

February 2026

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 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 30 million devices, preventing the generation of more than 8.200 tons of electronic waste, the emission of over 2.1 million tons of CO₂e, and the consumption of 2,2 trillion liters of water*.

In line with our dedication to transparency and our obligations under the Digital Services Act (DSA), we hereby present this qualitative transparency report for the year 2025 (Jan 1, 2025 - Dec 31, 2025).



**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 regarding Sellers

All professional Sellers on Back Market must comply with applicable laws and regulations. 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.

Non-compliance can result in proportionate measures including warnings, temporary restrictions, suspension from specific product categories, either temporarily or permanently, or complete account closure in severe cases where serious or repeated violations occur. These measures are meant to maintain marketplace quality and protect the users to make sure they benefit from the best experience possible, while ensuring that enforcement actions are objective, non-discriminatory and duly justified.

Overall aspects of content moderation regarding users

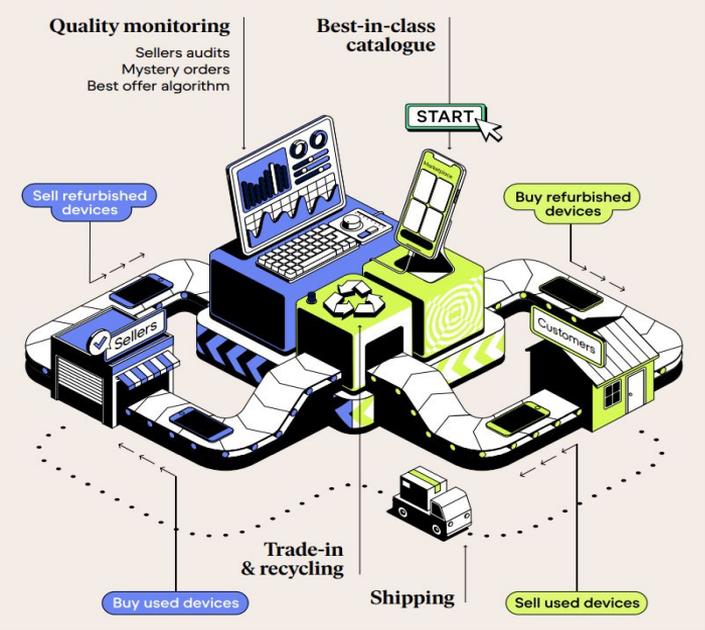
All users of Back Market have to comply with our Terms of use and with all applicable laws and regulations. Back Market is firmly committed to ensuring a high level of consumer protection and maintaining a secure environment, which is evidenced by the implementation of comprehensive and fair policies.

Back Market moderates Buyer reviews published in the product section to prevent abuse including fake reviews and defamatory content. The moderation process is executed through a multi-layered enforcement system that integrates human review, advanced automated systems, and effective hybrid approaches.

This sophisticated enforcement system ensures consumer safety while simultaneously preserving the integrity of Back Market.

Overall aspects of content moderation

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



Preventing illegal content

Preventing illegal content

Back Market is dedicated to preventing illegal content, including counterfeit products, from appearing on its marketplace. The platform's business model inherently reduces risk exposure: due to its focus on refurbished tech products, Back Market's catalog is quite selective, featuring 490,000 references* across 318 categories. This limited scope reduces 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 content

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 inappropriate content or products.

Upon discovering that a product is inappropriate, 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.

Use of
automated means

Description of Automated Means

Back Market is committed to offer a fair and trustworthy experience to all Users. 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

We also implement a specific automated system to detect and, when necessary, block inappropriate User-generated photographs attached to product reviews.

Our automated tools undergo continuous monitoring and regular performance assessments to maintain their effectiveness and fairness.

Every user decision can be appealed, upholding our commitment to fairness.

Monthly Average Recipients

Monthly Average Users

In 2025, the average number of active monthly recipients of Back Market in the European Union was well below the 45 million threshold.

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

EU Standardized Transparency Report

EU Standardized Transparency Report

For comprehensive data and metrics in compliance with the DSA reporting requirements, please refer to our detailed transparency report using the European Commission's standardized template.

Access the full report: [click here](#)

This report contains all mandatory metrics and information required under the DSA, presented in the official format for regulatory compliance and cross-platform comparison.