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# Back Market DSA Transparency Report

 Back Market

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Back Market is a mission-driven company that believes refurbished electronics aren't just an alternative to new devices — they're better. That's because they have more life experience and a lower environmental impact.

Our commitment is to provide the highest-quality refurbished devices and an exceptional customer experience. Our entire company is committed to transforming consumption habits to reduce human impact on the planet. This mission requires a commitment to not only being "good" but also exemplary.

Since its inception in 2014, Back Market's platform has given a second life to over 21 million devices, preventing the generation of more than 6,900 tons of electronic waste, the emission of over 1.75 million tons of CO<sub>2</sub>e, and the consumption of 1,870 million cubic meters of water\*.

In line with our dedication to transparency and our obligations under the Digital Services Act (DSA), we hereby present this DSA transparency report for the year 2024 (Jan 1, 2024 - Dec 31, 2024).



\*Source: Ademe report on the Assessment of the environmental impact of a set of refurbished products, [available here](#)

# Content Moderation

## Overall aspects of content moderation

All users of Back Market marketplace must adhere to all applicable laws and regulations. Specifically, regarding sellers, Back Market has developed policies to prevent the upload of illegal content and the sale of illegal products, including implementing a politics of prohibited or restricted products. These policies are an integral part of the Sellers Terms and Conditions and are designed to protect consumers and provide clarity to sellers about what can and cannot be sold on Back Market's marketplace.

To enhance customers' confidence in refurbished devices, Back Market also requires sellers to comply with strict quality standards detailed in Back Market Quality Charter. Sellers accounts may be suspended on specific categories, or closed in their entirety, in case of non-compliance. Back Market also has policies to moderate customers' reviews published on the marketplace.

Back Market enforces these policies using various procedures and tools to identify, review and moderate content. This may include human review, automated review, or a combination of human and automated review, depending on the individual case.

## Overall aspects of content moderation

These policies support Back Market's circular economy model, outlined below:



## Preventing illegal products

Back Market is dedicated to ensuring that all products on its marketplace are authentic, genuine, and safe. Due to its focus on refurbished tech products, Back Market's catalog is quite selective, featuring 645,000 references\* across 311 categories. This limited scope helps reduce the risk of counterfeit or illegal products appearing on the marketplace.

To further reinforce this commitment, Back Market employs sophisticated automated means to scrutinize the creation of new product pages, identifying and blocking the creation of prohibited or duplicate product pages. To list an item where a product page already exists, Sellers must select the product page that accurately matches the product they are listing.

This practice minimizes the need for moderation of published content. Sellers are still responsible for informing Back Market of any discrepancies, missing details, or inaccuracies. They must also provide a personalized description if their product differs from the existing product page.

*\*it being specified that for one product model, there are numerous references depending notably on the color, the capacity and the grade*

## Preventing illegal products

Back Market also actively fights against illegal products through different means, including:

- Enforcement of a list of specific products that are prohibited for sale, or subject to a pre approval process due to higher risk of counterfeit;
- Semantic searches in after-sales conversations triggering alerts that, after human review, can lead to category suspension, account suspension or closure;
- Mystery orders carried out by Back Market Innovation Lab, to verify the compliance of the products;
- Dedicated link provided at the bottom of each product page, in compliance with Article 16 of the DSA, so that users can report illicit content or products.

Upon discovering that a product is illegal, Back Market swiftly removes it from the marketplace and notifies both the seller, reminding them of their obligations, and the buyer, to assist them with any questions. In accordance with the Digital Services Act (DSA), Back Market strives to expedite its response and improve educational efforts for both sellers and buyers, enhancing the overall speed of handling illicit practices that pose risks to consumers.

## **Enhancing products quality**

Back Market utilizes advanced algorithms that continuously monitor the quality of products offered by sellers on the marketplace. If a seller's product quality falls below the required standards, this can lead to temporary or permanent suspension from specific categories or, in severe cases, permanent closure of the seller's account. Besides, Back Market has an extremely active quality team dedicated to identifying counterfeit, dangerous, or poor-quality products.

## **Description of Automated Means**

Back Market comprehensively tests automated tools before they are deployed to ensure high accuracy. These tools serve multiple purposes:

- Identify prohibited, counterfeit, or unsafe products
- Block the creation of product pages
- Assess the quality of products
- Detect potentially fraudulent or illegal activities

Every user decision (including those taken automatically) can be appealed, upholding our commitment to fairness.

Content moderation	
Subject of the moderation	Total number (FY2024)
Account-level moderation (Temporary suspensions from a category) (violation of the Terms & Conditions)	2,405
Account-level moderation (Termination) (violation of the Terms & Conditions)	8,023

# Orders from Government Authorities

Member state orders				
Subject of the order	Total number (FY2024)	Number by Member State		
		FR	DE	ES
Orders to act against illegal content	0	0	0	0
Orders to provide information*	347	189	110	48

*\*Judicial requisitions*

**Median time needed to inform government authority of receipt of an order to act against illegal content:** We acknowledge receipt of such orders from a government authority submitted through our dedicated channel immediately, by sending an automatic acknowledgement of receipt.

**Median time needed to give effect to an order to provide information:** On average, it takes less than 24 hours from when we receive a valid order to provide information from a government authority through our dedicated channel to either provide the requested information or give a substantive response to the authority. Some cases may last longer when they involve processing various amounts of data or where we need clarification or additional context from the requesting government authority, but no response is received.

# Notices of illegal Content

In compliance with the DSA, we have implemented a notice and take-down form accessible in the footer of every page on our websites. This form allows users to notify us of content they believe violates the law. When reporting suspected illegal content, users will be prompted to choose a category under which the content falls. Additionally, reporters are encouraged to provide further details, aiding us in thoroughly and effectively evaluating and addressing each report.

Number of notices* (FY2024)	
Number of notices received	764
Number of relevant notices*	0
Number of notices received from Trusted Flaggers	0
Median time to take action	-

*\*Notices are considered relevant when they actually relate to an illicit content or product (including IP infringements). After-sales request are considered irrelevant. All notices received through this channel in 2024 actually fell outside the scope of Article 16.*

# Complaints and Disputes

Complaints and disputes (FY2024)	
Number of complaints received via the internal-complaints mechanism*	6 913
Number complaints resolved	100%
Median time for decision	54 hours
Out of court settlements	3

*\*Covered by Platform-to-Business regulation, excluding after sales and GDPR related requests*

# Monthly Average Recipients

In 2024, the average number of active monthly recipients of Back Market in the EU was well below 45 million.

Back Market publishes updates every 6 months, in accordance with the Digital Services Act. The estimate may be revised as Back Market refines its approach and in response to the publication of methodology by the European Commission.