little girls.

I have seen child porn on there folks.

Straight up child porn. Usually hidden with effects, but they have the unedited versions and they can share these videos with people that direct message them and according to the comments, they do.

Should I be graphic and describe the sort of things I saw?

The developers know this is going on too.

In fact, I question whether or not the developers had this in mind.

Plausible deniability has shielded many a suspect individual.

This app is a product of Asia's biggest live streaming APP company, i.e., BIGO LIVE, which has already crossed 200 million downloads since its launch.

I have reported the videos and profiles, as have others, but they stay up and the profiles are not suspended or banned. That is until I got some online friends to help me put more pressure on getting these videos pulled. Anonymous type friends. They are calling us "Sharks."

They will post a video with a screen shot of our profile and say "Watch out, this profile is a Shark". I think they call us this is because, for one thing, sharks are something to be wary of, but two... it also rhymes with narc.

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.

Contact Us

Marketing & Business E-mail

partnership@likee.video

Public Relations E-mail

pr@likee.video

PGC Verification E-mail

vip@likee.video & verifychange@likee.video

Creator Query E-mail

creator@likee.video

Feedback E-mail

feedback@likee.video

Company Address

391B Orchard Road Ngee Ann City Tower B #15-05 to 08 Singapore (238874)

w: safeonsocial.com

e: wecanhelp@safeonsocial.com



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