

Swyve Recommender System Guidelines

Effective Date: [20th October 2025]

Last Updated: [20th October 2025]

Introduction

These guidelines explain how Swyve's recommender system works, including how content is ranked and shown to users. Our goal is to promote content that aligns with user interests while maintaining safety and compliance with applicable laws.

1. How Content Is Ranked

Swyve's algorithm considers the following signals to determine which videos appear on a user's feed (FYP):

- User engagement (likes, shares, watch time)
- Content type and tags
- Viewer demographics and past behavior
- Safety and compliance scores
- Creator verification status

2. User Control

Users can influence their feed by:

- Liking or disliking content
- Following or blocking creators
- Reporting inappropriate content
- Adjusting preferences in account settings

3. Excluded Content

Swyve filters out or downranks content that:

- Violates community guidelines or local laws
- Features low-quality or misleading metadata
- Is flagged by users or moderators for review
- Has been removed from monetization

4. Personalization and Transparency

Our recommender system is based on machine learning models that personalize content to each user. We strive for transparency and provide a summary of why content appears on your feed upon request.

5. Human Oversight

Although much of the recommendation is algorithmic, we have human moderators who:

- Monitor edge cases flagged by the system
- Review trends and abuse patterns
- Adjust weights to protect user safety

6. Feedback and Questions

We are committed to transparency. Users may contact our support team to learn more about how content is recommended or to provide feedback.

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