



Kuaishou 2025 Anti-Fraud Governance Report" Released - Large AI Models Drive Quality and Efficiency Gains in Scam Prevention

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CNR: ["Kuaishou 2025 Anti-Fraud Governance Report" Released - Large AI Models Drive Quality and Efficiency Gains in Scam Prevention](#)

On 30 June, Kuaishou released its 2025 Anti-Fraud Governance Report (the "Report").

According to the Report, over the past year Kuaishou's anti-fraud team—under the guidance of the National Anti-Fraud Center, the MIIT Anti-Fraud Task Force and other authorities—has strictly followed the Anti-Fraud Law and related regulations, continuously tightening the platform's primary responsibilities. By deploying large AI models and other artificial-intelligence technologies, the company has tackled "traffic-diversion" scams and built a full-chain protection net that runs from detection to dissuasion, steadily improving the speed and accuracy of scam identification and disposal to safeguard users' online safety. During the year, Kuaishou constructed a risk-control anti-fraud large model, strengthened anti-fraud strategies, improved detection of vulnerable users, refined scam-awakening mechanisms and carried out both online and offline awareness campaigns. This granular governance has allowed the platform to proactively intercept and block more than 97.1 % of scam attempts, while user reports of stock-tip fraud, fake cash-giveaway prizes and virtual-goods trading scams have fallen sharply year-on-year.