



Digital Services Act 2024 Transparency Report

01 Introduction

This report is published by Fiverr International Ltd. (“**Fiverr**” or “**We**”) in accordance with the transparency reporting requirements outlined in the European Union’s Digital Services Act (the “**DSA**”).

Fiverr is a marketplace where users can offer or request a wide range of digital services. Our goal is to maintain a safe, respectful, fair, and trustworthy platform, which forms the foundation of our business model. We are dedicated to conducting business with the highest levels of integrity and ethical standards. Establishing robust policies and enforcement mechanisms is essential to delivering a reliable, first-class user experience.

In addition, we are committed to maintaining the safety and integrity of our platform through moderation practices. These practices, both automated and manual, are clearly outlined for our users in our [Terms of Service](#), [Community Standards](#), and detailed articles available in our [Help Center](#).

This report covers the Fiverr Marketplace and contains information on the required topics as they relate to the European Union (“**Union**”), for the reporting period of February 17, 2024 to December 31, 2024 (the “**Reporting Period**”).

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- For the purposes of this report and the enforcement of EU services and content (often referred to by Fiverr as 'Gigs'), we determine location based on our users’ personal data.
 - For reports submitted through our customer support team, which oversees our internal complaint-handling system, the complaint’s location is determined using the reporter’s or the appellant’s personal data, as applicable.
 - The metrics and data provided in this report are best estimates of the data available in our systems and methods used in the ordinary course of our business.

02 Orders received from Member States’ Authorities

Under Articles 9 and 10 of the DSA, Fiverr may receive orders from member state authorities to address illegal content or provide specific information about individual recipients of the service. These orders must be issued by relevant national judicial or administrative authorities in accordance with applicable Union and member states laws and in compliance with Union regulations.

We are committed to safeguarding personal data while adhering to applicable laws. Accordingly, we do not grant authorities access to personal data unless legally required or deemed reasonably necessary to comply with legal processes.

When Fiverr receives data requests from authorities involving users’ personal data processed by Fiverr as a data controller, we review each request on a case-by-case basis, ensuring compliance with all applicable laws. If the request is deemed lawful, we aim to minimize the disclosure of personal data to the maximum extent permissible.

Number of Authority Orders to act against illegal content

Fiverr did not receive any Member State orders to act against illegal content during the reporting period.

Number of Authority Orders from Member States to provide information¹

Member State	Requests Received
Germany	4
Greece	2
Lithuania	1
Netherlands	1
Spain	3

1. None of the reports in the metric above were submitted through our [designated point of contact](#). Fiverr assumes no responsibility for incorrectly classifying the data in the table above.

Number of Authority Orders from Member States to provide information by type of reported illegality²

Type of reported illegality	Number of Authority Orders to provide information
Scams and/or fraud	9
Other	2

Median time taken to inform the member states’ authorities of the orders receipt: **4 days**

Median time taken to provide information to the member states’ authorities: **7 days**

2. The reported types of illegality in the metric above were categorized based on information provided during investigations or prosecutions, as reported by the Member State Authorities at the time of submission. Fiverr is not responsible for any misleading, inaccurate, or incomplete reporting by the Member State Authorities. Additionally, the submission of orders does not, in itself, indicate the presence of illegality.

03 Notices Submitted through our Reporting Mechanism

We value open communication and encourage our community to report any unacceptable behavior to help uphold our standards. As part of our commitment, we invite users to report any suspicious services, activities, or inappropriate behavior that violates our Community Standards. Our platform provides an easy and accessible process for submitting such reports.

In compliance with Article 16 of the DSA, we have implemented a reporting mechanism that allows users, individuals, and entities to notify us of allegedly illegal or policy-violating content. This mechanism supports reporting various types of content and is accompanied by a [Help Center article](#) that provides a detailed, step-by-step guide to submitting a report. The article also explains the subsequent actions we take after a report is submitted. Reports frequently pertain to issues such as intellectual property violations or other breaches of our policies.

All reports, appeals, and tickets related to policy enforcement actions and violations are manually reviewed and handled by our teams. Once a report is submitted, it is forwarded to Fiverr's Trust and Safety team for review and investigation to determine whether a policy violation has occurred. We ensure that reporters are kept informed throughout the process, including the decisions made. If the content is found to comply with Fiverr's policies, no action is taken. However, if a violation is identified, Fiverr takes appropriate action and directly informs the affected user.

When assessing potentially harmful content or activity, we prioritize consistency and transparency. Relevant actions are taken against violations of our Terms of Service and Community Standards based on the severity or recurrence of the infractions.

Additionally, we have a dedicated program that enables our partners to report issues with prioritized handling through an expedited service-level agreement (SLA). This program streamlines the process of addressing violations more efficiently while fostering stronger collaboration in policy enforcement.

Number of notices submitted in accordance with Article 16
(Reporting Mechanism), by type of alleged illegal content^{3,4}

Type of alleged illegal content/Terms of Service violation	Number of notices received	Median time to take action (hours)
Copyright violations	3,375	2
Trademark Violations	290	2
Inappropriate Gig	78,376	4
Non Original Content	8,168	2

Number of actions taken on notices submitted in accordance with Article 16
(Reporting Mechanism), by type of violation^{4,5}

Type of Infringement	Blocked Users	Pending Blocked Users	Denied Gigs
Terms of Services Violation	24,658	600	8,338
Illegal Content	1,026	12	881

Through the Reporting Period, Fiverr did not receive any reports from Trusted Flaggers.

3. Notices submitted through our reporting mechanism on content include those related to services only.

4. The classification of alleged illegal content and Terms of Service violations is based on the reporter’s categorization, while the classification of infringement type is determined by Fiverr’s moderators.

5. For the purpose of determining the number of actions taken on notices submitted under Article 16 of the DSA, we assumed that an action was triggered by a report if it occurred within three hours of the report being filed against a user or a service.

04 Content Moderation on our Own-Initiative

Protecting our customers and freelancers is a top priority for Fiverr. Our Trust and Safety team is dedicated to safeguarding our community by establishing and enforcing policies. The team employs a combination of automated tools, primarily powered by machine learning technologies, and structured processes to monitor the platform and flag potential violations. Enforcement actions are taken against anyone who violates applicable law, or breaches our Terms of Service and Community Standards.

We actively monitor user-generated content (UGC) to identify potential issues before they escalate. Our moderation team regularly scans the platform for emerging trends and policy violations, ensuring that harmful content such as hate speech, violence, dangerous services, and inappropriate behavior does not persist.

When violations are identified, we enforce our rules using a variety of moderation tools, including warnings, account restrictions, and suspensions. All enforcement actions are accompanied by clear communication with the user.

Our moderation processes combine manual review and automated tools to ensure effective, fast, and accurate moderation.

Use of Automated Means

Fiverr employs a variety of automated tools to identify and remove illegal or violative content. Some of these tools are developed in-house, while others are sourced from third-party specialists to ensure efficient, accurate, and effective moderation. Content flagged by our automated tools undergoes further moderation, either automatically or manually. In some cases, content or accounts may be automatically blocked or released, while in others, flagged content is reviewed manually.

Our automated tools rely on several methods, including:

- Flagging suspicious keywords used in content.
- Data science models informed by past decisions made by human reviewers regarding policy violations.
- Hard-coded rules.

We routinely monitor the performance and accuracy of our automated tools, making necessary adjustments to improve their effectiveness. Fiverr also sets thresholds for actions taken by these tools. When a threshold is not met, the system defers to human review to ensure accuracy. We also limit the types of items the system acts on through rules that we set, in order to ensure accuracy. To ensure our tools remain effective over time, we periodically update them to reflect changes in human-reviewer decisions, evolving content trends, and user reporting patterns.

Enforcement Actions

When violations are detected, we enforce our rules using a range of enforcement actions. Depending on the severity or repetition of the violation of our policies, the actions taken include:

01 Account warning – a user may receive a warning for violating applicable law or breaching Fiverr’s Terms of Service. The warning will be sent to the email address linked to the account. Warnings educate users about our terms and conditions and policies in an effort to reduce potential future violations. A warning will expire after 90 days. Having more than one warning might lead to account restriction and permanent suspension.

02 Account restriction – an account may be restricted as an intermediate action before permanent suspension.

03 Account ineligible to sell – an account may be deemed as ineligible to sell for various reasons, including offering prohibited services, operating multiple accounts, attempting to conceal online identity or location, or engaging in activities linked to fraudulent behavior. Once an account is set as ineligible to sell it is no longer able to offer services on Fiverr.

04 Account suspension – an account may be permanently suspended for one of the following reasons:

- Two warnings for the same violation
- Three warnings for three different violations
- A severe breach of Fiverr policies

Accounts that clearly violate our policies, including through the repeated publication of illegal content, will be suspended based on the criteria outlined above. Every enforcement action is accompanied by a clear explanation sent to the affected user. This explanation is delivered through various channels, including email or pop-up notifications, depending on the nature of the moderated content. Users have the option to appeal decisions they believe to be incorrect.

The Moderation team

Our moderation team works 24/7 to ensure a seamless and safe experience for our users globally.

In addition to our moderators, we have a dedicated team of policy managers who develop and maintain policies that align with industry standards, adhere to regulatory requirements, and protect our users, business, and brand. These policies guide our moderation practices to ensure integrity and fairness.

Operational managers, shift managers, and team leads support the moderation team by handling complex cases, escalations, and takedown notices. This structure ensures that even the most sensitive and challenging scenarios are managed efficiently and with appropriate oversight.

Our moderators' responsibilities are tailored to their expertise, tenure, and product knowledge, enabling us to assign tasks strategically and enhance the team's overall effectiveness.

We have a dedicated training and quality team that focuses on onboarding and ongoing training for all moderators/agents. Our main goal is to ensure that team members are aligned and updated on all UGC moderation policies and flows. Key aspects of our training efforts include:

- Scheduled team meetings for updates, alignment, and refreshers.
- Structured onboarding for new agents, along with progress training for senior agents based on tenure and performance, enabling them to handle increasingly complex content.
- Quality assurance evaluations on a monthly basis, assessing a set number of moderation tasks per agent.
- Knowledge base updates, providing detailed explanations of policies and step-by-step instructions for moderation workflows.
- Training to report and escalate any unusual activities or trends they encounter, enabling us to develop new tools or task forces when necessary.

Metrics on Actions Taken for Illegal Content Violations

Type of alleged illegal Violations	Denied Gigs	Blocked Users	Pending Blocked Users (R2B)	Restricted Users	Actions taken using automated means for detection	Overall actions taken manually
Fake Documents	1,179	0	0	0	0	1,179
Intellectual Property Violation	122	3	0	0	0	125
Financial Fraud	0	2,115	0	0	0	2,115
Hate Speech and Discrimination	0	495	10	0	0	505
Forbidden Country	0	73	0	0	0	73
Other Reasons	0	4,116	2	0	0	4,118

Metrics on Actions Taken for Terms of Service and Policy Violations

Type of Violations	Rejected Gigs	Rejected Seller Professions	Blocked Users	Pending Blocked Users (R2B)	Restric- ted Users	Sellers became non eligible to sell	Demotion of content	Actions taken using automa- ted means for detection	Actions taken manually
Prohibited Gigs/ Services	44,086	1	7,918	60	0	0	0	22,199	29,866
Inappropriate Behaviour	0	0	251	0	0	0	0	0	251
Account Violations	470	1	845,361	537	5	1,235	51,566	185,087	714,088
Multiple Reasons	0	0	8,922	0	0	0	0	0	8,922
Other Reasons	264	0	14,646	3	3,834	0	0	3,475	15,272

05 Complaints and Appeals

Received through our Internal Complaint Handling System

Internal Complaint-Handling System

In addition to the reporting options available through the platform, Fiverr also allows to report policy violations or other issues by submitting a ticket report to our customer support team⁶.

In these cases, our customer support representatives are responsible for providing the initial response. If the issue reported falls outside their jurisdiction or expertise, they escalate the matter to a higher-level team or the appropriate department that can provide a full resolution.

During the Reporting Period we received 6,598 complaints by EU reporters related to illegal content or violations of our Terms of Service through our Customer Support mechanisms.

Appeals Submitted Through our Internal Complaint Handling System

All reporters, whether they are users or external parties, have the right to appeal any decision made regarding their report⁶. Appeals can be submitted in the form of a formal complaint through our customer support team, and must be made within 6 months from the receipt of the notification.

If there is any change to the initial decision, both parties—the reporter and the user or entity impacted by the decision—will be notified accordingly.

Decision Type	Number of appeals submitted ⁷	Decisions reversed ⁸
Blocked users	6,825	1,150
Restricted users	13,277	2,613
Denied gigs	1,199	N/A ⁹

Median time taken to handle the appeal: **3 hours**

6. Notices submitted through our internal complaint handling system on content encompass all types of UGC on the Fiverr marketplace.

7. For the purposes of this table, the number of appeals is based on complaints filed through our Internal Complaint Handling System following actions taken against the user that filed the complaint or his/her related Gig.

8. For the purposes of this table, we determine whether a decision was reversed based on status changes of a user or a Gig after a complaint was filed.

9. Due to technological constraints, we were unable to verify if the status of denied Gigs was subsequently changed.

06 Out-of-Court Dispute Settlement Bodies

During the Reporting Period, Fiverr did not receive notices of any disputes submitted to out-of-court dispute settlement bodies.

07 Misuse of our Reporting Mechanism by Repeat Offenders

We have a robust process for taking action against content and accounts on Fiverr that breach our policies. If we determine that certain behavior by users misuse our reporting tools mechanism, we may also take one of the following actions:

01 Account warning – we may issue a warning to users who frequently submit reports in violation of our policy.

02 Account suspension – in situations where a user intentionally submits false reports or uses automated systems for mass reporting we may permanently suspend the user's account.

During the reporting period, we estimate that 314 offenders in the EU were blocked for misuse of our reporting tools by reporting through our reporting mechanism the same violation multiple times or falsely classifying reports.