

Your response

Question	Your response
Question 1: How do you measure the number of users on your service?	<p>Confidential? No</p> <p>OnlyFans is a subscription-based platform. To access any content on OnlyFans.com (save for the OnlyFans.com landing page) you must create a user account. Each user provides unique identifying information to register for an OnlyFans account.</p> <p>There are two types of user accounts available to users on www.OnlyFans.com:</p> <ol style="list-style-type: none">1. "Creator" accounts: Creators are the only users who can post to their timeline and monetise content. Creators can also subscribe to, and view, the content of other Creators. UK Creators must successfully complete a full Age and Identity Verification process prior to opening an account on OnlyFans.2. "Fan" accounts: Fans cannot post, or monetise any content. Fans can only subscribe to, and view, the content of Creators. Fans can interact with Creators through "likes", tips, public comments and direct messages (to which they can attach media). UK Fans must successfully complete an age assurance process and provide their legal name, email address and payment information prior to opening an account on OnlyFans. <p>Due to OnlyFans' comprehensive onboarding process we are able to precisely measure the number of users on our service.</p>
Question 2: If your service comprises a part on which user-generated content is present and a part on which such content is not present, are you able to distinguish between users of these different parts of the service? If so, how do you make that distinction (including over a given period of time)?	<p>Confidential? No</p> <p>All content which appears on the OnlyFans platform contains user-generated content. There are no parts of the service on which user-generated content is not present.</p>

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<p>Question 3: Do you measure different segments of users on your service?</p> <ul style="list-style-type: none"> ● Do you segment user measurement by different parts of your service? For example, by website vs app, by product, business unit. ● Do you segment user measurement into different types of users? For example: creators, accounts holders, active users. ● How much flexibility does your user measurement system have to define new or custom segments? <p>Question 4: Do you publish any information about the number of users on your service?</p>	<p>Confidential? No</p> <p>OnlyFans is a web-only platform and does not operate an app or any distinct services. OnlyFans segments users into “Creators” and “Fans” as described above in response to Question 1.</p> <p>We also measure “active” users as required by the Digital Services Act (“DSA”).</p> <p>We consider a user “active” if they have i) logged in their account on OnlyFans.com in the preceding 6 months and ii) have used their account to access services on the OnlyFans.com platform (e.g. hold an active subscription to a Creator).</p> <p>Due to the comprehensive nature of our onboarding process, we have significant flexibility to define new or custom user segments.</p> <p>Confidential? No</p> <p>We publish information about Creator and Fan user numbers as part of our Annual Accounts filings on Companies House.</p> <p>We also publish the number of Creator account applications, the number of successful Creator account applications, and confirmation that the average monthly active recipients of OnlyFans platform services in the EEA was below the 45 million users for the purpose of EU Digital Services Act compliance. Please see https://onlyfans.com/transparency.</p>
<p>Question 5: Do you contribute any user number data to external sources/databases, or help industry measurements systems by tagging or sharing user measurement data? If not, what prevents you from doing so?</p>	<p>Confidential? No</p> <p>Save for the information contained in our Monthly Transparency Reports and in our Annual Accounts, OnlyFans does not contribute any user number data to external sources/databases, or provide user number data to enable industry measurements systems.</p> <p>OnlyFans could provide user number data for these reasons, however there is no legal or commercial reason to share user number data with external sources.</p>

<p>Question 6: Do you have evidence of functionalities that may affect how easily, quickly and widely content is disseminated on U2U services?</p> <ul style="list-style-type: none"> ● Are there particular functionalities that enable content to be disseminated easily on U2U services? ● Are there particular functionalities that enable content to be disseminated quickly on U2U services? ● Are there particular functionalities that enable content to be disseminated widely on U2U services? ● Are there particular functionalities that prevent content from being easily, quickly and widely disseminated on U2U services? 	<p>Confidential? No</p> <p>OnlyFans is a subscription-based platform. To access any content on OnlyFans.com (save for the OnlyFans.com landing page) you must create a user account. Each user provides unique identifying information to register for an OnlyFans account.</p> <p>The OnlyFans platform model limits how users access content. Content posted by a Creator to the OnlyFans platform is disseminated only to the Creator’s subscribed fanbase. OnlyFans is not designed to host, facilitate, or perpetuate “viral” content.</p> <p>By design, content on OnlyFans is only available when a user purchases individual access to, or elects to subscribe to, the content.</p> <p>There is no site-wide discoverability or keyword search function on OnlyFans. In order to view a Creator’s page, a Fan must follow a direct link to the page, or know the Creator’s username and type it into the search bar on the homepage to locate them.</p> <p>U2U content is disseminated on OnlyFans in one of five ways:</p> <ol style="list-style-type: none"> 1. posts, 2. stories, 3. direct messages, 4. livestreams, and 5. voicenotes. <p>Only Creators who have established a history of adherence to our Terms of Service are eligible to ‘go live’. All livestreams are reviewed in real time by human moderators. Live broadcasts are also recorded and retained so they can be re-reviewed in full.</p>
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<p>Question 7: Do you have evidence relating to the relationship between user numbers, functionalities and how easily, quickly and widely content is disseminated on U2U services?</p>	<p>Confidential? No</p> <p>N/A - this question does not apply to our model.</p>
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<p>Question 8: Do you have evidence of other objective and measurable factors or characteristics that may be relevant to category 1 threshold conditions?</p>	<p>Confidential? No</p> <p>We publish the number of users we have in our annual filings available at Companies House. We also publish data relating to unsuccessful and successful Creator and Fan sign ups in our Monthly Transparency Reports.</p>
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<p>Question 9: Do you have evidence of factors that may affect how content that is illegal or harmful to children is disseminated on U2U services?</p> <ul style="list-style-type: none"> ● Are there particular functionalities that play a key role in enabling content that is illegal or harmful to children to be disseminated on U2U services? ● Do you have evidence relating to the relationship between user numbers, functionalities and how content that is illegal or harmful to children is disseminated on U2U services? 	<p>Confidential? No</p> <p>OnlyFans is exclusively for users aged 18+. Save for the content which appears on the OnlyFans.com landing page (which is carefully curated by OnlyFans to ensure it is i) legal and ii) not harmful to children), users can only access content after successfully completing the Creator or Fan onboarding process outlined in response to Question 1.</p> <p>OnlyFans invests heavily in both technology and in human moderation teams to prevent minors from opening user accounts on OnlyFans.com.</p> <p>OnlyFans' approach to age and identity verification can be found on OnlyFans' Safety and Transparency Centre which is outside the OnlyFans paywall at https://onlyfans.com/transparency-center/verification.</p> <p><u>For Creators</u>, we use a third party to provide verification services to OnlyFans by requiring an image of the Creator's photographic identity document and a live capture image of the applicant's face. In addition to the above, Creators must also provide OnlyFans with their address, bank account details (and in the US their social security number) along with social media information so we can check both the age and identity of Creators before manually approving their account.</p> <p><u>For Fans</u>, account registration is required before to view any media content on OnlyFans. Fans must register with an active payment card in the name of the account holder, their address and date of birth. In the UK we use third party age assurance software, which uses a selfie to estimate a user's age. <u>Explicit content</u>. All explicit media content is behind the paywall and can only be accessed by users who are 18 or older and who have successfully registered as a Fan or Creator on the platform.</p>
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<p>Question 10: Do you have evidence of other objective and measurable characteristics that may be relevant to category 2B threshold conditions?</p>	<p>Confidential? No</p> <p>See answer to Question 8.</p>
<p>Question 11: Do you have evidence of matters that affect the prevalence of content that (once the Bill takes effect) will count as search content that is illegal or harmful to children on particular search services or types of search service? For example, prevalence could refer to the proportion of content surfaced against each search term 16 that is illegal or harmful to children, but we welcome suggestions on additional definitions.</p> <ul style="list-style-type: none"> ● Do you have evidence relating to the measurement of the prevalence of content that is illegal or harmful to children on search services? 	<p>Confidential? No</p> <p>N/A – OnlyFans is not a search engine.</p>
<p>Question 12: Do you have evidence relating to the number of users on search services and the level of risk of harm to individuals from search content that is illegal or harmful to children?</p> <ul style="list-style-type: none"> ● Do you have evidence regarding the relationship between user numbers on search services and the prevalence of search content that is illegal or harmful to children? 	<p>Confidential? No</p> <p>N/A - OnlyFans is not a search engine.</p>

Question 13: Do you have evidence of other objective and measurable characteristics that may be relevant to category 2A threshold conditions?	Confidential? No N/A – OnlyFans is not a search engine.
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