

AidMatch FOUNDATION

Child Safety Standards

Zero tolerance for Child Sexual Abuse and Exploitation (CSAE)

Public standard for the AidMatch app and platform

These standards apply to users, donors, organizations, schools, partners, staff, volunteers, contractors, beneficiaries and any other person using or contributing content to AidMatch.

Document owner	AidMatch Foundation
Version	1.0
Effective date	17 August 2026
Review cycle	At least annually and whenever law or platform requirements materially change
Child Safety Contact	childsafety@aidmatchfoundation.org - must be active and monitored before publication

Website publication path: aidmatchfoundation.org/child-safety-standards

1. Purpose and Commitment

AidMatch Foundation is committed to protecting children and promoting their safety, dignity, privacy and well-being across the AidMatch app, website, field activities and partner network. AidMatch has zero tolerance for Child Sexual Abuse and Exploitation (CSAE), Child Sexual Abuse Material (CSAM), grooming, trafficking, sexual solicitation of minors, or any content, communication or conduct that sexually exploits or endangers a child.

AidMatch will take reasonable and proportionate action to prevent, detect, review, remove and report child-safety violations, and will cooperate with competent authorities where required by applicable law.

Explicit prohibition

No person may use AidMatch to create, upload, request, possess, share, distribute, promote, facilitate, normalize, monetize or otherwise engage with CSAE or CSAM. This prohibition applies to public content, private messages, comments, documents, videos, photographs, project pages and any other feature of the platform.

2. Scope

These standards apply to:

- All AidMatch users, including donors and supporters.
- NGOs, schools, churches, community organizations, foster homes and other partner organizations.
- Staff, board members, contractors, volunteers, field officers, photographers, videographers and content moderators.
- Children, families and beneficiaries whose stories, images, videos or information may appear on AidMatch.
- All content and interactions on the AidMatch app, website, administrative dashboards, messaging tools and official social-media channels.

3. Definitions

Child: Any person under 18 years of age, unless a higher protection standard is required by applicable law.

CSAE: Child Sexual Abuse and Exploitation: sexual abuse or exploitation of a child, including conduct that facilitates, solicits, encourages, grooms, traffics or profits from such abuse.

CSAM: Child Sexual Abuse Material: any visual, audio, written, digital or other material that depicts, represents, promotes or facilitates sexual abuse or sexual exploitation of a child.

Grooming: Conduct intended to build trust with a child, or a person believed to be a child, for the purpose of sexual abuse, exploitation, sexual contact or obtaining sexual content.

Child-safety report: A complaint, report, signal or concern that content, conduct, a user or an organization may be placing a child at risk.

4. Prohibited Content and Conduct

AidMatch strictly prohibits the following:

- Any form of Child Sexual Abuse and Exploitation (CSAE).
- Creation, possession, upload, distribution, solicitation, sale, exchange, promotion or facilitation of Child Sexual Abuse Material (CSAM).
- Grooming or attempted grooming of a child for sexual activity or exploitation.
- Sexual solicitation, sexualized messaging, sexual extortion or requests for sexual images involving a child.
- Trafficking or facilitating the trafficking or sexual exploitation of children.
- Sexualized depictions, comments or descriptions of children.
- Attempts to move a child from the platform to private or secret communication for exploitative purposes.
- Offering money, gifts, sponsorship, travel, employment, accommodation or other benefits in exchange for sexual activity or sexual content involving a child.
- Doxxing, stalking, threats, coercion, blackmail or intimidation that may place a child at risk.
- Using AidMatch fundraising, sponsorship or donor features to gain unauthorized personal access to a child.

5. Child Images, Videos and Personal Information

AidMatch may document humanitarian and charitable work involving children. This must be done in a safeguarding-first manner. Child dignity and safety take priority over fundraising, marketing or storytelling value.

- Only collect or publish child information that is necessary for a legitimate AidMatch purpose.
- Obtain appropriate consent or authorization before publishing identifiable child content, subject to applicable law and safeguarding practice.
- Avoid publishing precise home addresses, live locations, school schedules, private contact details or other information that could make a child easy to locate.
- Do not publish nudity, sexually suggestive content, degrading images, or content that could reasonably expose a child to exploitation, ridicule or harm.
- Use first names, aliases or limited identifying information where full identification is unnecessary.
- Remove or restrict content when continued publication could create a safeguarding risk.

6. Contact Between Donors and Children

AidMatch does not permit donors or unrelated adults to use the platform to pursue private, unsupervised or sexual contact with children. Where communication with a child is part of an approved sponsorship or program activity, it should be managed through an authorized organization, caregiver, school or AidMatch process and be subject to appropriate supervision.

- No exchange of personal phone numbers, private addresses or secret social-media accounts with a child for unapproved purposes.
- No requests for private photographs or videos from a child.
- No requests to meet a child privately or without an approved responsible adult or organization.
- No romantic, sexual or suggestive communication with a child.
- Any suspicious contact must be reported immediately through AidMatch reporting channels.

7. In-App Reporting and User Feedback

AidMatch will provide a visible in-app mechanism that allows users to report content, conduct, accounts or organizations that may endanger a child. Reports should be available from relevant content/profile screens and/or the Child Safety section of the app.

Recommended report categories include:

- Child safety concern
- Child sexual abuse or exploitation
- Suspected CSAM
- Grooming or inappropriate contact
- Harassment, threats or coercion
- Unsafe child image/video
- Fraud or impersonation
- Other safeguarding concern

Where technically feasible, users should be able to submit a report without being required to confront the reported person. AidMatch will protect reporter information to the extent reasonably possible and permitted by law.

8. Handling Reports and Enforcement

When AidMatch receives a credible child-safety report, the designated team will take action appropriate to the severity and immediacy of the risk. Actions may include:

- Triage the report promptly and assess immediate safety risk.
- Restrict access to content or features while a review is conducted.
- Remove content that violates these standards.
- Suspend or permanently terminate users, organizations or accounts that violate these standards.
- Preserve relevant information where required or appropriate for legal or safeguarding purposes.
- Escalate credible concerns to the designated Child Safety Contact and responsible leadership.
- Report suspected CSAE or CSAM to appropriate authorities or legally designated reporting bodies when required by applicable law.
- Cooperate with lawful requests from competent authorities.

Important evidence-handling rule

Staff and users should not unnecessarily download, copy, forward or redistribute suspected CSAM. Reports should be handled through approved internal procedures and lawful reporting channels to avoid further circulation of harmful material.

9. Child Safety Point of Contact

AidMatch designates a Child Safety Point of Contact responsible for receiving child-safety notifications, coordinating review and enforcement procedures, and taking action when required.

Organization	AidMatch Foundation
Child Safety Contact	Child Safety / Safeguarding Team
Email	childsafety@aidmatchfoundation.org
Availability	Monitored regularly; urgent reports prioritized

Before publishing this policy or submitting a Google Play declaration, AidMatch must ensure that the listed email address is active, monitored and able to receive messages from Google Play and users.

10. Partner, Staff and Volunteer Responsibilities

- Follow this policy and all applicable safeguarding procedures.
- Report suspected child abuse, exploitation, grooming or CSAM promptly.
- Do not investigate serious allegations independently where doing so could increase risk, contaminate evidence or interfere with lawful authorities.
- Do not retaliate against a person who makes a good-faith child-safety report.
- Use child images and stories only for authorized AidMatch purposes and in accordance with consent, privacy and safeguarding requirements.
- Complete child-safety or safeguarding training where required by AidMatch or a partner organization.

11. Moderation and Preventive Measures

AidMatch may use a combination of human review, account controls, content moderation, reporting tools, access restrictions and technical safeguards to reduce child-safety risks. Depending on product functionality and legal requirements, measures may include:

- Moderation of reported content and accounts.
- Role-based access to sensitive beneficiary information.
- Limits on direct contact between donors and children.
- Removal of exact location and unnecessary personally identifiable information from public child profiles.
- Account suspension and device/session restrictions following serious violations.
- Periodic review of partner compliance and safeguarding procedures.
- Logging of serious safety reports and the actions taken.

12. Compliance with Child Safety Laws

AidMatch will comply with applicable child protection, privacy, online safety, reporting and criminal laws in the jurisdictions where it operates. Where requirements differ, AidMatch will seek

to apply the standard that provides stronger protection to children unless doing so would conflict with applicable law.

13. Privacy and Confidentiality

Child-safety reports may contain highly sensitive information. AidMatch will limit access to people who need the information for safeguarding, moderation, legal, compliance or law-enforcement cooperation purposes. Information will be retained only as necessary and handled in accordance with applicable privacy and data-protection requirements.

14. Emergency and Immediate Danger

The AidMatch reporting function is not an emergency service. If a child is in immediate danger, users should contact the appropriate local emergency service or competent child-protection/law-enforcement authority in the relevant country, where safe and lawful to do so. AidMatch may also escalate reports where there is a credible immediate threat to a child.

15. Account and Organization Sanctions

Violations may result in one or more of the following actions, depending on severity:

- Warning or required corrective action
- Content removal
- Feature restriction
- Temporary suspension
- Permanent account termination
- Termination of organization or partner access
- Referral to competent authorities where required or appropriate
- Other protective measures necessary to safeguard children

16. Appeals and Good-Faith Reporting

Where appropriate and legally permissible, a user or organization may ask AidMatch to review an enforcement decision. AidMatch may decline to disclose sensitive details when disclosure could endanger a child, reveal confidential reporter information, interfere with an investigation or conflict with law. Good-faith reports are encouraged even when the reporter does not have complete evidence.

17. Training and Review

AidMatch will review these standards periodically and update them when needed to reflect changes in the platform, safeguarding risks, applicable law or relevant app-store requirements. Staff and relevant partners may be required to complete safeguarding training and acknowledge these standards.

18. How to Report a Child Safety Concern

Users should use the in-app “Report a Concern” function whenever it is available. For additional child-safety concerns, contact the designated Child Safety Point of Contact.

In-app	Child Safety > Report a Concern, or the Report option on relevant content/profile screens
Email	childsafety@aidmatchfoundation.org
What to include	A clear description, relevant account/project name, date/time if known, and the location of the concerning content. Do not resend

	suspected CSAM.
Urgent danger	Contact the appropriate local emergency or child-protection authority in the relevant country.

19. Publication and Google Play Compliance Statement

These standards are intended to be publicly accessible and specifically identify AidMatch and AidMatch Foundation. They explicitly prohibit Child Sexual Abuse and Exploitation (CSAE), describe AidMatch’s approach to Child Sexual Abuse Material (CSAM), provide a child-safety reporting mechanism, identify a child-safety point of contact, and state AidMatch’s commitment to comply with applicable child-safety laws.

20. Version Control

Version	Date	Owner	Summary
1.0	17 Aug 2026	AidMatch Foundation	Initial public Child Safety Standards

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