

# **Whatnot Digital Services Act Transparency Report**

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 January 1, 2025 - December 31, 2025. The report contains data relating to E.U. Member States.

## Introduction

Whatnot is a live selling platform where people come together to sell, buy, 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 commerce, 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.

Trust, safety, and reliability will always be a core focus at Whatnot because we know how important it is that people feel welcome and comfortable making purchases and growing businesses together. In 2025 we continued to make significant investments in trust and safety, growing the teams that focus on this work and launching new policies, processes, and products to foster and maintain trust with buyers and sellers alike. We launched Account Controls to give buyers visibility into their activity, as well as set personalized reminders and limits on both watch time and spending. The new Account Health view gives all users clarity into their Trust & Safety standing, showing violations and associated enforcement actions, providing guidance on how to rectify and avoid these issues in the future, and enabling users to appeal enforcement actions directly in the app. In Luxury Bags & Accessories, we invested in pre-authentication partnerships with Entrupy and Real Authentication, enabling sellers to access third-party authentication services that can be costly for smaller or growing businesses while giving buyers more confidence in their purchase.

## Live Shopping: Bringing People Together Through Commerce

Live shopping enables buyers and sellers to engage in online commerce in a more transparent, interactive, and trust-based way than traditional e-commerce. By streaming video in real time, sellers can demonstrate products as they are, answer questions from buyers, and reach new customers to scale their local businesses. Buyers, in turn, can evaluate goods dynamically, seek clarification, and engage in dialogue before making a purchase. This model more closely resembles in-person shopping than static online listings, with trust built through real-time human interaction rather than anonymity.

Buyers on Whatnot often develop connections with sellers they trust, returning to the same live shows week after week. Over time, these repeated interactions strengthen accountability and community – both between buyers and sellers and among all who join these live shows. Expertise, reputation, and authenticity become visible and reinforced through live engagement.



Sellers on Whatnot are building substantial businesses by selling physical goods to buyers around the world. Their success depends on earning trust through consistent product quality, accurate representations, reliable fulfillment, and respectful conduct. Because Whatnot is commerce-first, buyers arrive with purchase intent and sellers succeed by delivering on those expectations - aligning incentives around transparency, compliant conduct, and long-term reputation over short-term reach.

## Fostering Trust on Whatnot

Whatnot's mission of bringing people together through commerce requires a high standard of trust. Buying and selling on Whatnot should feel welcoming and productive for all participants. We pursue this goal through a combination of clear policies, purpose-built product features, and active enforcement, designed to support responsible sellers, protect buyers, and reinforce the inherently trust-based nature of live shopping.

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. 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; sellers can, in turn, grow their businesses. This includes shipping, fulfillment, customer service performance, and seller ratings.
- **Selling Policies:** Rules outlining what you can sell, how you can sell, and live-selling requirements. 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 community 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 misuse of Whatnot's platform features in any 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 on a given platform is unique and individuals may want additional, customizable controls. 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.

## **Our Trust & Safety Team**

The backbone of Whatnot's trust and safety efforts is a multi-disciplinary, cross-functional, and global team with the aim of keeping Whatnot safe and trustworthy for buyers and sellers.

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 Trust & Safety (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 T&S Learning and Development team, our new T&S staff spend weeks participating in rigorous live training sessions 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. All new and tenured T&S staff regularly review 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 and enforcement decisions. In addition, we maintain quality assurance processes to check agents' work on a regular basis and ensure consistency.



The well-being of our T&S team members is a top priority at Whatnot. We are committed to supporting their mental health at every stage, from recruitment through their tenure with us. This includes providing access to mental health and local well-being resources.

## 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 109 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 64,452 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
Selling Policies	22,936
User Conduct	31,426
Feature Abuse	10,090
	<b>Total: 64,452</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 13,772 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	8,298
Limit Account Functionality	1,482
Suspension	2,824
Revoke Selling Access	323
Ban Account	845
	<b>Total: 13,772</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	5,698
User Conduct	4,974
Feature Abuse	3,100
	<b>Total: 13,772</b>

The median time taken to act on reported content after receiving user reports was less than one day.



# Whatnot's Own Initiative Content Moderation

We proactively take action against content, listings, and 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 harmful behavior at scale, which includes assisting in the identification of potential bots or scammers that erode trust in the Whatnot ecosystem. If we recognize such behaviors, we can 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 134,891 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.

Type of Action Taken (Enforcement Mechanism)	Number of Reports
Warning	5,447
Limit Account Functionality	14,867
Suspension	56
Revoke Selling Access	3,064
Ban Account	111,457
	<b>Total: 134,891</b>



Category of Reason for Action (Type of Content / Violation)	Number of Reports
Seller Performance	2,498
Selling Policies	94
User Conduct	89,144
Feature Abuse	43,155
	<b>Total: 134,891</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 can 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 151,450 total actions taken on our platform during the reporting period we overturned 1.5% of total actions, granting 2,304 of the 5,437 total appeal requests. Of the total granted appeals, 1,748 related to the 134,891 proactive actions, meaning we overturned 1.3% of such actions.

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

- **Account Integrity and Authenticity:** 61.4% of appeals (1,416) were granted after the user provided information to demonstrate the account was authentic. This could be via automated means in-app or by a T&S agent investigation wherein the account owner was able to demonstrate that they operated an authentic account.
- **Seller Performance Improvements:** 1.48% of appeals (34) were granted after a user demonstrated they had lowered their shipping time or buyer cancellation rate to meet Whatnot’s standards.
- **Policy Reevaluation:** 37.1% of appeals (854) 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 less one day.

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 sell, buy, 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.

