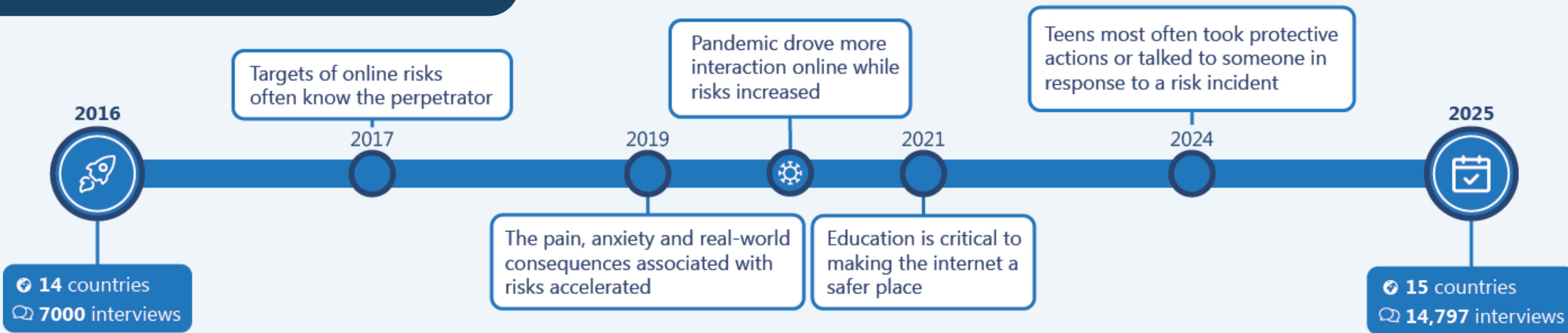


# Global Online Safety Survey 2026: Brazil

## Trends across 10 years of research

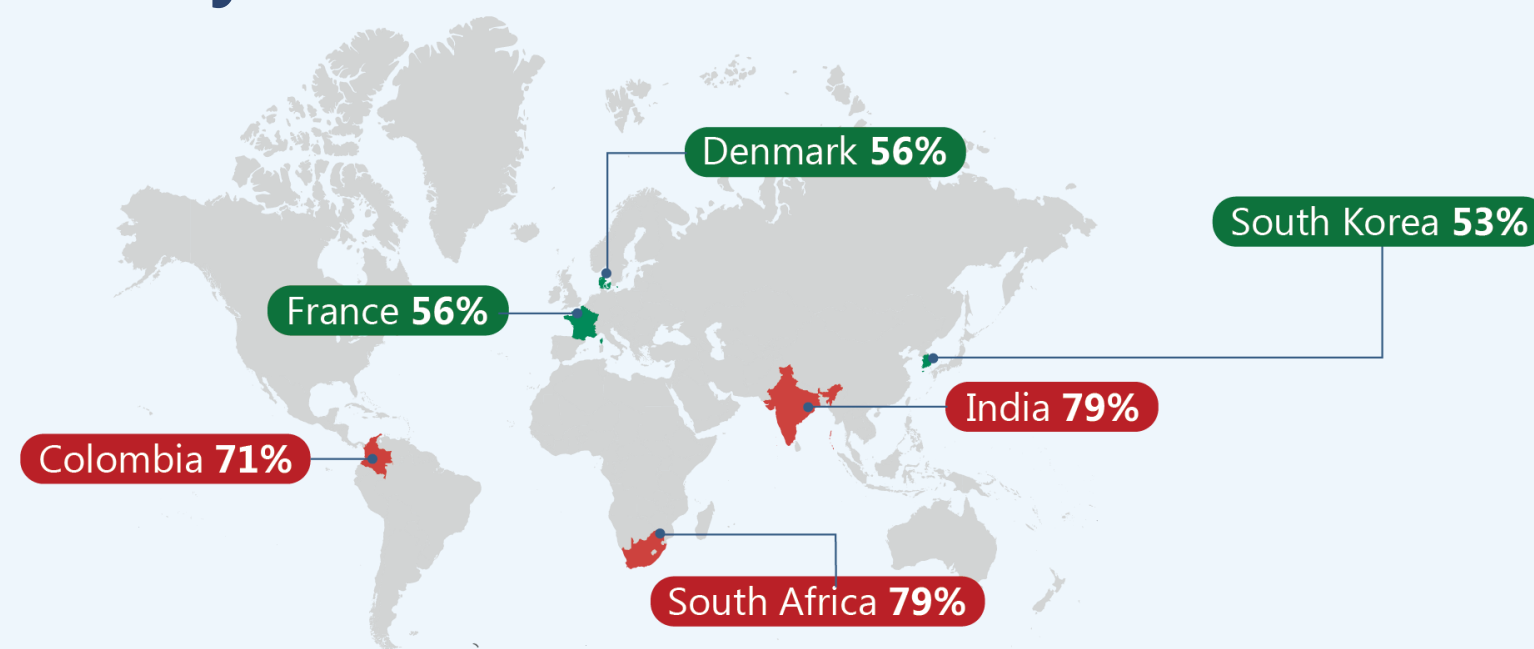
130,000+ interviews across 37 countries completed since 2016



## Ten years later, people feel:



## Countries where experiencing an online risk are currently most and least common



## BRAZIL | Online risks are evolving



**63%** of respondents experienced at least one significant online risk in the past year

### Top 3 Risks

- Hate speech 36%
- Graphic violence/gore 28%
- Online frauds/scams 27%



#1 worry for most age groups: Online frauds and scams



Teens are most concerned about **Cyberbullying (36%)**

**48%** of Gen X & Boomers

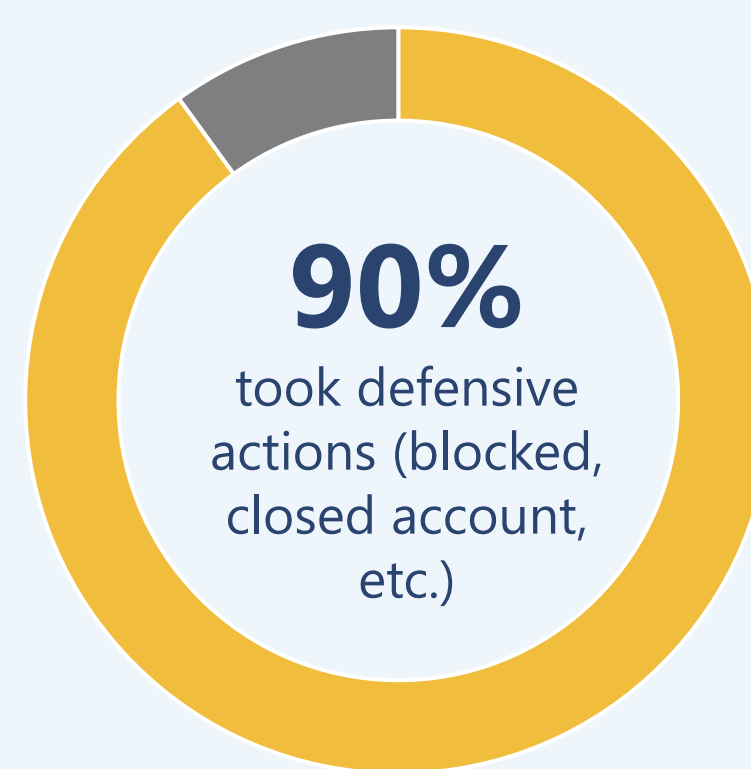
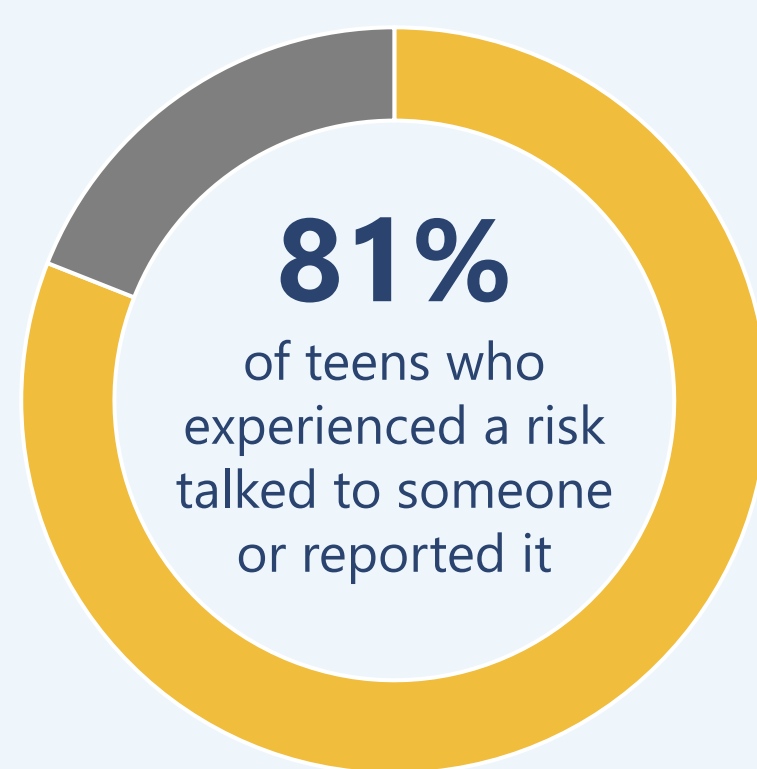
## Teens are taking proactive steps to respond to online risks

### To help more teens report harms to an online platform, they would like:

- Guaranteed anonymity 57%
- Assurance the report will be reviewed 46%
- Easier to find reporting options 38%



Parents are **getting better** at estimating the risks their teens face.

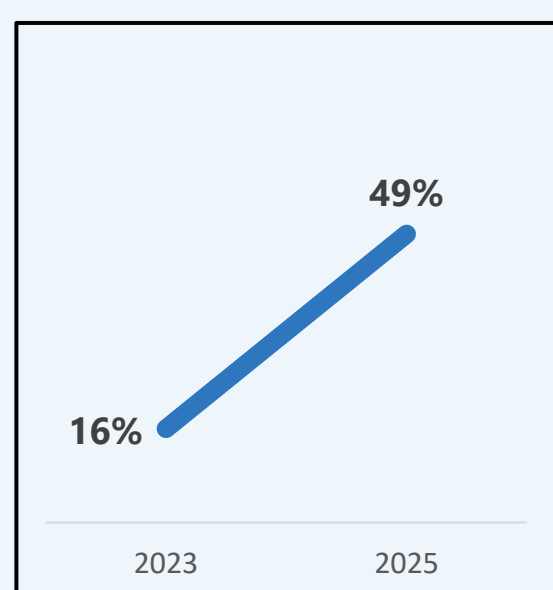


Most teens are ready to respond to deepfake intimate imagery:

**98%** would advise friends to report and seek support



## Generative AI is being adopted rapidly but concerns are also rising



49% of respondents now use generative AI weekly or more—up from 16% in 2023.

Adoption is highest among **College graduates** and **Teens**.

### Exciting uses

- Helping me plan 56%
- Answering questions 56%
- Helping me be more efficient at work 53%



### Top concerns

- Sexual/online abuse 81%
- Scams 80%
- Data privacy 75%

**88%** express some level of worry about AI's impact

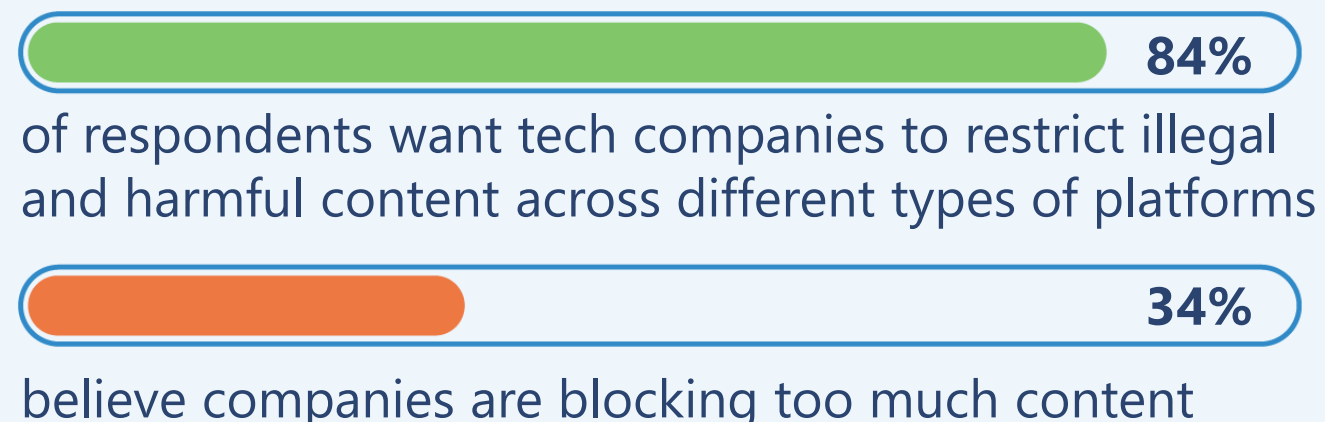
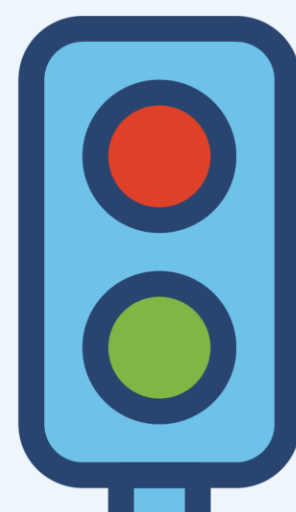
### Confidence in spotting deepfakes has plummeted:

Only **31%**

now feel able to reliably distinguish real from AI-generated images, and most performed worse than chance in authenticity tests



## Content moderation: High expectations, mixed satisfaction



### The most requested safety features are:

- filtering/blurring sexual content 70%
- restricting messages to known contacts 57%
- default private profiles 43%

