



**INTERCOM**

## **DIGITAL SERVICES ACT – TRANSPARENCY REPORT**

**for Reporting Period ending**

**February 2025**

## 1 Introduction

This transparency report has been prepared in accordance with Article 15 of Regulation (EU) 2022/2065, the Digital Services Act (DSA). It outlines our content moderation practices and enforcement decisions relating to specific product areas and aims to provide clear, accessible, and comprehensive information on how we manage and moderate content on our platform.

This report specifically covers moderation actions and procedures applied to the following products: Help Center and Messenger.

This report is part of our ongoing commitment to transparency, accountability, and compliance with the obligations set forth in the DSA.

<b>Name of service provider</b>	Intercom
<b>Date of publication of the report</b>	2025-04-16
<b>Date of publication of the latest previous report</b>	N/A
<b>Starting date of reporting period</b>	2024-02-17
<b>Ending date of reporting period</b>	2025-02-16

## 2 Orders received from EU Member State authorities

In accordance with Articles 9 and 10 of the DSA, this section provides information on orders received from competent authorities of EU Member States during the reporting period. These orders relate to illegal content and requests for information.

2.1 Orders to action illegal content from Member State authorities				
Type of illegal content	No. of orders received	Member State issuing order	Median time to confirm receipt	Median time to give effect to the order
Animal Welfare	0	N/A	N/A	N/A
Consumer information infringements	0	N/A	N/A	N/A
Cyber violence	0	N/A	N/A	N/A
Data protection and privacy violations	0	N/A	N/A	N/A
Illegal or harmful speech	0	N/A	N/A	N/A
Intellectual property infringements	0	N/A	N/A	N/A

## 2.1 Orders to action illegal content from Member State authorities

Type of illegal content	No. of orders received	Member State issuing order	Median time to confirm receipt	Median time to give effect to the order
Negative effects on civic discourse or elections	0	N/A	N/A	N/A
Protection of minors	0	N/A	N/A	N/A
Risk for public security	0	N/A	N/A	N/A
Scams/fraud	0	N/A	N/A	N/A
Self-harm	0	N/A	N/A	N/A
Unsafe, non-compliant or prohibited products	0	N/A	N/A	N/A
Violence	0	N/A	N/A	N/A

## 2.1 Orders to action illegal content from Member State authorities

Type of illegal content	No. of orders received	Member State issuing order	Median time to confirm receipt	Median time to give effect to the order
Type of illegal content not specified by the authority	0	N/A	N/A	N/A
All other types	0	N/A	N/A	N/A
<b>Total:</b>	0	N/A	N/A	N/A

## 2.2 Order to provide information on recipients of the service from Member State authorities

Type of illegal content	No. of orders received	Member State issuing order	Median time to inform authority issuing the order of its receipt	Median time to give effect to the order
Animal Welfare	0	N/A	N/A	N/A
Consumer information infringements	0	N/A	N/A	N/A

Data protection and privacy violations	0	N/A	N/A	N/A
Illegal or harmful speech	0	N/A	N/A	N/A
Intellectual property infringements	0	N/A	N/A	N/A
Negative effects on civic discourse or elections	0	N/A	N/A	N/A
Protection of minors	0	N/A	N/A	N/A
Risk for public security	0	N/A	N/A	N/A
Scams/fraud	0	N/A	N/A	N/A
Self-harm	0	N/A	N/A	N/A
Unsafe, non-compliant or prohibited products	0	N/A	N/A	N/A

Violence	0	N/A	N/A	N/A
Type of illegal content not specified by the authority	0	N/A	N/A	N/A
All other types	0	N/A	N/A	N/A
<b>Total:</b>	0	N/A	N/A	N/A

### 3 User reports/notices

This section outlines the number and nature of reports submitted by users, other individuals and entities regarding the content they believe to be illegal or in breach of our platform's terms and conditions. Additionally, it outlines how we handle content moderation actions in response to user reports.

<b>Reports received from users</b>					
<b>Report reason/Type of illegal content</b>	<b>No. of notices received</b>	<b>No. of notices received by trusted flaggers</b>	<b>No. of actions taken on foot of notices</b>	<b>No. processed solely by automated means</b>	<b>Median time to take action</b>
Animal Welfare	0	0	N/A	N/A	N/A

<b>Reports received from users</b>					
<b>Report reason/Type of illegal content</b>	<b>No. of notices received</b>	<b>No. of notices received by trusted flaggers</b>	<b>No. of actions taken on foot of notices</b>	<b>No. processed solely by automated means</b>	<b>Median time to take action</b>
Consumer information infringements	0	0	N/A	N/A	N/A
Data protection and privacy violations (user reported spam)	36	0	Total: 13  On basis of law and contractual terms: 13 legitimate counts out of 36	0	14 hours 11 mins
Illegal or harmful speech	0	0	N/A	N/A	N/A
Intellectual property infringements	0	0	N/A	N/A	N/A



<b>Reports received from users</b>					
<b>Report reason/Type of illegal content</b>	<b>No. of notices received</b>	<b>No. of notices received by trusted flaggers</b>	<b>No. of actions taken on foot of notices</b>	<b>No. processed solely by automated means</b>	<b>Median time to take action</b>
Negative effects on civic discourse or elections	0	0	N/A	N/A	N/A
Protection of minors	0	0	N/A	N/A	N/A
Risk for public security	0	0	N/A	N/A	N/A
Scams/fraud	0	AWS Trust & Safety: 18	AWS Trust & Safety: 2	N/A	N/A
Self-harm	0	0	N/A	N/A	N/A
Unsafe, non-compliant or prohibited products	0	0	N/A	N/A	N/A
Violence	0	0	N/A	N/A	N/A

Reports received from users					
Report reason/Type of illegal content	No. of notices received	No. of notices received by trusted flaggers	No. of actions taken on foot of notices	No. processed solely by automated means	Median time to take action
Type of illegal content not specified by the authority	0	0	N/A	N/A	N/A
All other types	0	0	N/A	N/A	N/A
<b>Total:</b>	36	18	Total: 15  On basis of law and contractual terms: 15	0	14 hours 11 mins

#### 4 Content moderation engaged in at Intercom's own initiative

Intercom is committed to maintaining a safe, secure, and abuse-free environment for both our customers and their end users. As a provider of customer service software, our platform enables businesses to engage users via messaging, email, and integrations — all of which carry potential for abuse if not properly safeguarded.

We use a layered approach to content moderation, combining automated detection systems, internal admin tooling, and manual review processes.

This section provides an overview of content moderation actions undertaken on our own initiative, without the prompt of any legal obligation or third-party notice.

Moderation carried out on our own initiative includes both proactive detection using automated systems and manual review by trained content moderators. We are committed to ensuring that all staff involved in content moderation are equipped with the necessary skills, knowledge, and resources to carry out their responsibilities fairly, accurately, and in line with applicable laws and internal policies.

<b>Own-initiative content moderation</b>			
<b>Type of illegal content or other violation of the AUP</b>	<b>No. of items moderated</b>	<b>No. of those items detected using solely automated means</b>	<b>Type of restriction applied</b>
Scams/fraud	<ul style="list-style-type: none"> <li>13,815,183</li> </ul>	<ul style="list-style-type: none"> <li><u>Inbound emails filtered</u>: 13.8M</li> <li><u>Malicious links found</u> : 13,630</li> <li><u>Malicious uploads found</u>: 1399</li> <li><u>Articles blocked</u>: 154</li> </ul>	<ul style="list-style-type: none"> <li>Visibility restriction</li> <li>Content removal</li> <li>Account suspension</li> </ul>
Other type of violations of the	<ul style="list-style-type: none"> <li>Total spam complaints: 7326</li> </ul>	<ul style="list-style-type: none"> <li>Automated spam complaints: 7290</li> </ul>	<ul style="list-style-type: none"> <li>Suspend platform permissions</li> </ul>

platform's terms and conditions			
<b>Total:</b>	13,822,509	13,822,473	-

## 5 Qualitative description of the automated means

Intercom uses automated systems, including both in-house built and procured software for content moderation. These systems perform checks on various channels.

### Precise purposes

The automated tools aim to protect outbound messaging activity, prevent abuse, maintain sender reputation, and ensure compliance with guidelines and legislation (e.g., email sending guidelines, CAN-SPAM compliance). Specific purposes include:

- Detecting suspicious activity and patterns during signup
- Evaluating content at creation and access across links, uploads and other user generated content
- Monitoring rate limits and usage thresholds for key features
- Scoring risk based on historical data

### Indicators of accuracy and possible rate of error

Confidence in our tooling is strong, with a low false positive rate. However, customers can appeal with our support team if they believe there has been a false positive in our content moderation processes or anti-abuse tooling.

### Safeguards applied

- Workspaces must pass an anti-abuse assessment before they can avail of many features, especially those which allow outbound communication.
- Rate limiting, content scanning and spam pattern detection are in place across many channels of our product.
- If content is not against our terms but a customer wishes to administrate their workspace according to their own terms, they can remove content or block users as they see fit.
- Manual overrides by Customer Support (CS) are available for automated blocks.
- Intercom employees (e.g: Customer Support) have tools to approve or deny reinstatement for blocked email attempts.

## 6 Complaints received

Number of complaints we received through our internal complaint-handling systems.

Internal complaints mechanism	
No. of complaints submitted	0
Basis of complaint	N/A
Decisions taken following a complaint	N/A
Median time to address complaint	N/A