

CASE STUDY

Gaming Companies

Player trust is earned—and easily lost

Gaming communities thrive on inclusivity and trust. Toxic or discriminatory behavior—whether from staff or ambassadors—can erode player trust and damage brand reputation.

Ferretly screens candidates and partners for red flags like hate speech or harassment, helping studios foster safe environments and sustainable growth.

Toxicity in public spaces can spill into brand spaces.

Ferretly's AI-powered **social media screening platform leverages 13 proprietary behavior** flags to scan public activity across major platforms including **Facebook, Instagram, X (Twitter), LinkedIn, TikTok, Reddit, Pinterest**, and more.

The system intelligently detects potential risks—from **hate speech and harassment to threats, discrimination, extremism, weapons, drugs/alcohol, sexual content, self-harm**, and other unprofessional conduct. Context and recency matter: the platform analyzes up to 10 years of public content while weighing the relevance and timing of findings.

Built for compliance and reliability, **Ferretly adheres to all FCRA, EEOC, and GDPR** requirements, making it safe for organizational use. Reports deliver consistent, easy-to-understand results with documented evidence for every finding, accessible through online dashboard, API integration, bulk upload, and continuous monitoring capabilities.