

# About DoneDeal

DoneDeal is Ireland's largest classifieds website, where individuals and businesses can buy and sell a wide range of goods and services. It was founded in 2005 and has become a popular platform for various categories, primarily motors and general merchandise.

## Content Moderation at DoneDeal

The Digital Services Act defines "content moderation" as any activities that are aimed, in particular, at detecting, identifying and addressing illegal content or content incompatible with DoneDeal terms and conditions, provided by third parties (e.g, advertisers on DoneDeal). The platform employs a combination of proactive and reactive measures to moderate content and ensure compliance with the law and terms of service.

## Proactive Content Moderation

At Donedeal, we prioritize the delivery of safe, responsible, and compliant content to our users from the outset. We have clear and comprehensive rules and guidelines (concerning, e.g. animal welfare regulations, intellectual property, listing guidelines) that any third party who wishes to sell products or services on Donedeal has to agree and adhere to.

Our content review and approval practices are designed to maintain a high standard of quality and integrity in all the ads on our marketplace. We take this responsibility seriously and have developed a robust content review and approval framework that primarily revolves around notice and take down mechanisms as well as proactive and comprehensive review prior to publication based on aforementioned rules and guidelines.

DoneDeal uses automated systems to scan listings prior to publication for potentially harmful or illegal content. Content is reviewed by an agent and subsequently approved or rejected in compliance with these rules and guidelines. By this, we ensure that our content adheres to legal, ethical and community guidelines.

## **Reporting Content & Reactive Content Moderation**

In accordance with the DSA, we have implemented a robust reporting mechanism. This mechanism allows users to report content that they believe may violate European law, the laws of individual member states, or the standards that we have set for ourselves via our Terms and Conditions.

In addition to this, we also have a DoneDeal designed reporting mechanism that allows users to report any suspicious or inappropriate listings. DoneDeal investigates reported listings and takes appropriate action, which may include removing the listing, suspending the seller or contacting authorities.

### **Location of Reporting Mechanism**

Our reporting mechanism is strategically placed on each individual listing, on-platform message centre or seller profile on our marketplace. We believe in making it as easy as possible for our users to bring to our attention any concerns they may have about the content or users they encounter on our platform.

## Types of Violations Reportable

We have undertaken a thorough review of the content on our website to identify potential violations of statutory law and our own internal standards.

Consequently, we have decided to allow for the reporting of various types of potential violations. These include, but are not limited to:

- **IP Infringements:** Any content that infringes upon intellectual property rights, such as copyright or trademark violations, can be reported through our mechanism.
- **Misrepresentation of listings:** Reporting inaccuracies or omissions in product descriptions and information is essential for maintaining transparency and trust.
- **Animal Welfare Concerns:** We encourage users to report any content that raises concerns about the welfare of animals advertised on our platform.
- **Consumer Protection Concerns:** Reporting content that may be in violation of consumer protection standards or policies, including suspected fraudulent listings.
- **Inappropriate Content:** This category includes content that may be offensive, discriminatory, promote violence, or extremism. We are committed to creating a safe and inclusive digital environment for all users, and your reports help us achieve this goal.

By implementing this reporting mechanism, we aim to engage our community of users in our efforts to maintain high standards for the content on our platform. We believe that transparency, user engagement, and open communication are key to addressing potential violations and making continuous improvements.

## Expert-Lead Review

DoneDeal has a dedicated team responsible for reviewing reported listings and taking appropriate action. The team is trained to identify and handle various types of violations, ensuring compliance with the law and DoneDeal's terms of service. Once we receive a notification it will be assigned to and reviewed by members of our expert teams. If the content is found to violate local laws or our DoneDeal standards, then the content is removed from our website.

## How to read the report

### Key terms used in this report:

- **Orders:** These are requests from authorities in the European Union to take action against illegal content.
- **Notices:** These are reports submitted by users, Trusted Flaggers, or other stakeholders about potentially illegal content on the platform.
- **Trusted Flaggers:** These are individuals or organizations recognized for their expertise in identifying illegal content.
- **Internal Complaints Handling:** This refers to the process for users to challenge DoneDeal's decisions on content moderation.
- **Out-of-court settlement:** This is an alternative way to resolve disputes about content moderation decisions.
- **Suspensions:** These can be imposed on users who repeatedly post illegal or incompatible content or submit unfounded notices or complaints.
- **Content Moderators:** These are the experts at DoneDeal who review notices, complaints, and orders to make decisions about content.
- **Automated means:** These are the technological tools and systems DoneDeal uses to help moderate content

## Summary & Reporting Period

During 2025, DoneDeal received **180** notices regarding potentially illegal content on DoneDeal.ie. Of these, **117** resulted in the removal of content from our platform. In addition to these DSA-related removals, we also removed a further **94,695** pieces of content during this period due to voluntary actions and reports made by users through other channels, bringing the total number of removals to **94,812**. These notices covered various types of illegal content, including issues related to animal welfare, illegal speech, intellectual property infringements, scams, platform service violations, and unsafe products. DoneDeal took action on these notices, which included removing content and suspending accounts. The platform also uses automated means to help moderate content. DoneDeal is committed to complying with the DSA and ensuring a safe online environment for its users.

## DoneDeal

### (Notices) User Reports

<b>Avg Reply Time Overall (hrs)</b>	51.6
<b>Avg Reply Time Removal (hrs)</b>	43.7
<b>Avg Reply Time Non Removal (hrs)</b>	63.4
<b>Total Notices</b>	180
<b>Total Removals</b>	117
<b>Type of content</b>	<b>Count</b>
Solid fuel	101
Not DSA	63
Alcohol	4
Write off category	3
Animals	3
Turf	2
Tickets	2
Inaccurate vehicle details	1
Counterfeit	1
<b>Grand Total</b>	<b>180</b>

### DSA Transparency Database Submissions – Ads

Decision ground	Count
Illegal Content	91759
Incompatible Content	2936
<b>Grand Total</b>	<b>94695</b>
Illegal Content Applicable Law	Count
Copyright and Related Rights Act, 2000	1817
Air Pollution Act 1987 (Solid Fuels) Regulations 2022	305
Consumer Protection Act 2007	294
Criminal Justice (Theft and Fraud Offences) Act 2001	159
Animal Welfare S.I. No. 675/2006	140
Animal Health and Welfare Act 2013	128
Environmental Protection Agency Act	59
Road Traffic Act 1961	16
Defamation Act 2009	9
Sale of Tickets (Cultural, Entertainment, Recreational and Sporting Events) Act 2021	8
Wireless Telegraphy Acts 1926-2009	1
Incompatible Content Ground	Count
DoneDeal Terms and Conditions section 10 and 11	62810
DoneDeal Terms and Conditions section 12	21315
DoneDeal Terms and Conditions section 8	7622
Breach of Terms and Conditions	7
Content Category	Count
SCOPE OF PLATFORM SERVICE	58669
OTHER VIOLATION TC	32996
INTELLECTUAL PROPERTY INFRINGEMENTS	1817
UNSAFE AND PROHIBITED PRODUCTS	526
ANIMAL WELFARE	362
SCAMS AND FRAUD	159
UNSAFE AND ILLEGAL PRODUCTS	157
ILLEGAL OR HARMFUL SPEECH	9
Source	Count
Voluntary	53117
Other Notification	41223
Trusted Flagger	262
Article 16 Notice	93
Content Type	Count
Product	65223
Other	29472

### DSA Transparency Database Submissions – Actions

Decisions	Count
Content Removed	65585
Account Suspended	2910
<b>Grand Total</b>	<b>94695</b>
Automated decision	Count
Fully automated decision	17843
Decision not automated	76852