

**whatnot**

# **Whatnot Digital Services Act Transparency Report 2025**

This report is published in accordance with the transparency reporting requirements under Articles 15 and 24 of the Digital Services Act (DSA), and shares metrics around trust and safety efforts for the time period of February 16, 2024–February 15, 2025. The report contains data relating to E.U. Member States.

## **Introduction**

Whatnot is a live shopping platform where people come together to buy, sell, and discover the things they love. Our mission is to enable anyone to turn their passion into a successful business while bringing people together through commerce. Every day, we work to build the future of ecommerce, blending the fun of community, shopping, and entertainment.

Founded in 2019 by collectors, Whatnot began as a marketplace focused on trading cards, Funko Pop figures, sports memorabilia, and comic books. Our community of buyers and sellers has grown steadily, and we've seen the platform transform the lives of individuals and small businesses by introducing them to a live, global audience who shares their passions.

Today, we support a broad range of categories, including fashion, beauty, electronics, and more. In 2023, we opened our platform to sellers in France and now support sellers in nine countries – including five in the European Union: Austria, Belgium, France, Germany, and the Netherlands.

While we are still a comparatively new company and platform in the EU, we have nonetheless placed significant emphasis on, and invested in, policies, processes, and products to maintain trust with buyers and sellers alike. Trust, safety, and reliability will always be a core focus at Whatnot because we know how important it is that people feel safe, welcome, and comfortable making purchases and growing businesses together.

## **Our Trust & Safety Team**

Whatnot has a dedicated, global team focused on the trust, safety, and reliability of our platform, which we call our Trust & Safety (T&S) team. In short, our T&S team works to keep Whatnot safe and trustworthy for buyers and sellers.

Our policies are centered around the belief that you can't have a positive shopping experience without trust – whether that's trust you'll receive the product you buy, trust you'll receive payment for the product you sell, or trust that you can engage with other users safely on the platform.

We also believe that we best serve our users when we truly know and understand them. This includes considering empathy through a geographical lens, and we have mindfully grown our T&S team across regions. Our staff based in Dublin, with team members from across the EU, use native language skills and cultural understanding to meet Whatnot's high standards for providing care and support with nuance in response to user reports, concerns, or issues. Our EU-based T&S

team members are an essential, integrated part of our global operations structure that helps maintain our strong platform integrity and trust standards around the clock.

## **Training and Support**

Trust drives every transaction and interaction on Whatnot, and we invest heavily in the training, management, and support of our T&S team members.

We give our team members the resources and tools to provide high-quality support, manage both straightforward and complex reports, and consistently apply our policies in line with our operating procedures and guidelines. Training plays an important role in achieving these goals.

Led by our dedicated Learning and Development team and T&S facilitators, our new moderators spend weeks participating in rigorous live training sessions comprised of various curriculum modalities and focus areas including applying our policies and actions to user reports, evaluating unique cases, participating in shadow sessions in partnership with top performers, studying and teaching back key concepts, and more. Post-training, new and tenured T&S staff have access to comprehensive policy and procedure reference materials to support their work.

Like all platforms, we sometimes create new policies, revise existing ones, or update our procedures to better serve our community of users. With this in mind, our training is never stagnant and team members participate in ongoing sessions that also offer forums to raise questions, provide input, and receive responses from managers.

This training and support structure helps maintain fairness and consistency in our moderation decisions. In addition, we maintain quality assurance processes to check agents' work on a regular basis and ensure consistency.

The well-being of those engaging in content moderation is a top priority at Whatnot. We are committed to supporting our moderators' mental health at every stage, from recruitment through their tenure with us. This includes providing access to mental health and local well-being resources.

## **Fostering Trust and Safety on Whatnot**

Whatnot's vision for supporting sellers and bringing people together through commerce requires that we strive to set the trust standard for the future of ecommerce through our policies, product features, and enforcement actions. Our multi-disciplinary, cross-functional teams aim to operate a platform where users can freely express themselves while maintaining a safe, respectful, and trustworthy environment. In accordance with this vision, we are consistently improving our core policies and platform safeguards.

Our [Community Guidelines](#) and [Terms of Service](#) lay out robust guardrails clarifying what is – and is not – allowed on Whatnot, covering four distinct areas:

- **Seller Performance:** Rules to ensure sellers are providing high-quality fulfillment and shipping experiences, so that buyers are getting orders on time and to the standards that they expect from Whatnot – and sellers can, in turn, grow their businesses. This includes shipping, fulfillment, customer service performance, and seller ratings.
- **Selling Policies:** Rules outlining goods and products that require special handling or that are not permitted on Whatnot. We take pride in the care and precision with which we manage our product categories and our [policies](#) clearly outline the items that are allowed and not allowed to ensure a trustworthy marketplace.
- **User Conduct:** Rules to ensure that members of our communities are interacting in a way that is safe, authentic, and enjoyable – so that Whatnot can be a welcoming and comfortable place for everyone. These include our policies around fraud, safety and civility, and addressing sensitive content.
- **Feature Abuse:** Policies addressing how misuse of Whatnot’s platform features in a way that undermines fairness and trust..

To ensure we foster safe interactions, we proactively and reactively take action when a user violates our policies, taking into consideration both previous infringements and the severity of the violation.

Our actions include sending warnings, removing content, preventing suspicious transactions, restricting content creation, revoking selling access, removing features, and suspending access to the service both temporarily and permanently. Because shows are ephemeral, and most of our viewership and transactions occur in real time, we primarily rely on account-level actions rather than content removal to effectively enforce our policies.

We offer a number of contact methods to support customers throughout their journey on the platform. For order-related questions or concerns, users can reach out through Whatnot’s [Help Center](#) or contact our Customer Service team. If users encounter content they believe violates our guidelines, they can report it directly within the app. Users and non-users can also contact our team by submitting a request via online webform. As outlined on our [Whatnot and the EU Digital Services Act](#) page, EU governmental authorities and trusted flaggers (as defined in the DSA) may submit a request or other communication relating to the DSA via email.

We also recognize that every person’s comfort level is unique and individuals may want additional, customized safety measures. Beyond the robust rules and resources that we have for all our users, we empower individuals to personalize their experience with additional protections. For example, users can control their shows by removing users, muting messages, setting chat cooldowns, and designating users they trust to utilize moderation tools.

## Notices

The following outlines notices and orders from users and authorities in EU member states, and enforcement actions taken against EU users.

### Orders from Member State Authorities

We did not receive any orders from EU Member States' authorities requests to act against illegal content during the reporting period. This information will be contained in our next report where relevant.

### User Reports

We received 26 complaints from EU users submitted via our [DSA reporting form](#), but none reported illegal content, or resulted in enforcement action for illegal content. These were evaluated against our standard community guidelines.

Through our general user reporting system, we received 14,262 reports of possibly violative content during the reporting period. The table below outlines the number of reports by type of content and violation.

Category of Reason for Report (Type of Content / Violation)	Number of Reports
Seller Performance	38
Selling Policies	4,141
User Conduct	8,741
Feature Abuse	1,342
	<b>Total: 14,262</b>

We did not receive any reports from trusted flaggers (as defined in the DSA) during the reporting period.

### Enforcement Actions Taken

The table below outlines the 3,474 enforcement actions we took based on user reports and responses to order-related inquiries during the reporting period.

Type of Action Taken (Enforcement Mechanism)	Number of Reports
Warning	2,091
Limit Account Functionality	509
Suspension	422
Revoke Selling Access	68
Ban Account	384
	<b>Total: 3,474</b>

These enforcement actions were taken based on violations of our terms as outlined in the table below.

Category of Reason for Action (Type of Content / Violation)	Number of Reports
Selling Policies	1,433
User Conduct	1,764
Feature Abuse	277
	<b>Total: 3,474</b>

The median time taken to act on reported content after receiving user reports was under 1 day.

## Whatnot's Own-Initiative Content Moderation

We proactively take action against accounts to maintain a trustworthy environment for buyers and sellers. This is primarily done in an automated fashion via the sophisticated systems we've built to serve our growing community.

### Use of Automation

The purpose of our automated systems is to identify suspicious or abnormal behavior at scale, which assists in identifying potential bots or scammers that erode trust in the Whatnot ecosystem. If we recognize such behaviors, we may prevent content from being created, remove content, suspend access to the service both temporarily and permanently, or prevent transactions from taking place.

To safeguard against potential errors from our automated tools, we rigorously test them before release, monitor their performance while in use, continually update them, and retire them as needed.

We took 53,533 total proactive account actions during the reporting period. The vast majority of actions were for suspected fraudulent and scam-related behavior. All actions and reasons for actioning are detailed in the tables below.

Types of Action Taken (Enforcement Mechanism)	Number of Reports
Warning	1,605
Limit Account Functionality	6,339
Suspension	44
Revoke Selling Access	309
Ban Account	45,236
	<b>Total: 53,533</b>

Category of Reason for Report (type of content / Violation of Terms)	Number of Reports
Seller Performance	966
Selling Policies	59
User Conduct	52,186
Feature Abuse	322
	<b>Total: 53,533</b>

## Complaints and Disputes

Whatnot users can choose to appeal enforcement actions and provide supporting evidence. Our team reviews each appeal request, re-evaluating the original decision in light of any new information and the possibility of error.

As mentioned above, bots and scammers erode the critical trust we seek to build on our platform – and we understand the importance of identifying potentially fraudulent behavior quickly. With this in mind, the primary source of our appeals were from buyers or sellers who were initially suspected for fraudulent or scam behavior and had account access temporarily restricted pending additional checks.

Of the 74,250 total actions taken on our platform during the reporting period we overturned 0.67% of total actions, granting 495 of the 890 total appeal requests. Of the total granted appeals, 244 related to the 53,533 automated actions, meaning we overturned .46% of such actions.

Of the appeals that were granted, the reasons were as follows:

- **Account Integrity and Authenticity:** 60.1% of appeals within this category (372 of 614) were granted after the user provided information to demonstrate the account was authentic. This could be via automated means in-app or by means of a T&S agent investigation wherein the account owner was able to demonstrate that they operated an authentic account.
- **Seller Performance Improvements:** 90.2% of appeals within this category (74 of 82) were granted after a user demonstrated they had lowered their shipping time or buyer cancellation rate to meet Whatnot's standards.
- **Policy Reevaluation:** 25.3% of appeals (49 of 194) within this category were granted following additional review, due to added case context, agent error, or change in policy.

The median time taken to process an appeal request was under 4 days.

No disputes were submitted to out-of-court dispute settlement bodies (as defined in the DSA) during the reporting period. Additionally, Whatnot did not impose any suspensions during the

report period pursuant to Article 23 for the provision of manifestly illegal content, the submission of manifestly unfounded notices, or the submission of manifestly unfounded complaints.

## **Conclusion**

At Whatnot, we aim to bring people together to buy, sell, and discover the things they love while enabling anyone to turn their passion into a successful business. These aims can only be achieved by maintaining the trust of our growing, global community and we continue to invest heavily in measures that improve our platform while promoting a trustworthy, safe, and reliable experience for all buyers and sellers.



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