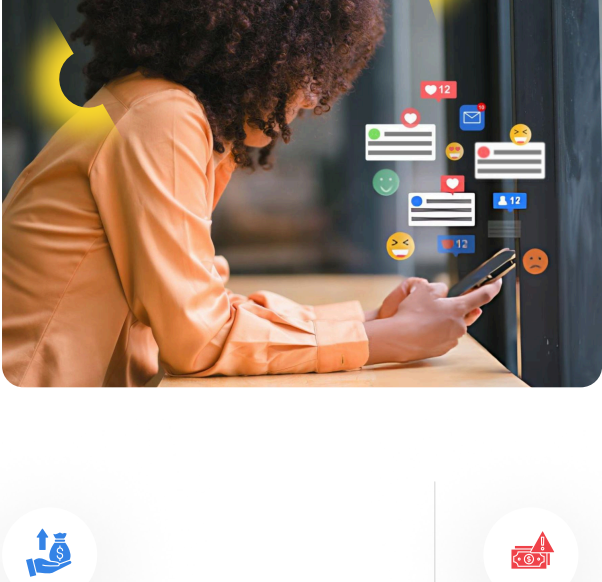


AML Screening For Social Media

From Sign-Up to Cashout, Stay Compliant



Why AML Now Shapes Social Media

In-app rewards. Cross-border creator payments. Livestream super chats.

All that transformed social media into a real-time money movement engine without any compliance checks.

But now new rules are in place.

| | | |
|---|---|--|
| <p>Regulators classify monetised platforms as financial intermediaries. Payout</p> | <p>processors require sanctions screening on creators. And bad actors, from extremist networks to high-risk locations, exploit fan-gifting and ad-credits to clean their dirty money at scale.</p> | <p>App Store Suspension App marketplaces (Apple/Google) may remove platforms that directly or indirectly facilitate illegal finance through monetisation features, especially under systemic platform rules or Online Safety enforcement.</p> |
| <p>Payment Partner Offboarding Processors like Stripe or Payoneer integrate AML clauses in their contract terms. Unscreened payouts to sanctioned or high-risk creators can lead to payout freezes, increased reserve holds, or full account deactivation.</p> | <p>Brand Advertiser Defection Collaborations with sanctioned creators, hate speech figures, or bot farms jeopardize brand reputation. Major advertisers may blacklist your platform and redirect budget elsewhere.</p> | <p>Multi-Million-Pound Compliance Fines Under OFAC, FATF, or EU 6AMLD regimes, platforms that enable laundering directly or via neglect face regulatory action. Corporate fines, criminal charges, and reputational damage follow.</p> |

Core Threat Vectors

- Creator-Payout Laundering:** Fake agencies transfer sanctioned funds through influencers and affiliates
- Artificial Fan Gifting:** Fake accounts use platform coins to move illicit funds
- Extremist Crowdfunding:** Hidden donations via livestream shout-outs, ticketed chats, and merch drops
- Ad-Credit Abuse:** Shell companies convert blocked ad buys into cross-currency refunds.
- Bot Armies and Synthetic IDs:** Auto-signups exploit bonuses and simulate creator engagement

How Shufti AML Screening Neutralises Platform Risk

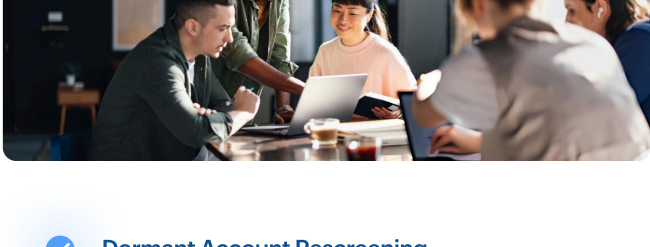
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|--|--|---|
| 215+ sanctions regimes & 3500+ watchlists Sanctioned creators, wallets, or advertisers at sign-up | 50K+ media sources, 410+ risk tags Flag hate speech lawsuits and extremist affiliations before official list inclusion | 80+ language fuzzy/phonetic matching Catch “Алексей Навалов” onboarding as “Alex Navaloff” |
| 2.32s API latency, 0.57% false negatives: Screen in real-time during live cash-out or creator onboarding | Ongoing monitoring: Dormant or long-tail creators rescreened automatically without disrupting your operations | Entity coverage People, companies, crypto wallets, vessels, aircraft, all covered in a unified case queue |

Regulation Isn’t Optional, It’s A Must



| Regulation | What It Requires | How Shufti Aligns |
|-----------------------------|--|---|
| OFAC / FinCEN / FATF Rec.15 | Sanctions blocking includes crypto addresses | Built-in SDN, CAPTA, RCA + crypto wallet screening |
| EU 6AMLD / 7AMLD | Risk-based due diligence including adverse media | Dynamic screening by category and media sentiment |
| UK MLR / Online Safety Act | Mitigation of monetised illegal content | Risk escalation for hate speech, child exploitation, and terror funding |
| Payment Partner Addenda | AML clauses now apply to creator earnings | Real-time checks prevent funds from flowing to embargoed entities |

Use Cases: Risk-Proofing the Social Economy



- Creator Onboarding**
Auto-screen global creators during sign-up. Flag sanctioned individuals, extremist figures, and RCA-linked applicants before the first payout, without slowing registration.
- Live-Stream Payouts**
Instant screening during “super chat” cashouts, virtual coin redemptions, or creator reward disbursements. Sub-2.32s latency ensures zero stream delay with a smooth user experience.
- Brand Advertiser Verification**
Run AML checks on ad buyers, campaign sponsors, and crypto-tipping wallets. Avoid funding from high-risk regions and make your ad features credible.
- Dormant Account Rescreening**
Ongoing monitoring re-checks user profiles on changes, like new sanctions updates or RCA disclosures, keeping queues efficient and current
- Cross-Border Influencer Campaigns**
Screen creators and agencies operating in high-risk corridors (e.g., Russia LATAM, China MEA) for hidden beneficial ownership or PEP affiliations.
- Fan-Gift Abuse Monitoring**
Detect fraudulent coin flows and laundering schemes where bot accounts trade gifts to generate payouts that look real.

Metrics That Prove It Works

| | | |
|---|--|--|
| 90% faster onboarding Clean creators auto-approved in <3s | 44% fewer false positives Multilingual NLP reduces manual efforts | 100K+ data sources, 235+ jurisdictions Global coverage, local accuracy |
| Sub-3s latency Screen in real-time without UX disruption | All-in-one solution AML queues, audit trails, risk scores in one console | |

Keep Every Like, Share, and Payout Compliant

Shufti AML Screening secures social platforms by flagging suspicious activity without slowing down creator monetisation or live engagement.

Ensure regulatory compliance across regions, features, and business models with:

- Real-time screening
- Fully automated queues
- Regulatory audit logs
- Developer-friendly APIs
- Custom alerts, risk profiles and RCA mapping



Let’s talk.

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