



## **KiKi Social implements an Artificial Intelligence system to protect the privacy of its users.**

San Francisco, June 8th, 2021 - Bots for the dissemination of political ideas and fake news on Twitter, profiles of girls on Instagram cloned to lead to a website with pornographic content, suspicious direct messages with malicious links... In a digital universe where the power of the image dominates, **the theft of user photographs is an increasingly widespread practice.**

Social networks are the perfect breeding ground for this practice. Cybercriminals find here a starting point to collect different profiles and photos, often in such large quantities that it seems impossible to do it manually. An example [is the data protection scandal, the case that Gizmodo uncovered last year](#), in which 70,000 photos of women, obtained from the dating app Tinder, were uploaded in a cybercrime forum.

Faced with the constant threat of image theft, some social networks are already preparing to prevent this type of attack and protect the privacy of their users. In this mission is KiKi, a social marketplace that connects like-minded real people to enjoy nearby experiences that, in alliance with the company Suments Data, **will implement new technology, based on Artificial Intelligence (AI) and deep learning technology, which will ensure Photographs of users in the event of possible theft or malicious misuse.**

**The Suments Data company, specialized in the development of technologies for data protection and privacy on the Internet**, has a network of analysis robots that analyzes the network without rest (24 hours a day). The results of this analysis, with a high volume of data, gave rise to the development of this innovative technology: **why not use the power of Big Data to protect the privacy of users?**

Suments Data reached out to professionals from the social media sector, **who reported the need for an application to detect files with their copyright on the web** since doing it manually takes a lot of time. After deep training (deep learning technology), and the development of a computer vision system with artificial intelligence, **the “friendly little dog” FatDog has learned to crawl the net until he finds those images from KiKi Social users**, and so on. it is capable of doing it with any content protected with copyright.

**“Our alliance with Suments Data responds to the search for excellence in security matters**, taking into account that we are the first in the industry to apply this technology, we continue to protect the user, once again fulfilling one of our maxims: your security, our priority”, comments Manel Hernández, founder and CEO at KiKi Social.



**In its alliance with Suments Data, the KiKi Social app extends the security of its users beyond the application** with in-depth tracking of the network of networks. This security measure is added to others already implemented by the social network and available to users, such as the facial recognition system to verify the user and their images at the time of registration, the SOS call button to press in case of emergency, and a button to share your location during the meeting.

**Thanks to the security measures implemented in its application, KiKi Social has the [IDEA Social Safety Badge](#)**, with which it adheres to its promise to protect users against spammers, scammers, obscene, hateful content, and other forms of behavior. abusive.

Can users feel completely safe when participating in social networks? It seems that technology is on the right track and KiKi Social is at the forefront.

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## INFORMATION FOR MEDIA

### About KiKi Social

- A social marketplace that connects like-minded real people to enjoy nearby experiences. The first network in the world that shortens the virtual time of users and promotes (through rewarding with KiKi Coins) experiences in the real world.
- Founded in 2018 by two spanish, Manel Hernández Tomás - CEO, and Rubén Juan Juan - CTO but the HQs are located in San Francisco. KiKi Social is available in Spain, Mexico and Colombia, and coming soon will be in new LATAM countries.
- They have been part of Cardinal Ventures (Stanford University), Draper University and one of the best accelerators in the world: 500 Startups. These last two being investors for a total of \$250.000.
- Winners in the [IDate Awards 2020](#) in the category “Best Up and Coming Site” and 3rd place in “Best Niche Dating Site”.
- Mission: help Gen Z & Millennials who are frustrated with classic online social networks. They waste valuable time, money and get disappointed while searching for friendship, dating or professional networking advice.
- Available in the [Apple Store](#) and [Google Play Store](#) or <https://kiki.social/>

### About Suments Data

At Suments Data we develop technologies to prevent and detect information leaks in web environments, helping companies to get the most out of their data control.

<https://suments.com/>

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