Brand Safety

Your Brand, Protected. Always.

At VYRAL, we understand how much your brand's reputation matters.
 That's why every campaign and creator collaboration goes through a structured review process, ensuring authenticity, relevance, and safety at every step.

1. Verified Creators Only

All creators on VYRAL are verified through a multi-step process that includes:

- Profile and content quality checks
- Social media authenticity analysis
- Violation and fake-follower screening

We only onboard creators who align with VYRAL's quality standards — so your brand appears in genuine, positive spaces.

2. Pre-Approved Content Flow

Before any campaign post goes live:

- Content is submitted for review
- Our moderation team checks for tone, accuracy, and brand alignment

This ensures zero off-brand or misleading communication.

3. AI + Human Moderation

We combine human review with AI-powered tools to detect:

- Harmful or controversial content
- Misuse of your brand's logo or name
- Inappropriate language or visuals

Our system flags and removes such posts instantly.

4. Transparency & Reporting

Brands receive detailed campaign analytics, including:

- Post performance
- Audience demographics
- Engagement health (no bot activity or fake reach)

You'll always have full visibility into how your brand is represented.

5. Data Privacy

We follow strict data-protection guidelines to ensure:

- No misuse of campaign data
- Creator and brand information is encrypted and secure
- Full GDPR & Indian IT Act compliance

6. Safe Partnerships, Real Impact

Your campaigns run in a transparent ecosystem — where every creator values credibility and creativity equally.
 At VYRAL, brand safety isn't a feature — it's our foundation. 💜