Child safety standards

Folly Play, operated by Follylabs Ltd (company number 17243783). Last updated 16th August 2026.

Our position

Folly Play has zero tolerance for child sexual abuse and exploitation. We prohibit it, we look for it, we remove it, and we report it to the authorities. Folly Play is an adult service: nobody under 18 may hold an account, and no content involving anyone under 18 is permitted anywhere in the app.

How we keep under-18s off Folly Play

- Creating an account requires a date of birth, and dates of birth under 18 are rejected. This applies however you sign up, including through Google or Apple.
- Folly Play carries an adult age rating in the app stores.
- Any account we discover to belong to someone under 18 is deleted.

What is prohibited

Our terms of service ban any sexual content, any content involving or depicting anyone under 18, and links to any such material, in every part of the service: comments and replies, group names, and the names and descriptions of Games and Plays. They also ban any behaviour that seeks contact with or information about anyone under 18. Breach means content removal and account termination.

How to report a concern

Any player can report any piece of content from the content itself, in the app — a comment from the comment, a Play from the Play, a group from the group screen. Anyone, including people who do not use Folly Play, can report a child safety concern to report@follylabs.com. Child safety reports are treated as our highest priority and reviewed immediately on receipt.

What we do when we find it

If we identify child sexual abuse material or child exploitation on the service, we preserve the evidence, restrict access to it, report it to the appropriate authorities, remove it from the service, and terminate the accounts involved. Reports are made to the Internet Watch Foundation in the UK, to the National Center for Missing and Exploited Children (NCMEC) where there is a US connection, and to CEOP (part of the UK National Crime Agency) where a specific child or person is identifiable. We cooperate with law enforcement requests relating to child safety.

Who is responsible

Our designated child safety contact is Stefano Dallavalle, who is accountable for these standards and our compliance with child safety laws. Contact: report@follylabs.com.