

Etsy

DSA 2024 Transparency Report



At Etsy, we're dedicated to preserving and enhancing the integrity of our marketplace, ensuring it remains a trusted platform for our community of buyers and sellers across the European Union. This report, covering the period from February 17, 2024 to December 31, 2024, provides an overview of our content moderation practices and covers the European Union region.

The Digital Services Act (DSA) establishes a legal framework for digital services providers across the EU, with a goal of enhancing safety and accountability online. We're committed to upholding our core company value of building a trusted brand for Etsy buyers and sellers.

This 2024 DSA Transparency Report reflects our efforts to support an online marketplace in compliance with the DSA. As we highlight in our report, we invest in content moderation and quickly take action against illegal content, with the goal of ensuring that Etsy continues to be a safe and trusted marketplace where creativity thrives.

Key areas of focus in this report

- **Ensuring Marketplace Integrity:** We removed 1,725,209 listings through automated detection systems and an additional 103,985 listings after manual review, which includes automated flagging and direct moderation, during the period covered by this report. We also took action against 1,027 user accounts, including banning 231 accounts and suspending 796 accounts to uphold our policies and legal requirements.
- **Notices of Violating Content:** Through our notice and action mechanisms, we received and processed 1,076,753 notices of content that potentially violated our policies. Of these, we confirmed and actioned 746,127 listings/pieces of content. Our median response time was 0.4 days.
- **Content Moderation Investments:** We continued to enhance our content moderation systems with additional automated tools and human review to protect our marketplace and improve members' experience. We update our tools based on performance metrics and trends, and our strategic initiatives have included increasing control precision, launching new machine learning models, and improving workflow efficiencies.

1. Orders from EU Authorities to Remove Illegal Content

During the reporting period, we received 38 orders from EU Member State authorities to remove content deemed illegal. These orders came from Denmark, Germany, Austria, Malta, Ireland, and Belgium. We confirmed receipt of these orders within a median time of 9.6 hours, and we acted on them in a median time of 10.6 hours. In some cases our systems had already flagged and removed the content before receiving the orders.

METRIC	VALUE
Total Orders Received from EU Authorities Regarding Illegal Content	38
Median Time to Confirm Receipt	9.6 hours
Median Time to Act on Orders	10.6 hours

EU MEMBER STATE	ORDERS RECEIVED
Germany	21
Denmark	8
Belgium	5
Ireland	2
Malta	1
Austria	1

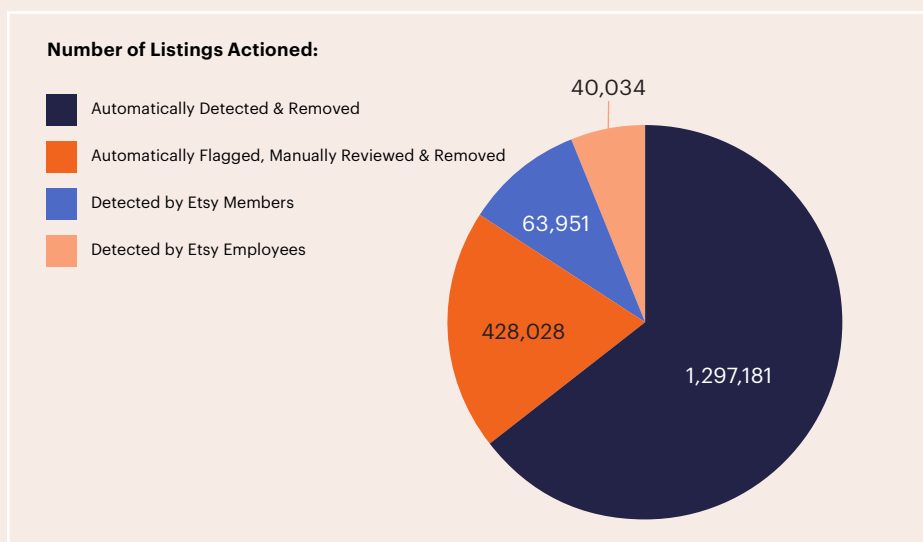
2. Content Moderation Practices

We expect every user to follow our legal terms and policies, which we call Our House Rules, to ensure that Etsy remains a marketplace where creativity, authenticity, and diversity thrive. When sellers open a shop on Etsy, they commit to following our Terms of Use, including our Seller Policy, which outline what can be sold on Etsy and our customer service standards. We strive to write our rules and policies as clearly as possible to help members around the world understand their rights and responsibilities when using Etsy.

Our Trust & Safety team is dedicated to detecting potential content violations and enforcing our policies when items or member accounts are flagged for violations. This includes actions like listing items in violation of our Creativity Standards or our Prohibited Items Policy.

Our team uses a combination of automated systems and human review by policy specialists to monitor and remove policy-violating listings and shops. Our investment in human reviewer training and improving precision in our controls results in more accurate and efficient reviews. Flags from our community members and trusted authorities are also an integral part of our Trust & Safety process. We strive to enforce our policies fairly and hold all members accountable to the same standards to strengthen trust in our community and maintain the integrity of our platform. When we determine that a flagged item violates Etsy's policies, we remove the item from the marketplace and notify the seller.

Over the reporting period, 1,297,181 listings were automatically flagged and removed for violating our policies. Additionally, 428,028 listings were flagged by our automated systems for manual review by our policy specialists. We removed 63,951 listings after users flags of these listings and subsequent human review. We removed an additional 40,034 listings that were flagged and removed directly by Etsy staff following proactive sweeps.



3. Handling User Appeals

To ensure accountability, we provide users with the opportunity to appeal moderation actions including shop-level actions and certain listing-level actions. The criteria to determine the outcome of an appeal include a review of many factors including account history, past warnings, listing content, and communication with members. Between February 17 and December 31, 2024, users submitted 455,925 appeals regarding removed content or suspended accounts.

Of all the appeals we received, we upheld 314,639 of our decisions and reversed 141,286 decisions. Our median time for resolving an appeal was 0.2 days (4.6 hrs).

METRIC	VALUE
Total Appeals	455,925
Decisions Upheld	314,639
Decisions Reversed	141,286
Median Resolution Time	0.2 days (4.6 hrs)

4. Notices Submitted via Notice and Action Mechanism

As part of our notice and action process, trusted flaggers and users submitted 1,076,753 notices regarding potentially violating content. These notices include both illegal content and content that is legal but violates our policies. Following review of these user notices, we removed the content flagged in 746,127 of these reports, reinforcing the valuable role of our marketplace members' participation in policy enforcement. On average, we took 0.4 days to act on these notices.

METRIC	VALUE
Total Notices Submitted	1,076,753
Accurate Notices Identified	746,127
Median Time to Act (Flag to Review)	0.4 days (9.2 hrs)

5. Automated Content Moderation

Automated systems leverage pre-defined rules and machine learning to screen for potentially counterfeit goods, fraudulent listings, and other violations of our policies. We continually invest in our automated content moderation tools to promote the safety and integrity of our marketplace.

We regularly monitor the performance of our automated controls that detect potentially violative content. This includes calculating precision for controls and maintaining dashboards to improve marketplace safety. Controls are categorized and tracked with detailed metrics on actions taken, distinct users affected, and appeals rates. Etsy is also committed to continuous improvement of enforcement at scale, involving regular monitoring, evaluations, and updates to controls based on performance metrics and emerging trends.

We're also investing in continuous improvement, including increasing the accuracy of our automated flags, launching new machine learning (ML) models, and migrating workflows to more efficient systems.

6. Out of Court Dispute Settlement (ODS)

During the reporting period, we're not aware of any users escalating disputes to certified EU out-of-court dispute resolution mechanisms.

7. Suspensions and Closures of Accounts

To maintain the integrity of our marketplace and comply with regulations, we took action against accounts that violated our content policies based on the nature and severity of their behaviour. We banned a total of 231 accounts, meaning these accounts were permanently closed due to severe violations or other significant policy breaches.

Additionally, 796 accounts were frozen, which temporarily suspended certain functionalities, such as buying and selling. Freezing was applied in cases of less severe violations or when further investigation was required.

