



Regulation (EU) 2022/2065 Digital Services Act Transparency Report for Blocket

Reporting period 17. February 2024 - 16. February 2025

Transparency Report

In accordance with the Digital Services Act (DSA), Articles 15 and 24

1. Introduction

This transparency report covers the reporting period 17 February 2024 - 16 February 2025, and provides details on content moderation, notices received, and enforcement actions taken for Blocket in compliance with the Digital Services Act (DSA). The report has been prepared in accordance with the requirements set out in the DSA, based on the data and information available to us for the reporting period.

Blocket is deeply committed to user safety and invests significant resources to ensure a secure and trustworthy marketplace. A dedicated Customer Security Team works proactively to protect users by monitoring ads and accounts, filtering messages for abusive content, and offering safety-enhancing features. The team also collaborates with authorities including the Police, Customs, and animal welfare organizations, providing support during investigations and conducting seminars to improve fraud prevention across the second-hand market.

Beyond fraud prevention, Blocket maintains strict rules to block illegal or harmful content. Ads are carefully reviewed according to Swedish law, EU regulations and internal guidelines, leading to the rejection of thousands of non-compliant listings daily before they are published. The platform prohibits the sale of pirated goods, counterfeit items, and potentially dangerous products like old refrigerators or liquid-filled toys. Blocket partners with over 140 brands to identify and remove counterfeit listings and enforces ethical standards in areas like pet sales.

To enhance fraud prevention and user security, Blocket has, for example, implemented several key measures during 2024:

- **Mandatory BankID verification:** Since June 2024, all users must verify their identity via BankID when publishing an advertisement or using the platform's messaging function. This measure has significantly reduced fraudulent and illegal activity.
- **Blocking of Misuse and Violations:** In cases of misuse or violations of our Terms & Conditions, Blocket can restrict the offender's access by preventing the associated BankID from being used again on the platform.
- **Prevention of Email-Based Fraud:** Blocket has taken active steps to counteract fraudulent attempts based on guessing users' email addresses from their usernames.

These proactive and preventive actions have had significant improvements in platform security and user safety. This ongoing investment in safety also reflects Blocket's mission to be a safe, fair, and sustainable online marketplace for consumers. More detail on safeguards applied on our platform is available [here](#).

2. Orders from Member States

DSA Article 15(1)(a)

During the current reporting period, Blocket has not received orders from Member States requesting action on content or other service-related matters.

3. Notices Received

DSA Article 15(1)(b) cf. Article 16

Blocket provides a system to all users that allows them to report content they believe to be illegal. Upon receiving a complaint, Blocket reviews the content to assess whether the content is illegal or violates our Terms & Conditions. In addition, the user account is reviewed in its entirety, not just the reported content, to detect potential patterns of misuse. If a violation is confirmed, Blocket has the authority to restrict or suspend the user's access to the platform. We may also remove other content from the user, if we detect a pattern of misuse based on a specific notice. Users subject to enforcement actions are informed in compliance with the DSA, ensuring transparency in the moderation process.

In the reporting period Blocket registered 28 285 notices on alleged illegal content or content being in violation of Blocket's Terms & Conditions. Blocket has registered 15 514 actions taken in the same period (15 206 actions taken on the basis of illegal content and 308 actions on the basis of violation of Terms & Conditions). All actions were taken manually and the median response time to take actions was 22 minutes. The total number of ads removed due to the actions taken, including related ads connected to the ad we took action against, was 53 122 over the reporting period.

Notices from Trusted Flaggers

Blocket has not received notices from Trusted Flaggers during this period. In accordance with DSA Article 22, notices submitted by Trusted Flaggers in the future will be prioritised and flagged internally to ensure these notices are decided upon without undue delay.

4. Content Moderation Initiated by Blocket

DSA Article 15(1)(c)

Blocket employs both manual and automated tools for content moderation on our own initiative, aimed at maintaining a safe and compliant environment. These tools are used both on adverts on our platform and in messenger/chat functions.

All adverts and chats undergo automated or manual review before it is published on our platform. We strive to conduct content moderation as much as possible before the ad is published (we registered 1 065 667 actions pre publication during the reporting period).

Own initiated content moderation on already published ads is very limited. Over the reporting period, the bulk of it concerned items placed in the wrong category or businesses advertising as private in violation of our Terms & Conditions (together representing more than 80% of the 20 808 own initiated moderation actions).

Before an advertisement or chat is published on our platform it undergoes scrutiny by our automated tools. This technology is trained to take action and react on multiple parameters, such as:

- Lists of different specific words
- User profile history
- Suspicious behaviour and actions (based on internal policies and “prompts” created manually specifically for the automated tool)
- Ad hoc reviews

The automated assessment either allows the users advertising, asks for more information or refuses the ad. The automated tools automatically refuse an ad from being published in situations where the advert scores high on the possibility of including illegal content. In other situations, the automated tools flag an advert and, to minimise the risk of wrongful account restrictions, the ad is controlled manually before any final decision is made. The internal dedicated team doing this control is trained to identify illegal content under applicable Swedish or EU laws, or violations of Blocket’s Terms & Conditions or advertising rules. All our staff undergoes a thorough onboarding and continuously upskilling to ensure being updated on rules and changes.

In addition to this thorough assessment, we have dedicated staff called Quality Assurance staff, who are committed to ensuring that we at all times have a high quality in all our moderation decisions. This personnel is reviewing our automatic and manual moderation, in addition to assessing ad hoc adverts on our platform. The goal of this review is to modify and improve all rules and prompts for the automatic tools and give directions to the team, to ensure a high precision in all decisions, and that we always stay up to date on relevant changes and developments.

5. Complaints Through Internal Complaint-Handling System

DSA Article 15(1)(d)

Users can submit notices if they believe content violates our Terms & Conditions or is illegal, according with Article 16 of the DSA, through our notice system.

When a notice is received, we assess the content and determine whether to take action or dismiss the notice. If a notice is dismissed, the submitter may submit a complaint on this dismissal. Similarly, if action is taken, the affected user may file a complaint.

A user always has the possibility to submit such a complaint via mail to our Customer Security department.

Blocket provides a structured and efficient internal complaint-handling system to ensure fair and transparent decision-making. The complaint handling system is similar and follows the same principles as described for general notices of illegal content in section 3:

- **Priority Handling:** All complaints are reviewed promptly and prioritized to minimize potential harm.
- **Comprehensive Account Review:** Upon receiving a complaint, Blocket assesses the user account in its entirety, not just the reported content, to detect potential patterns of misuse.
- **Enforcement Measures:** If a violation is confirmed, Blocket has the authority to restrict or suspend the user's access to the platform.
- **User Notification:** Users subject to enforcement actions are informed in compliance with the DSA, ensuring transparency in the moderation process.

Blocket is committed to maintaining a secure and fair platform by handling complaints systematically and taking necessary enforcement actions when required.

Complaint Statistics

Blocket received a total of twelve complaints on the decisions taken after the receipt of notices of illegal content (nine complaints) or of violation of T&Cs (three complaints). Seven complaints related to Blocket not taking action and five complaints related to our decision to suspend a user account.

After the second review of the twelve complaints, Blocket decided to change its decision in two of the cases (regarding the suspension of the user account for allegedly illegal content).

In all complaints the user can leave their contact email, a reason for complaint and free text to elaborate on the report.

6. Use of Automated Content Moderation Tools

DSA Article 15(1)(e)

As outlined in Section 4, Blocket uses automated tools for our own content moderation to ensure that our platform has high quality and to provide a safe marketplace to our users. Other than the automated tools described above in section 4, Blocket only uses manual tools in content moderation.

7. Out-of-Court Dispute Resolution

DSA Article 24(1)(a) cf. Article 21

Blocket provides users, individuals, and entities that do not agree with relevant enforcement decisions the right to challenge the decision either in a relevant court or via referral of the decision to a certified dispute settlement body. As of the 16th of February 2025 Blocket had not received any disputes from certified out-of-court settlement bodies pursuant to DSA Article 21.

8. Measures Against Misuse

DSA Article 24 (1) (b) cf. Article 23

Misuse by Users Providing Illegal Content - DSA Article 23 (1)

If Blocket experiences that a user repeatedly provides manifestly illegal content to the platform, Blocket suspends the user from being able to do specific actions such as posting new ads and/or using our messaging service. Blocket does not have as routine to suspend the whole account as such. In the reporting period, no accounts have been suspended due to repeated illegal content.

Misuse by Users Submitting Unfounded Notices - DSA Article 23 (2)

If Blocket experiences or suspects that a user repeatedly provides notices/reports that are manifestly unfounded, we do a manual control of the user profile and their reports before taking a decision on further process. If the suspicion is correct, we always send the user a warning to give the possibility to stop the misuse. If this is not followed up on, we either restrict the user's ability to submit further notices or suspend the user's reporting privileges. Blocket does not have records of the number of restricted users for this reporting period.

Misuse by Users Filing Unfounded Complaints - DSA Article 23 (2)

If Blocket experiences that a user repeatedly provides complaints on decisions taken that are manifestly unfounded, we do a manual control of the user profile and their reports before

taking a decision on further process. If the suspicion is correct, we always send the user a warning to give them the possibility to stop the misuse. If this is not followed up on, we either restrict the user's ability to submit further notices or suspend the user's reporting privileges. During the reporting period, there were no users that were restricted due to misuse of complaint mechanisms.

9. Conclusion

Blocket sees a clear pattern of success with the actions taken in 2024 to enhance security and proactively combat illegal content on the platform. The introduction of **mandatory BankID verification** has delivered highly positive results, leading to a significant reduction in misuse and fraudulent activities. Additionally, our ability to **block BankID** from further use in cases of violations has strengthened our preventive measures.

While we recognize the success of these initiatives, we remain committed to continuous improvements. **Every case of fraud is one too many**, and we are working toward a **zero-tolerance approach** by further refining our fraud prevention strategies. Our collaboration with **authorities and industry partners** ensures that we stay ahead of emerging threats, and we will continue to take proactive and decisive actions to maintain a **safe and trustworthy marketplace** for all users.