eventbrite

Eventbrite EU DSA
Transparency Report 2024

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Reporting Period: February 17 - December 31, 2024

Introduction

Eventbrite is a global self-service ticketing platform for live experiences that allows anyone to create, share, find, and attend events that fuel their passions and enrich their lives. From music festivals, marathons, conferences, community rallies and fundraisers, air guitar contests or gaming competitions, our mission is to bring the world together through live experiences.

This Transparency Report is responsive to Eventbrite's obligations under the EU Digital Services Act (DSA) Article 15 and Article 24. As of the date of this report, Eventbrite has on average less than half of the 45 million threshold of active recipients in the EU and is not designated as a Very Large Online Platform. Our **EU DSA Statement** contains the latest information of the monthly active users of our services.

1. Content Moderation at Eventbrite

Eventbrite's Community Guidelines provide transparency into how we keep our community safe. They also serve as the guardrails for what types of content are encouraged and what types of content threaten the integrity of our platform and are not allowed.

To combat platform abuse, we rely on a combination of tools and processes, including proactive detection using machine learning technology and rules-based systems, reactive detection from user reports, and human reviews from our content operations specialists.

2. Overview of Eventbrite's user reporting flow

We have a "**Report this event**" option for anyone to report event issues or policy violations to us.
1. From the web page for the event, a user can select "Report This Event."
2. The user is prompted to fill out the report.
   - If the user is already logged into Eventbrite, the reporter's email address will be automatically populated.
   - The user is then prompted to select the most accurate reason for flagging the content.
   - Reporters can also provide additional details to explain their selection in the "Description" section.
3. The report is submitted to Eventbrite for review.
   - Reporters receive email confirmation that their report has been submitted.

Visitors and logged-out users (i.e., users who do not have an Eventbrite account) can also report content visible to them using our reporting functionality.

3. Summary of Eventbrite enforcement actions

During the reporting period, Eventbrite took the following enforcement actions:
- **Visibility Restriction - Reduce Visibility or Make Event Private.** Certain content may not be appropriate for our community. In these cases, we may make the content private or otherwise reduce its distribution or prominence.
- **Visibility Restriction - Removal of Events.** When an event violates our policies, we take down the entire event listing (unpublish) to prevent further registrations or ticket sales.
- **Some Content Removed.** If the entire event does not violate our Community Guidelines or the law, we may remove only the violating content (for example, we remove an image that violates our Nudity and Sexual Content Policy from an event, but the event itself is non-violating).
- **Account Termination - Account Lock.** If the abuse of our Services is severe (in our sole evaluation), which can include repeatedly posting illegal content or repeatedly submitting unfounded complaints, we may also suspend or terminate the associated Eventbrite account. For most violations, the infringing user will receive warnings before their account is suspended. However, for more severe violations, such as Exploitation, Child Endangerment, or Fraud, a single violation could result in suspending the user's account.

4. User Reports

During the reporting period, Eventbrite received 1,286 total EU user reports for content-related violations, including user reports of content that violated our Community Guidelines and notices of illegal content (as per the requirement in Article 16).

The tables below provide information regarding the number of EU reports Eventbrite received, the reason for the reporting, and the enforcement action taken.

> **Notes:**
>
> Often, users report content for a specific category but after review, we may find that the event violates a different policy. As a result, in the table above, the "Number of Reports" field may not match the actions Eventbrite took for a policy violation. For example, an event may be reported as fraudulent but we may find that it violates our spam policy and unpublish it for that reason. In that instance, the event would be counted as Fraud in the "Number of Reports" but the relevant action would be counted in the row for Spam.

Report Reason	Number of Reports	Number of specific items in the report	Number of reports where violation was found	EB Action- Reduce visibility or make the event private	EB Action- Unpublish event	EB Action- Termination/ Account Lock
Fraudulent Event Listings or Scams	800	324	245	0	245	99
Regulated Content or Activities	0	0	0	0	0	0
Harmful Content	217	170	1	0	1	0
Spam	178	95	575	0	575	146
Sexually Explicit Content	9	9	2	1	1	1
Hateful Content	46	15	2	2	0	0
Violence or Extremist Content	11	10	0	0	0	0
Copyright or Trademark Infringement	10	8	1	0	1	0
Other Illegal Content	15	14	0	0	0	0
TOTAL	1286	645	826	3	823	246

Median time from report to action

The median time from user report to action across all categories was approximately 51.6 hours.

Reports where action was taken based on the law

Eventbrite's policies prohibit a broad range of content that violates the law. In such cases, we primarily rely on our Community Guidelines to take action. Only in cases where content does not violate our Community Guidelines but violates applicable law in a jurisdiction would we categorize the action as being taken based on the law. During the reporting period, all moderation actions were taken on the basis of Community Guidelines violations.

Trusted Flaggers

Eventbrite did not receive any Trusted Flagger reports during the reporting period.

5. Actions taken at Eventbrite's Initiative

As part of Eventbrite's proactive moderation capabilities, including machine learning technology and rules-based systems, we may remove content that infringes our Community Guidelines before users discover or report the content directly to us.

The table below summarizes the EU content or accounts[1] that Eventbrite actioned proactively - absent a user report - and is broken down by policy category.

Notes:
- We deliberately cast a wider net for potential content policy violations to ensure the safety of our users. By design, this leads to a larger amount of non-violating content undergoing manual review.
- If Eventbrite proactively detected illegal content using automated means before receiving a user report, we count it in the table below.
- In some cases, the same event may have received a proactive review and later be reported to us by a user. These events would be counted twice in Sections 2 and 3 of the Report.
- In some cases, Eventbrite actions both a user's account and event content as part of the same review. Both actions are included in this table. Additionally, one event or account review may lead to multiple other events or accounts being detected as violating. For example, a spammer with multiple accounts may have been locked due to a single event being detected.

Policy violation	Events reviewed	EB Action - Visibility Restriction - Unpublished	EB Action - Visibility Restriction - Reduced visibility or mark private	EB Action - Content removed	EB Action - Termination/ Account Lock
Hate Speech	1358	0	1	0	0
Harmful Misinformation	138	0	0	0	1
Nudity or Sexual Content	1286	61	279	3	7
Child Endangerment	0	0	0	0	0
Dangerous Organizations or Individuals	2	0	0	0	0
Fraud	5001	3454	0	0	2128
Controlled substances (incl. Cannabis)	127	24	0	0	2
Weapons and Firearms	17	0	0	0	0
Violence and Physical Harm	0	0	0	0	0
Gambling, Raffles, Sweepstakes, or Giveaways	70	19	0	0	2
Exploitation	0	0	0	0	0
Illegal Content and Activities	0	0	0	0	0
Misrepresentation	171	171	0	0	1
Reselling	544	25	0	0	3
Total	8714	3754	280	3	2144

[1] EU content is defined as 1) events or content located in the EU or 2) online events where the organizer's location or Eventbrite web domain is EU. EU accounts are accounts where the organizer's location is EU.

6. Appeals

We email the reporter and content owner when Eventbrite takes action on a user's account or platform content. In the email notice, we provide additional information explaining our decision, the policy violated (if applicable), the action taken, and an opportunity to appeal Eventbrite's decision.

As part of our appeals process, a user can click a link in the email notice, submit an appeals form, and request a second review of the content within six months of the original decision. A separate team reviews submitted appeals and notifies the user of the appeal decision.

Reason for Appeal	Total	Number of appeals withheld	Number of appeals reversed	Number of appeals partially reversed	Median time from appeal to action (in hours)
Appeals regarding a decision to /demote visibility/ make event private	13	10	3	0	19
Appeals regarding a decision to remove content or unpublish events	16	15	1	0	44
Appeals regarding a decision to suspend/terminate an account	24	20	4	0	51
Appeals regarding a decision not to take action based on a user report	0	N/A	N/A	N/A	N/A
Total	53	45	8	0	40

Notes:
- Certain appeals may be initiated within the reporting period but not resolved within the reporting period; those appeals are excluded from the median time calculation.
- For events detected as potential fraud or spam, we automatically reduce the visibility of events while they are under review to prevent them from selling tickets or causing harm. These actions are included in the data above for the specific categories, although some of the events may eventually have been unpublished or had user accounts locked for violating our policies.

7. Eventbrite's Content Moderation Automated Systems

More information about how Eventbrite moderates content can be found here.

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

All moderators undergo onboarding training before they are able to make moderation decisions, and receive regular training refreshers on Eventbrite's policies and principles to ensure fair and unbiased enforcement. Additionally, quality systems are in place to monitor and improve moderator accuracy and consistency.

9. Account Suspensions

Permanent account suspensions due to publishing policy-violating content

If the abuse of Eventbrite's platform services is severe, which can include repeatedly posting violating content, we inform users that we may suspend or terminate the associated Eventbrite account.

For most violations, a user would receive a warning before their account is suspended. However, for more severe violations, such as Exploitation, Child Endangerment, or Fraud, a single violation could result in the suspension of the user's account. Eventbrite includes that number in this metric.

During the reporting period, Eventbrite suspended 2,395 EU accounts for posting content with severe violations or repeatedly posting violating events. This account suspension data does not include spam accounts identified through automated means.

Suspension of reporting functionality due to repeatedly submitting manifestly unfounded reports

Eventbrite did not suspend the reporting functionality for any EU accounts during the reporting period.

Suspension of appeal functionality due to repeatedly submitting manifestly unfounded appeals

Eventbrite did not suspend the appeal functionality for any EU accounts during the reporting period.

10. Government Requests

During the reporting period, Eventbrite did not receive requests from Member State government authorities to remove content from our platform or request user account information.

11. Out-of-Court Settlement Bodies

During the reporting period, Eventbrite did not receive notice of any disputes submitted to out-of-court dispute settlement bodies.