

14 February 2025

# **Airbnb Ireland UC Transparency Report**

European Union (EU)'s Digital Services Act (Regulation (EU) 2022/2065)

For reporting period Feb 17, 2024 - Dec 31, 2024 (the Reporting Period)



## Background

Airbnb Ireland UC (“Airbnb”) operates the Airbnb platform for users residing in the European Union and other jurisdictions. The Airbnb platform is an online marketplace that enables registered users, namely hosts (independent third parties) to offer listings for accommodations on the Airbnb platform and guests to search for or use the Airbnb platform to book accommodations listed on the Airbnb platform.

Since being founded in 2007, the Airbnb platform has grown to over 5 million hosts who have welcomed over 2 billion guest arrivals in almost every country across the globe. Every day, hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way.

As Airbnb has grown, it has continued to invest in policies, resources, teams and technology to help build, strengthen and protect this trust. This includes taking action on illegal content, or content that violates Airbnb’s [Content Policy](#) or [Terms of Service](#).

This report provides information on Airbnb’s content moderation practices during Feb 17, 2024 - Dec 31, 2024 (the “Reporting Period”) in accordance with the transparency reporting requirements under Articles 15 and 24 of the EU’s Digital Services Act (Regulation (EU) 2022/2065) (“DSA”).

### 1. Overview of Content Moderation at Airbnb

Content hosted on the Airbnb platform is subject to compliance with Airbnb’s [Content Policy](#), and other related content policies, including its [Reviews Policy](#). Airbnb uses a combination of proactive and reactive measures to ensure content hosted on the platform is published in accordance with Airbnb’s own policies and applicable law.

Airbnb users and third parties may use various methods to report content to Airbnb, including engagement of its 24/7 Community Support team through phone, email, messaging tools or directly on Airbnb’s website. Depending on the nature of the issue(s) flagged by the user, Airbnb will review the content removal request and make a determination on the action to be taken, in accordance with its policies and applicable law.

In certain circumstances, Airbnb may apply automated means to screen content on the platform. Such screening is primarily conducted to promote the safety of its users and community, such as detecting fake listings before they go live and reservation screening technology to help prevent disruptive parties and property damage.



## 2. Orders Received from Member States' Authorities

Airbnb may receive orders from EU Member States' authorities that are issued in accordance with Articles 9 and 10 of the DSA. The chart below sets out the volume of Member States data or removal requests received during the Reporting Period.

The information below includes orders received from government authorities through Airbnb's Article 11 DSA single point of contact and other channels. The below figures do not reflect requests made by EU law enforcement agencies to Airbnb. Airbnb publishes a global Annual Law Enforcement Transparency Report, which can be referred to [here](#).

Type of Member State Order	Total Number	EU Member States								
		AT	BE	DE	IE	ES	FR	NL	PT	Other
Number of orders received to provide information	83	1	7	30	16	15	0	2	7	5 <sup>1</sup>
Number of orders received to act against illegal content	2,630	0	0	38	0	4	2,574	15	0	0 <sup>2</sup>

The median time to inform the EU Member State authority of the receipt of the order to act against illegal content or provide information was within one day. The median time to give effect to the order to act against illegal content or provide information was: 2-3 days.

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<sup>1</sup>Airbnb received orders to provide information from authorities of the following Member States: Poland (2), Romania (2), Finland (1).

<sup>2</sup> No orders to act against illegal content were received in other Member States.



### 3. Notices Received from Airbnb Users and Trusted Flaggers

Airbnb has mechanisms in place to allow all users, individuals, Trusted Flaggers, and other entities to notify Airbnb of any potentially illegal content. Once a notice is received, Airbnb reviews the content in line with its [Content](#) and [Reviews](#) policies and [Terms of Service](#), and notifies the reporter of any action taken in relation to the reported content. During the Reporting Period Airbnb has taken action against 1,165 items of content for policy violation but has not taken action on the basis of the law alone, as any notice is first reviewed in line with its policies and [Terms of Service](#) and processed accordingly.

The information below relates to notices lodged with Airbnb via its [notice form](#) which were all processed via human review.

Type of content reported as illegal or unauthorized via notice form	Total number (reported by user)	Total number (reported by Trusted Flagger)
Intellectual property	142	0
Defamatory content in reviews	27	0
Listings	872	0
Other	124	0

The median time to take action on reported content after receiving the Article 16 notice was 3 days.

### 4. Airbnb's Own Initiative Content Moderation

Airbnb may use some automated tooling to detect inappropriate or illegal content, in addition to notices it receives directly through its contact channels, though flagged content is generally subject to human review.

In this section, the number of items moderated on Airbnb's own initiative include reports and flags to Airbnb made by users visiting the Airbnb platform (excluding reports made via Airbnb's Article 16 notice mechanism), or any items detected by automation.

Items are enqueued for review by separate specialist teams that focus on different content policy violation categories and enforcement across various policy violations. 'N/A' in the chart below reflects instances where certain types of enforcements are not applied, or generally not applicable.



Content policy violation category	Total number of restrictions <sup>3</sup> imposed	Total number of suspensions imposed
Data protection and privacy violations <sup>4</sup>	1,125	N/A
Discrimination	N/A	489
Intellectual property	114	N/A
Scope of platform service <sup>5</sup>	48,372	N/A
Protection of minors	0	0
Inauthentic content	6,776	13,499
Pornography or sexualized content	449	509
Violence	0	394
Non-consensual behavior <sup>6</sup>	0	73

## 5. Suspensions for Repeated Offenders

Airbnb takes the notices and reports it receives from users seriously. Misuse of the platform's notice and reporting systems can negatively impact hosts, guests and the wider Airbnb community. For this reporting period, Airbnb did not suspend any user pursuant to Article 23 of the DSA for frequently providing manifestly illegal content or manifestly unfounded notices or complaints.

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<sup>3</sup> Restrictions refer to any enforcement action that impacted the visibility of the content.

<sup>4</sup> Includes only instances where a user has indicated their own private information is appearing in another user's listing content.

<sup>5</sup> Includes content in non-compliance with Airbnb's [Terms of Service](#) and reviews moderated in line with Airbnb's [Reviews](#) and [Content Policies](#).

<sup>6</sup> Includes online bullying and harassment related content.



## 6. Complaint Handling and Appeals

Airbnb handles complaints about content removals or restrictions through an internal complaint handling system (Article 15(1)(d) DSA), which includes reports and queries to customer service via phone, email, or in-app messaging, or, in the case of a user who has had their content moderated, by directly lodging an “appeal” to Airbnb via webform or a direct appeals link in the email they receive informing those users of Airbnb’s content moderation decision. Airbnb users lodge these complaints or appeals if they disagree or dispute Airbnb’s decision, and may have more information to provide for Airbnb to consider an appeal.

Note the below numbers reflect those appeals submitted to Airbnb during the Reporting Period via webform or from those users appealing directly to Airbnb from their content moderation decision email. The below numbers do not include general queries made to customer service about online content.

<b>Internal complaint handling system metrics</b>	<b>Number</b>
Number of complaints submitted	5,668
Number of restrictions/suspensions upheld	3,330
Number of restrictions/suspensions reversed	2,338
Median time for decision	2-3 days

A large percentage of the complaint volume from users was in response to enforcement on inauthentic listings. Though Airbnb’s detection models look for signals to flag listings that may not appear to be authentic, these cases are reviewed by human personnel, who can rule out any false negative flags.

## 7. Out-of-court Dispute Settlement Bodies

Airbnb [informs its users](#) that in addition to Airbnb’s internal complaint handling process, they may have the right to submit a complaint to a certified EU out-of-court dispute settlement body. At the time of publication of this report, the number of decisions submitted to Article 21 DSA out-of-court settlement bodies is zero.



## 8. Automated Means for Content Moderation

Airbnb uses a number of models to detect the presence of potentially illegal content, or content that may violate Airbnb policies and [Terms of Service](#).

Because all notices received via Airbnb's notice mechanisms detailed in Section 3 of this report were processed by manual review and no automated means were applied in this processing, there is no additional data to report by notices received by Airbnb users, or by Trusted Flaggers. Additionally, all actions on complaints or appeals and own-initiative enforcement actions by Airbnb were not processed using solely automated means, and all required a level of manual review by Airbnb.

Even though Airbnb's approach to content moderation decisions can rely on a degree of manual analysis and decision making, Airbnb also uses technology across the entire user journey to help build trust, including by helping to detect and prevent bad actors from utilizing the platform. This includes:

- Account Creation: To detect fake accounts, bots and account takeovers
- Search: To detect and remove fake listings
- Booking: Airbnb's Reservation Screening Technology helps reduce the risk of disruptive parties or property damage, which may lead to incidents that cause harm to hosts, neighbors and communities it serves
- The Stay: Using calls to Community Support and message threads to understand what behavior is normal vs. abnormal
- Reviews: Detecting fake reviews

## 9. Training for Personnel in Charge of Content Moderation

Airbnb is built for connection and belonging, and a strong layer of trust and security is important to carry out the platform's mission. As such, Airbnb is committed to continually investing in its products, policies, and training to help ensure these teams are equipped to implement Airbnb's approach to content moderation.

Airbnb has dedicated teams across trust, safety and customer support working to strengthen the platform's defenses and help keep its community safe. These teams are made up of cybersecurity and fraud prevention specialists, data scientists, product managers, designers, law enforcement liaison officers, engineers and 24/7 response agents, who receive regular training on new and developing policies and how to apply them. Airbnb provides those teams with extensive internal resources, playbooks and workflows which are subject to regular review.