



dūcō

2025 SNAPSHOT:

THE TRUST & SAFETY LANDSCAPE

JULY 2025



EXECUTIVE SUMMARY

In March 2024, Duco published its first [Trust and Safety Market Research Report](#), outlining the importance and strategic benefits of investing in Trust and Safety (T&S) resources. The findings reaffirmed the critical role of T&S in fueling [organic user growth](#), [advertising revenue](#), and the overall success of a company.

This year, companies have made [bold moves](#) to put T&S at the center of their products and user experience. The industry has made significant progress in expanding access to T&S resources, exemplified by initiatives like [ROOST](#), which develops open-source safety tools in collaboration with a diverse network of community members.

While working alongside a range of industry partners living and breathing the day-to-day realities of T&S, we observed both emerging and persistent challenges in 2025. Political polarization remains at a high, and as global conflicts emerge, preserving online information integrity becomes increasingly important in preventing digital harms from escalating to cause real-world geopolitical consequences. GenAI has been a driving force of speed and agility throughout the industry. This has been used both as a tool to bolster T&S operations, while on the flip side, bad actors continue to adapt and scale, leveraging these innovations. As

companies continue to build more sophisticated LLMs, there is an emphasis on training systems using localized and culturally informed insights to help safeguard against uncertainty.

Duco's Market Research Report concluded that the total addressable market for T&S software was likely to nearly double from 2023 to 2028. As layoffs have become unfortunately common across digital platforms, team bandwidth is increasingly strained, creating opportunities for both T&S software and service solutions to support teams and fill gaps.

As TrustCon approaches, we've prepared the following document to serve as a valuable resource for guiding conversations and offering insights from across the industry. Duco partners with thousands of subject-matter experts globally to provide Clients with localized and tailored support on T&S, policy, operations, research, and more. We outlined four T&S verticals that have been central to 2025: child safety, the dynamic regulatory landscape, AI risks & safeguards, and election integrity & geopolitical conflicts. To capture both current trends and future outlooks, we surveyed our experts and leadership team for their on-the-ground perspectives and predictions. Explore their insights below.

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Duco's Market Research Report concluded that the total addressable market for T&S Software was likely to nearly double from 2023 to 2028.



CHILD SAFETY

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One of the biggest challenges in child safety is resisting the politicization of the issue. Right now, we’re seeing a global surge in laws and platform policies justified by the need to ‘protect children’—yet many of these measures lack empirical support and risk causing collateral harm to marginalized communities. A public health approach—centered on prevention, education, and support—is not only more humane, but also more effective.



> **Jeremy Malcolm**

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As the Internet becomes ever more immersive for users through influencer content, generative AI, the metaverse, and beyond, we need to think more old school about child safety, perhaps counter-intuitively. What are the common-sense, practical boundaries that have long been in place in the brick and mortar world in the US to keep kids on playgrounds and playing fields, while out of strip clubs, drug markets, and other danger zones? How can we translate these trusted safeguards, which set kids up to explore in reasonably protected spaces, into the digital world kids are growing up in today and the near future?



> **Leah Plunkett**

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Around the world, child online safety is entering a pivotal era, with governments advancing ambitious legislative moves across multiple fronts: age assurance and parental consent requirements to shield minors from inappropriate content (as seen in the US, France, and India), new measures aimed at adolescent wellbeing (such as Australia’s under-16 social media restrictions or US and UK introducing mechanisms for regulating algorithms and feeds), stronger mandates to combat child sexual exploitation (including the EU’s proposed directive tackling CSAM and AI-generated abuse), and growing scrutiny of encrypted platforms’ ability to detect and report abuse (highlighted in NCMECs recent US Senate testimony). In response, tech companies are signaling commitment by rolling out new tools, parental controls by Meta and Roblox, Google’s Credential Manager API, and AI-based age classifiers in Europe, and refining policies to better align with child safety goals. At the same time, they are wading into the legislative arena, advocating for alternative frameworks such as device-level or App Store-based age verification to shift responsibility upstream. Even as regulatory momentum builds and the industry races to shore up its defenses, child safety advocates and youth groups are pushing back against blanket bans demanding platforms meet their duty of care and put children’s rights to safety, dignity, and age-appropriate participation at the heart of the digital world’s next chapter.



> **Karuna Nain**



DYNAMIC REGULATORY LANDSCAPE

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The rapid evolution of the global online safety regulatory landscape might have surprised even close observers since early 2024. Not only has the EU's DSA come fully into force and the UK's Online Safety Act proceeded with rulemaking and early actions, but Australia and several European nations are also introducing new laws, and, most recently, the US Supreme Court upheld a law requiring age verification for adult websites, opening the floodgates for new measures intended to protect kids online. Almost simultaneously, jurisdictions around the world will be requiring age assurance for a range of internet services, but there is a real danger that governmental solutions (like from the EU or Greece) or Google Wallet's new open-source age verification tech will end up absorbing the market that age assurance vendors have long anticipated.



> **Tim Bernard**

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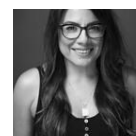
The dynamic digital regulatory landscape poses challenges to regulators and companies, as both focus on balancing digital safety, new technologies, and economic growth. This has led to state-level social media/age verification laws that often have overreached in scope and requirements, or leave critical questions unanswered until a crisis forces the issues to be addressed. Governments, companies, and civil society must engage more frequently to help shape regulations to meet the needs of all involved and build a safe digital infrastructure as these new technologies continue to evolve.



> **Patrick Woody**

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AI governance ought not to be complicated. It's straightforward when you have moral clarity. With billions of users across cultures, how do we ensure shared values are baked into products and services? How do we innovate and ensure legal compliance amid political chaos and legal uncertainty? We can't set business objectives for every passing lawsuit, or executive order. Administrations come and go, but human rights are cross-cultural, and they are here to stay. A simple human rights impact assessment can ensure business longevity.



> **Ayca Ariyoruk**



AI RISKS & SAFEGUARDS

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As the quantity of partially to wholly synthetic content proliferates, a number of techniques and organizations have emerged to address it. Deepfake detection technologies and benchmarks are usually based on highly artificial academic data sets (e.g., 10,000 faces generated with the same technique that are fully visible) and not necessarily robust to real-world settings like social media. Moreover, many of these methods fail to distinguish deepfakes from shallowfakes, and detection or labeling strategies that don't account for this risk, providing false confidence to consumers. Organizations serious about closing the gap with respect to deepfake penetration will need to maintain careful multi-layered governance and keep a watchful eye out on this landscape.



> **Daniel S. Schiff**

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A growing consensus of research findings has now concluded that large language models aren't as capable as originally predicted and that we aren't as close to a world-ending artificial superintelligence as doomsayers continue to insinuate. AI video generation techniques, which have seen substantial recent improvements, are probably something to watch with regard to believable disinformation and false narratives. But ultimately, it's the simpler machine learning mechanisms, the ones that drive things like social media recommendations, that are still causing the most harm to our society.



> **Andrew Patel**

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The convergence of AI-enabled language models and biodesign tools poses high-consequence dual-use risks. Steering our society towards a safe future as these technologies proliferate requires rigorous and dispassionate analysis. It is imperative that we anticipate potential malign applications and red team candidate safeguards that reduce the likelihood of misuse.



> **Caleb Lucas**

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The age of generative AI demands a fundamental rethink of digital trust, safety, and human values in design—not as a reactive layer, but as core infrastructure. The opportunity is clear: those who embed safety and human dignity into the heart of their services will earn trust and long-term public legitimacy.



> **Andrew McStay**



ELECTION INTEGRITY & GLOBAL CONFLICTS

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The growing accessibility of generative AI and synthetic media tools is reshaping the threat landscape. From deepfake-driven disinformation to real-time voice cloning in fraud, these technologies are forcing trust and safety teams to rethink their threat models—specifically around electoral events and crisis zones.



> **Zdeněk Rod**

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Social media has had an unprecedented effect on how we engage with and make sense of the information that underpins a free and open democracy, in both positive and negative ways. The growth and availability of increasingly sophisticated AI technologies will just make the work of trust and safety professionals and transparency and accountability advocates ever more important. Like with all technologies, there will be both positive and negative impacts. More sophisticated AI systems could contribute to better and more accurate content moderation, fact-checking, and content recommendations, depending on what the companies decide to prioritize. The advancement and public availability of generative artificial intelligence tools, such as synthetic image and audio generators, could help political campaigns communicate more effectively. However, these same tools will not only provide bad actors with easier and cheaper methods to sow division and spread disinformation, but they will also make an already complicated information landscape potentially even more volatile and ripe for manipulation. Understanding how these companies' products and business decisions affect our health, safety, and democracy is a key ingredient for crafting appropriate legislation, education, and our own consumer behavior to shape a more free and safe internet.



> **Yael Eisenstat**

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We're moving toward a world where elections and armed conflicts will be waged as much through information systems as on the ground. Generative AI, fragmented trust infrastructures, and geopolitical realignments are reshaping how influence is exerted, often invisibly. If platforms and governments fail to invest in digital integrity now, we risk normalizing a future where legitimacy itself is up for grabs in every election and every conflict zone.



> **Alexis Crews**



PREDICTIONS FOR TRUST & SAFETY



The next decade of information access will be defined by how we align LLMs today: “With ongoing and new conflicts in Gaza, India-Pakistan, Ukraine, and other regions, these incidents now trigger digital escalation in real-time. Platforms need to keep pace with waves of graphic content, coordinated abuse, and politically charged misinformation. More insidiously, state actors are now gaming the AI layer directly—“grooming” large language models with false narratives through poisoned training data and adversarial prompt patterns. This isn’t theoretical—it’s already happening. Platforms need robust crisis-mode escalation tooling and a clear strategy for LLM alignment. Companies investing here aren’t just protecting users—they’re protecting the integrity of AI systems that will define the next decade of information access.”



> **Andy Yang,**
President, Duco

“TrustOps” will emerge as a scalable operating discipline: “As T&S demands become more fragmented, dynamic, and high-stakes, a new function is emerging: TrustOps—the connective tissue between policy, machine learning, human review, and incident response. TrustOps teams are responsible for:

- Orchestrating workflows between AI models and human moderators.
- Coordinating cross-functional response to surging crises or regulatory audits.
- Ensuring data flows, decision logs, and QA processes remain transparent and efficient.

This team works at the intersection of policy enforcement, compliance, and platform integrity. Companies investing in TrustOps now are laying the groundwork for safer, more agile, and more resilient platforms.”

Global regulation will diverge: “The regulatory gap is widening. In the US, the current administration has deprioritized platform accountability, with a pullback from centralized moderation and fewer federal enforcement actions. Meanwhile, the EU is rolling out the Digital Services Act (DSA), and Australia is moving forward on mandatory teen protections and transparency requirements. This divergence creates operational and reputational complexity for global platforms. Compliance is no longer a uniform product decision—it’s a regional operating challenge. T&S now requires modular policy engines and adaptive enforcement architectures that can flex by jurisdiction.”



Trust and safety work won’t go away—but the way we talk about it will: “We’re entering a quieter phase publicly, even as the work behind the scenes deepens. Political scrutiny, especially in the US, is pushing companies to retreat from public conversations about moderation and harm reduction. Some policymakers now frame inaction as virtue, claiming to protect free speech—while avoiding tough questions about digital harm. For practitioners, this means: your work still matters. But you may need to navigate tighter communications policies, shifting internal priorities, and more pressure to “stay in your lane.” Don’t mistake the silence for a signal to stop—it’s a signal to get smarter about how we frame, measure, and defend what we do.”



> **Katie Harbath,**
Chief Global Affairs
Officer, Duco

Fractional work and flexible careers are here to stay: “In a volatile job market, more T&S leaders are going independent—consulting, advising, or building portfolio careers across multiple orgs. This shift brings freedom, but also challenges: knowledge fragmentation, lack of benefits, and less formal mentorship. We need new models to support this ecosystem — from community-driven learning hubs to trusted subcontractor networks to peer coaching groups. If you’re one of these pros: you’re not alone. This is a valid, growing path. And if you’re in-house, these independent experts are part of your extended team now. Invest in those relationships.”

CONTRIBUTORS



ANDY YANG

Andy Yang is the President of Duco, with extensive experience in leadership roles. He has successfully led and scaled two venture-backed startups as a CEO. Andy has also held executive positions in product management at Meta and Reddit, and has contributed to strategic planning and analysis at Netflix and Chegg. Beyond his roles in tech companies, Andy has experience as a venture capitalist, investment banker, and consultant. He is a proponent of servant leadership and lifelong learning, and enjoys collaborating with passionate individuals tackling complex challenges. Andy holds an MBA from the University of Chicago Booth School of Business and a BSc from the University of California at Berkeley.



KATIE HARBATH

Katie Harbath is the Chief Global Affairs Officer at Duco, bringing a wealth of experience from the intersection of policy, democracy, and technology. Before joining Duco, she spent a decade at Facebook, where she led global teams in managing elections and assisting government and political figures in engaging with constituents through the platform. Her work at Facebook involved developing strategies for election integrity and civic engagement, creating political ad transparency features, and collaborating with policymakers on online election regulations. Katie was instrumental in global election efforts, impacting countries such as the United States, India, Brazil, and more. Prior to Facebook, she held senior digital strategy roles with the Republican National Committee and the National Republican Senatorial Committee. Additionally, Katie serves on the boards of the National Conference on Citizenship, Democracy Works, and the Center for Journalism Ethics at the University of Wisconsin-Madison. She holds a BA in journalism and political science from the University of Wisconsin-Madison.



ALEXIS CREWS

Alexis Crews is a Resident Partnerships Fellow at the Integrity Institute, where she develops communications and partnerships frameworks to enhance technology policy impact. At Google, she leads initiatives focused on election integrity, analyzing narratives for priority elections in regions such as India, the EU, and the US. Previously, she was instrumental at Meta in leading LATAM's strategic governance initiatives and aligning content governance with regional regulations. Alexis has also developed educational programs for Meta's Oversight Board and managed the Integrity Product Operations Center during key elections. Her background includes public policy work at the United States Institute of Peace and serving as an Outreach Director for US Senator Michael Bennet. She holds an MA in International Relations with a focus on National Security and Intelligence from NYU and a degree in English Literature from Spelman College.

CONTRIBUTORS



ANDREW MCSTAY

Andrew McStay is the Director of the Emotional AI Lab at Bangor University, where he examines the social impact of emotional AI, automated empathy, and human-state measurement. He is also a professor at Bangor University, specializing in the social implications of emerging technologies and advising on policy, particularly in biometrics. His research encompasses advertising, artificial intelligence, and the philosophical and political dimensions of technology. McStay has authored several influential books, including “Automating Empathy: Decoding Technologies that Gauge Intimate Life” (2023) and co-authored “Optimising Emotions, Incubating Falsehoods” (2023). His recent papers explore topics such as the moral limits of data markets and emotional AI in recommender systems. Through his work, McStay contributes to understanding the ethical challenges of emotional AI and its impact on society.



ANDREW PATEL

Andrew Patel is an artificial intelligence researcher and prompt engineer with a focus on disinformation and influence operations. He authored “Creatively Malicious Prompt Engineering,” a study referenced by the BBC and Europol, which explores the application of generative AI in these areas. Andrew has delivered talks and courses to notable organizations, including Nordea and a leading US technology company, through Duco’s services. His research covers meta embedding clustering, multi-agent reinforcement learning, and disinformation mechanisms on social networks. He has developed capture and analysis tools adopted by disinformation research agencies and participated in the EU Horizon project, SHERPA, focusing on ethical AI considerations. Andrew combines technical expertise with effective communication, applying his knowledge to understand potential future fraud and influence operations using generative AI.



AYCA ARIYORUK

Ayca Ariyork is a global policy strategist with over 15 years of experience at the intersection of foreign policy, education, and technology. Currently a fellow at the Center for AI and Digital Policy, Ayca has been recognized for advancing democratic values in artificial intelligence. They contribute to the Artificial Democratic Values Index and draft responses to global regulatory feedback requests. Previously, she spent nine years at Soliya, partnering with MIT Media Lab to leverage video conferencing as a tool for public diplomacy and promote responsible social technologies. Ayca has also been involved in significant UN reform efforts, contributing to the creation of the UN Human Rights Council. Her work focuses on mitigating societal and geopolitical risks from emerging technologies and ensuring cross-cultural values in policy frameworks. Holding advanced certifications in Trustworthy AI Policy and Cross-cultural Facilitation, Ayca has been featured in prominent publications such as The New York Times and The Financial Times.

CONTRIBUTORS



CALEB LUCAS

Caleb Lucas is a professor at Indiana University Bloomington specializing in the national security implications of AI developments. Previously, Caleb worked as a political scientist at the RAND Corporation in the Acquisition and Technology Policy Program, focusing on emerging technologies and artificial intelligence. Caleb also lectured at the Carnegie Mellon Institute for Security and Technology. His research has been cited by various government bodies, including the Senate Emerging Threats and Spending Oversight Subcommittee and the Bipartisan House Task Force on Artificial Intelligence. Their work has been featured in prominent media outlets like The Guardian and TIME. Caleb holds a PhD in Political Science from Michigan State University and has published in leading academic journals such as the Journal of Politics and International Studies Quarterly.



DANIEL S. SCHIFF

Daniel S. Schiff is a policy scientist and Assistant Professor of Technology Policy at Purdue University, where he co-directs the Governance and Responsible AI Lab (GRAIL). He is recognized as a founding researcher in AI ethics and AI policy, bringing extensive experience in technology policy and industry standards. Previously, Daniel served as the Responsible AI Lead at JP Morgan Chase & Co., where he gained significant expertise in organizational AI governance and AI ethics auditing. He has engaged with various organizations and policymakers on AI governance and ethics, contributing to significant regulatory frameworks and standards. He holds advanced degrees in Philosophy, Social Policy, and Public Policy from prestigious institutions and has published extensively in leading academic journals.



JEREMY MALCOLM

Jeremy Malcolm is a Trust & Safety consultant with a focus on public health approaches to reducing and preventing online harm. He has over two decades of experience in the not-for-profit sector, emphasizing child protection, digital rights, consumer rights, and global governance. As a lawyer admitted in New York and Australia, Jeremy founded the legal AI startup AskLex.ai. He serves as the Chair (2024-) and was the Executive Director (2018-2021) of the Center for Online Safety and Freedom. Jeremy was also a Senior Global Policy Analyst at the Electronic Frontier Foundation, where he tackled technology policy and human rights issues from 2014 to 2018. Prior to that, he coordinated the global program Consumers in the Digital Age at Consumers International from 2008 to 2014. Jeremy holds degrees in Law and Commerce from Murdoch University, where he also completed his PhD focused on Internet governance.

CONTRIBUTORS



KARUNA NAIN

Karuna Nain is an online safety expert with two decades of experience in the field. She consults with tech companies and non-profits to enhance Internet safety through strategic policy and technology development. Previously, she was the Director of Global Safety Policy at Facebook/Meta, where she focused on child online safety, women's safety, and suicide prevention. In collaboration with the UK charity South West Grid for Learning, Karuna launched StopNCII.org in 2021 to assist victims of nonconsensual intimate image abuse. Her career also includes roles at the US Embassy in India, Ernst & Young, New Delhi Television, and Deutsche Welle. Karuna holds degrees from St. Stephen's College, University of Delhi, and completed post-graduate studies at Albert Ludwigs University, University of KwaZulu Natal, and Jawaharlal Nehru University. She is on the Board of Trustees for South West Grid for Learning and is part of Meta's India Expert Circle and the Advisory Group of the Australian Research Council Future Fellowship Image-Based Abuse Project.



LEAH PLUNKETT

Leah Plunkett is the author of SHARENTHOOD: Why We Should Think before We Talk about Our Kids Online (MIT Press; September 2019), was selected as one of WIRED's must-read books for fall 2019 for brokering a provocative yet non-judgmental conversation about how parents, teachers, and other trusted adults harm children's digital privacy. Leah loves talking with audiences around the world about kids, families, and digital life and law, across a range of settings, from local bookstores and schools to the Armchair Expert Podcast, the Dr. Phil Show, and the BBC, and beyond.



PATRICK WOODY

Patrick Woody is a seasoned expert at the intersection of national security, technology, and policy, with over 20 years of experience. He currently serves as the Global Director of Public Policy for Online Safety at Epic Games, where he leads worldwide advocacy efforts in online safety, content moderation, privacy, and data security. Previously, he was the Senior Director of Trust & Safety Operations for the Americas at Twitch, overseeing large international teams to combat online threats and develop strategic initiatives. Patrick's 15-year tenure in the US Intelligence Community included advising three US Presidents as a Senior Intelligence Briefer to the White House. He has designed crisis response playbooks, authored strategic policy frameworks, and developed regulatory compliance strategies for multinational corporations. Additionally, he has built strategic partnerships, notably chairing the Global Internet Forum to Counter Terrorism's Board.

CONTRIBUTORS



TIM BERNARD

Tim Bernard is a Trust and Safety professional with an MBA from Cornell Tech, specializing in online content moderation and related policy issues. He has written extensively on trust and safety topics for Tech Policy Press and Unitary, with his work being cited in prestigious outlets like The Atlantic and Bloomberg's Tech Daily. Tim authored a white paper on legislative approaches to online child safety for Stanford's Program on Platform Regulation and has been consulted by major organizations, including Google/Jigsaw and CNBC, regarding content moderation. He led the content moderation team at Seeking Alpha, where he managed policy, operations, and product development across multiple continents. Tim is a member of the Trust and Safety Professional Association and the Integrity Institute, enhancing his expertise in the field. Additionally, he has been a guest expert on CNN Newsroom and participated in various webinars and discussions on content moderation and policy.



Yael EISENSTAT

Yael Eisenstat is a thought leader and strategist advising start-ups, innovators, and mission-driven companies at the intersection of ethics, tech, security, and society. With 18 years of experience, she has served as a CIA officer, national security advisor to Vice President Biden, diplomat in East Africa, and head of a global risk firm. She most recently was Facebook's Head of Global Elections Integrity Ops and now leads a boutique consulting firm. Yaël spent 13 years in government focusing on conflicts and national security in Africa and the Middle East, including roles as a CIA analyst and Special Advisor to Vice President Biden. Her corporate experience includes working on corporate social responsibility at ExxonMobil. Yaël founded Kilele Global to provide intelligence-based advice to companies in emerging markets. An Adjunct Professor at NYU, she is also a member of the Council on Foreign Relations and has been recognized by Forbes as one of the "40 Women to Watch Over 40."



ZDENĚK ROD

Zdeněk Rod is an assistant professor at the University of West Bohemia in Pilsen and CEVRO University in Prague, specializing in security studies and conflict resolution. He serves as Co-Director of the Center for Security Consulting in Prague and has extensive experience with the Czech Ministry of Defense. Dr. Rod is a member of various think tanks, including the Cevro Center for Security Studies and the Central European Institute of Asian Studies. His academic background includes a Ph.D. in International Relations with a specialization in Security & Conflict Resolution, and he has conducted research at institutions such as the NATO CIMIC Centre of Excellence. Dr. Rod has a prolific publication record with numerous academic and policy articles in prestigious outlets like Oxford, RAND, and The Diplomat. His work also involves active participation in national and international research projects, focusing on hybrid threats and strategic communication.

DUCO EXPERT TRUSTCON PANELISTS

Date	Time	Session	Duco Expert
7/21	11:00 AM-12:30 PM PT	Trust the Mods! Best Practices in the Design and Management of Content Review Systems	Kevin Koehler
7/21	12:15 PM-1:30 PM PT	Lunch Meet-Up: AI - Hype, Cringe, and Everything in between	Shubhi Mathur
7/21	1:00 PM-2:30 PM PT	Unmasking AI Nudification: A Trust & Safety Challenge	Tom Thurley
7/21	3:15 PM-3:40 PM PT	Building Scam Resilience Using Inoculation Theory	Sujata Mukherjee
7/22	11:10 AM-12:00 PM PT	Navigating the Political Landscape: Trust & Safety in a Partisan World	Katie Harbath
7/22	1:30 PM-2:20 PM PT	Finding Your Voice: Public Speaking and Advocacy in Trust and Safety	Katie Harbath
7/23	11:00 AM-12:30 PM PT	The evolving landscape of T&S - A service provider's discussion	Shubhi Mathur
7/23	1:00PM - 2:30PM PT	Defragging Trust & Safety: Advancing Cross-Platform Threat Intelligence and Collaboration	Eric Davis
7/23	3:00 PM-4:30 PM PT	Safe to Speak: Protecting Children's Rights Online	Leah Plunkett
7/23	3:15 PM-3:40 PM PT	U.S. State-Level AI Regulation: What Trust & Safety Teams Need to Know	Alisar Mustafa



ABOUT DUCO

Duco supports policy, intelligence, trust and safety, operations, research, and other teams at leading technology companies. We act as an extension of these teams to provide quick-turn, high-quality global expert support on everything from strategic planning to crisis response to in-country or linguistic scalability challenges. Duco HQ works with the client to define project goals and assemble relevant experts. Duco then manages the expert teams, guides their work, assures quality, and delivers the client the results they need.

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