

Recommender System Transparency Notice

Version 1.0 — published on 8 September 2026, effective 16 September 2026. This document is new.

Your main feed on Friym is not chronological. The content shown to you is selected and ordered by a recommender system. This document explains how that system works, what it relies on, what you can do to influence it — and what it cannot do yet.

Executive Summary

- **1. What this document covers** — The main feed and the discovery surfaces.
 - **2. Where suggested content comes from** — Four sources, in published proportions.
 - **3. What pushes content up or down** — The main ranking criteria.
 - **4. The data used** — What the system observes of your activity.
 - **5. What you can do** — The levers available to you.
 - **6. What this system does not do** — Including what does not exist yet.
 - **7. Moderation and distribution** — The difference between not being distributed and being removed.
 - **8. Changes and contact** — This document follows the system's evolution.
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1. What this document covers

This notice describes the system that powers **your main feed**, together with the associated discovery surfaces: Trends, Suggestions, Explore and highlighted search results.

It does not cover content you open directly: an account's profile, a post opened from a link, a comment thread, or the list of accounts you follow.

2. Where suggested content comes from

The feed is assembled from four sources, mixed in the following proportions:

Source	Indicative share
Follows — the accounts you follow	40%
Interests and discovery — content close to what you interact with	25%

Source	Indicative share
Suggestions — accounts and content you do not follow yet	20%
Trends — what is popular on the platform	15%

The feed loads in pages of **15 posts**. These proportions are composition targets: they may vary with the volume of content available and the age of your account.

A single author cannot occupy more than 2 posts per page, so that a very active account does not monopolise your feed.

3. What pushes content up or down

Once candidate content has been gathered, it is ordered. The main criteria are as follows:

What favours a piece of content

- your connection to its author: following, past interactions, closeness in your network;
- the interest you have shown in comparable content;
- the engagement the content has received from other users;
- how recent it is;
- its **format**: a post containing a product is favoured by a factor of **1.4**, a video by a factor of **1.2**, other formats by 1.0. Friym is a commerce platform, and this choice is deliberate;
- its geographic proximity, where a location is attached to the post and relevant to you.

What disfavors a piece of content

- the fact that you have **already seen it**. This penalty decays over 30 days: it reduces the chance of content coming back without ever excluding it permanently;
- the **negative signals** you have sent (see section [5](#));
- a moderation measure reducing distribution of the content or its author (see section [7](#));
- the closure of its author's account, which stops all distribution of the content.

4. The data used

The system relies on:

- your **follows** and social interactions;
- your **interactions with content**: views, engagement, time spent, opening a product;
- your **search history** and the results you tap;
- the **negative signals** you explicitly send;
- the **record of content already shown to you**, kept for 30 days;
- the **location attached to a post**, where present, for nearby content discovery.

The detail of these collections, their purposes and their retention periods is set out in the [Privacy Policy](#).

The system does not use the content of your private messages.

5. What you can do

You can act on what is shown to you in four ways, from a post's menu:

- ask to see **less of this post**;
- ask to see **less content from this author**;
- ask to see **less content on this topic**;
- ask to see **less content in this format**.

These signals are taken into account for 30 days. You can also unfollow an account, block it — entirely, or only for messaging or social interactions — or report it if it breaks our rules.

6. What this system does not do

We would rather state these limits than leave you to guess them:

- **There is no advertising.** No content is promoted because an advertiser paid for it. Friym does not sell advertising space and does not use your data for external advertising.
 - **There is no paid placement.** No seller can buy a better position in the feed.
 - **The app does not yet explain to you, post by post, why it is being shown to you.** This feature does not exist today; it is identified and still to be built.
 - **The app does not yet offer an alternative feed that is not based on your profile.** Such a non-personalised feed does not exist today; it is identified and still to be built.
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7. Moderation and distribution

Not being distributed and being removed are two different things.

Friym may **reduce or stop the distribution** of content in the feed and discovery surfaces without removing it from the platform: it then remains accessible via direct link and in comment threads. This is the case, in particular, for content that has been reported and is under review, and for content whose author has closed their account.

Removal, by contrast, makes the content inaccessible. The corresponding grounds, measures and remedies are described in article 12 of the [Terms of Service](#). Any measure may be appealed within 7 days to appeals@friym.com.

8. Changes and contact

This system evolves. The parameters published here are those in force as at the effective date of this notice. Any material change to how it works will give rise to a new version of this document, with previous versions remaining available as PDFs.

For any question about this notice: legal@friym.com For any question about your data: privacy@friym.com