



Digital Services Act Transparency report

17 Feb - 31 Dec 2024

At Pexels, we take content moderation seriously and are committed to fostering a safe and inclusive platform.

The figures presented here have been prepared exclusively for the EU's Digital Services Act ("**DSA**") and are not intended for any other purpose.

Note: The figures below reflect Pexels' global reporting numbers - not exclusively EU metrics - as we do not currently track reporter or any takedown user locations; however, we reserve the right to switch to EU-only reporting in the future.

Section 1 - Report identification

In accordance with Articles 15 and 24 of the EU's Digital Services Act (**DSA**), this transparency report provides some information about Pexels' moderation efforts globally across its service between 17 Feb to 31 Dec 24 and is guided by the section and requirements in the European Commission-issued templates for transparency reports.

Description	Value
Name of the service provider	Pexels, a Canva Germany GmbH brand
Date of the publication of the report	2025-02-28
Date of the publication of the latest previous report	N/A
Starting date of reporting period	2024-02-17
Ending date of reporting period	2024-12-31

Section 2 - Member States Orders

During reporting period, we received 0 takedown requests from EU member states pursuant to DSA Article 9, and 0 information requests pursuant to DSA Article 10:

Description	Total
Number of orders to act against illegal content received	0
Number of orders to act against illegal content granted/complied with	0
Number of items moderated on the basis of an order to act against illegal content	0
Number of orders to provide information received	0
Number of orders to provide information granted/complied with	0
Median time to inform the authority of the receipt of the order to act against illegal content	N/A
Median time to give effect to the order to act against illegal content	N/A
Median time to inform the authority of the receipt of the order to provide information	N/A
Median time to give effect to the order to provide information	N/A

The breakdown by member states (for orders to provide information):

Member State	Total	Granted/Complied With
N/A	N/A	N/A

Section 3 - Notices

Number of notices of illegal content received globally during reporting period:

Category	Number of notices received	Number of notices received from Trusted Flagger
Number of notices received	2578	0
Number of notices reviewed/moderated	2577	0
Median time to take action (hours)	6.44	N/A
Number of actions taken	1214	N/A
Number of actions taken on the basis of the law	0	N/A
Number of actions taken on the basis of the terms and conditions of service	1214	N/A

The breakdown of the above by category of reported illegal content of notices globally, including Trusted Flaggers:

Category of reported illegal content	Number of notices received	Number of notices received from Trusted Flaggers	Median time to action (hours)*	Number of actions taken on the basis of the law	Number of actions taken on the basis of the T+Cs
Intellectual property infringements	1248	0	1.40	0	1181
Data protection and privacy violations	322	0	6.49	0	8
Animal welfare	257	0	4.21	0	3
Pornography or sexualized content	188	0	6.03	0	1
Illegal or harmful speech	149	0	19.39	0	4
Non-consensual behaviour	84	0	10.90	0	1
Self-harm	74	0	5.70	0	0
Protection of minors	49	0	7.06	0	1
Scams and/or fraud	41	0	7.76	0	0
Violence	41	0	11.56	0	2
Scope of platform service	40	0	17.32	0	12
Negative effects on civic discourse or elections	33	0	8.81	0	0
Risk for public security	26	0	8.16	0	0
Unsafe and/or illegal products	26	0	16.86	0	0

**Median time is calculated on the basis of noticed reviewed as at reporting end date.*

Section 4 - Own Initiatives

Number of content globally that Pexels has proactively moderated on its own initiative during the reporting period.

Description	Volume
Number of items moderated	184
Number of items detected solely using automated means	0
Number of restrictions imposed	184

The breakdown by category of illegal content:

Description	Number of restrictions imposed at provider's own initiative	Visibility restriction (removal)	Visibility restriction (age restricted)	Account restriction Termination	Number of restrictions imposed that was detected solely using automated means
Scope of platform service	139	139	N/A	0	0
Intellectual property infringements	31	31	N/A	0	0
Violence	7	7	N/A	0	0
Illegal or harmful speech	3	3	N/A	0	0
Self-harm	3	3	N/A	0	0
Pornography or sexualized content	1	1	N/A	0	0
Animal welfare	0	0	N/A	0	0
Data protection and privacy violations	0	0	N/A	0	0
Negative effects on civic discourse or elections	0	0	N/A	0	0
Non-consensual behaviour	0	0	N/A	0	0
Protection of minors	0	0	N/A	0	0
Risk for public security	0	0	N/A	0	0
Scams and/or fraud	0	0	N/A	0	0
Unsafe and/or illegal products	0	0	N/A	0	0

Section 5 - Appeals and overall figures

5.1 Appeals

18 appeals globally were submitted during reporting period with 18 appeals processed as of this report. For 17 out of 18 of these appeals, the content was removed as a result of own-initiative human error, and the removal reason was outside of the scope of the DSA.

Description	Total number	Number of decisions upheld	Number of restrictions newly imposed as a result of an appeal	Number of decisions reversed	Median time (hours)	Decision omitted*
Number of appeals processed	1	1	0	0	6.45	0
Appeal based on procedural grounds	1	1	0	0	6.45	0
Appeal regarding the interpretation of illegality or incompatibility	0	0	0	0	0	0
Restriction imposed is claimed to be not diligent, objective, or proportionate	0	0	0	0	0	0

**Decision omitted is classified as appeals reviewed but not processed with a decision. Outstanding appeals are not counted as omitted.*

	Visibility restriction (removal)	Visibility restriction (age restricted)	Account restriction - termination
Number of decisions upheld	1	0	0
Number of restrictions newly imposed as a result of an appeal	0	0	0
Number of decisions reversed	0	0	0

5.2 Out-of-court dispute settlement bodies

Number of out-of-court dispute settlement submitted during the reporting period.

Total number decisions submitted to OOC dispute settlement body	Decisions upheld	Decisions reversed	Median time (days)	Decision omitted	% of outcomes implemented
0	N/A	N/A	N/A	N/A	N/A

5.3 Suspensions/Terminations imposed on repeat offenders

Number of suspensions/terminations imposed during the reporting period.

Description	Total Number
Number of terminations enacted for the provision of manifestly illegal content	0
Number of terminations enacted for the provision of manifestly unfounded notices	0
Number of terminations enacted for the provision of manifestly unfounded complaints	0
Number of terminations enacted, originated from self-initiatives	0

5.4 Use of automated means for content moderation

Some notices submitted by users are decided as non-violative and closed using automated means (ie they are not genuine email reports but just marketing spam). These notices are closed as 'No Violation' and no further action is taken.

For moderation that Pexels has undertaken on its own initiative, Pexels does not use automated means to make enforcement decisions. All decisions to impose restrictions are made entirely by human moderators. Below is a summary of uses of automated means in moderation decision-making during reporting period.

Description	Total	Appeals	Notices	Notices by Trusted Flaggers	Own initiative
Number of items solely processed by automated means.	0	0	0	0	0
Number of items partly processed by automated means	0	0	0	0	0
Number of items not processed by automated means	2779	18	2577	0	184
Accuracy rate of the items processed solely by automated means	N/A	N/A	N/A	N/A	N/A
Accuracy rate of the items processed partly by automated means	N/A	N/A	N/A	N/A	N/A
Possible Error Rate of the automated means applied	N/A	N/A	N/A	N/A	N/A

Section 6 - Statements

6.1 Summary of the content moderation engaged in at Pexels' own initiative

Pexels aims to provide a safe platform for users to create content. That's why we have content moderation at scale using the aid of basic automated models to detect potentially harmful content at scale combined with human review to validate automated responses and assess nuances.

6.2 Meaningful and comprehensible information regarding the applied detection method

We use a combination of basic automated tools and human detection methods.

- Our basic automated algorithms flag potential unsafe visuals based on our Terms of Service (TOS) and send them to human moderators, who then review and make the decisions.
- Our human moderators also proactively and manually detect unsafe content and make moderation decisions using mechanisms such as targeted keywords sweeping.

6.3 Measures taken to provide training and assistance to persons in charge of content moderation

Human moderators become familiar with the acceptable use and prohibited use clauses in our Terms of Service and our upload and moderation guidelines and apply these for content review and decision-making. We also ensure moderators remain informed of any changes to the Terms of Service.

6.4 Summary of the use made of automated means for the purpose of content moderation

Pexels uses basic automated means to support the content moderation workflow at scale. While automated means play a supporting role in our content moderation to flag potential unsafe content, all restrictions-imposed decisions are made by human moderators.

Detection:

- Detect potential unsafe content, which then gets sent to humans for decision-making.

Decision:

- No restrictions-imposed decisions made by automated means during this reporting period.

6.5 Qualitative description of the automated means

We use automated means to scan regulated content to detect potentially unsafe or harmful content that could violate Pexels' Terms of Service:

- Visuals: To detect potentially unsafe visuals that could violate our TOS, such as explicit content or copyright infringement.

6.6 Specification of the precise purposes to apply automated means

Purposes of automated means in our content moderation:

- To support moderators in the detection of potential unsafe content at scale, helping narrow down and provide possible leads for moderators to expand human proactive moderation initiatives on.

6.7 Safeguards applied to the use of automated means

While basic automated means play a supporting role in our moderation workflow, all restrictions-imposed decisions (like content removal, account termination) are made by humans as of this report.