

Prohibited Content Category Reference

Moderation policy reference document for internal use by content review teams, compliance officers, and platform operators. This list defines terms and content categories that must be detected and blocked by your moderation stack. Configure your automated classification tools against these categories and include this document in staff training records.

COMPLIANCE REFERENCES

Mastercard BRAM | Visa VIRP | TAKE IT DOWN Act (FTC enforcement from May 19, 2026)

DISCLAIMER

This document is published by The Payments Edge as a general reference for content moderation policy. It is provided for informational purposes only and does not constitute legal advice. The Payments Edge makes no representation or warranty, express or implied, as to the accuracy, completeness, or currency of this list, and accepts no liability for any loss or consequence arising from reliance on it. This list represents a minimum baseline derived from publicly available card network rules and regulatory guidance current at the time of publication. It is not exhaustive. Individual acquirers, payment facilitators, and card network programmes may prohibit additional content categories beyond those listed here, or may apply different standards depending on jurisdiction, merchant category code, or programme requirements. Operators must confirm the specific prohibited content requirements of their acquiring bank and card network registration programmes (including Mastercard BRAM and Visa VIRP) and should seek independent legal advice where required. This document does not substitute for that obligation.

NOTE ON EVASION AND LEET-STYLE SUBSTITUTION

On platforms where users or creators generate or upload content, prohibited terms are frequently submitted using character substitution, phonetic spelling, deliberate misspelling, or symbol replacement in order to evade keyword filters. Common patterns include number-for-letter substitution (for example: bl00d, dr*g, ch1ld), symbol insertion (r@pe, k!!!), phonetic variants (kidz, bludgeon), spacing or hyphenation to break token matching (r-a-p-e, u n d e r a g e), and homoglyph substitution using visually similar characters from other Unicode blocks. A keyword blocklist applied as exact-match string filtering is insufficient for UGC environments. Your moderation stack must include fuzzy matching, normalisation of common substitution patterns, and regular review of evasion techniques observed in your specific platform context. Treat this list as a set of semantic categories to detect, not a set of literal strings to match.

PROHIBITED TERMS AND CATEGORIES

TERM	TERM	TERM
• Abuse	• Bleed	• Choking
• Alcohol	• Bleeding	• Coerced
• Animal	• Blood	• Daughter
• Asphyxia	• Brutal	• Disgrace
• Asphyxiate	• Brutality	• Drug
• Asphyxiation	• Brutalization	• Drugged
• Bestiality	• Child	• Drugs
• Bestiality	• Chloroform	• Drunk
• Bled	• Choke	• Enema

- Father
- Fecal
- Fetal
- Foetal
- Force
- Forced
- Forcing
- Hypno
- Hypnosis
- Hypnotise
- Hypnotize
- Incapacitate
- Incapacitation
- Incest
- Infant
- Intoxicate
- Intoxication
- Involuntarily
- Kidnap
- Kill
- Lactate
- Lactation
- Liquor
- Menstrual
- Menstruate
- Molest
- Molestation
- Molested
- Mother
- Murder
- Mutilate
- Mutilation
- Necrophilia
- Passed out
- Pedophilia
- Pistol
- Rape
- Raping
- Rapist
- Scat
- Sedate
- Sedation
- Sedative
- Shit
- Sleep
- Slumber
- Smother
- Snuff
- Son
- Suffocate
- Suffocation
- Torture
- Unconscious
- Underage
- Unwilling
- Violate
- Violation

USAGE NOTES

This document is not for publication on any public-facing page or URL. Distribute only to content review staff, compliance personnel, and technology teams configuring automated detection systems. Review and update this list when card network rules, regulatory guidance, or acquirer requirements change. Document the version date and reviewer in your internal compliance records.