



# Digital Services Act

## Strava Transparency Report

Reporting Period: January 1, 2025 – June 30, 2025

In accordance with the requirements of the Digital Services Act (Regulation (EU) 2022/2065) (“DSA”), Strava provides the following report on content moderation activities engaged in during the period of January 1, 2025 – June 30, 2025 (“reporting period”).<sup>1</sup>

### I. Government orders under the DSA received from Member States

#### Orders to act against illegal content

During the reporting period, Strava received zero (0) orders from EU Member States’ authorities to act against illegal content.

#### Orders to provide information about one or more individual recipients of the service

During the reporting period, Strava received zero (0) orders from EU Member States’ authorities to provide information about one or more recipients of the service.

### II. User notices

During the reporting period, Strava received the following user notices:

Alleged Reason for Reported Content	Notices submitted	Notices resulting in content removal	Notices resulting in account suspension or termination
Abusive Or Harmful	636	0	67
Advertising	995	0	228
CSAM	10	0	0
Dangerous, Violent, or Graphic Content	45	0	0
Extortion and Scams	7758	54	2903
False Information	819	0	0

<sup>1</sup> Unless specified, the numbers included in this report are not limited to the European Union and cover Strava’s content moderation activities globally.

Harassment and Bullying	10817	739	583
Hate Speech	6463	453	229
Impersonation and Fake Accounts	15489	6	5433
Inappropriate Content	6105	229	1137
Media shared without consent	2	1	0
Nonconsensual Sharing of Intimate Imagery	6360	2	1
Other	15	0	0
Profanity	2894	431	98
Sensitive Content	1960	101	48
Sexually Obscene Content	1	0	0
Spam	32665	1617	9838
Suspicious Behavior	672	0	90
<b>Total</b>	<b>93,706</b>	<b>3,633</b>	<b>20,655</b>

The median time for taking action was 21 hours.

### III. Notices submitted by “trusted flaggers”

During the reporting period, Strava received zero (0) notices from trusted flaggers.

### IV. Own-Initiative Content Moderation

Content moderation to enforce Strava’s content policies—including Strava’s Terms of Service and Acceptable Use Policy—currently primarily occurs through human review of user reports. In a limited number of cases, Strava’s Trust & Safety team employs automated tools to flag content for human review.<sup>2</sup>

Strava employs a team of specialists who review reported content against Strava’s content policies. In addition to providing training on Strava’s policies at onboarding, Strava provides ongoing training to its team of Trust & Safety specialists. Moreover, Strava has built

<sup>2</sup> See section VI below for additional information about these tools.

escalation channels so that specialists can reach out to relevant internal experts, such as Strava’s legal team, as necessary.

There are several types of actions that Strava takes when moderating content. These include removing content from the platform, temporarily suspending an account, permanently suspending an account, and/or terminating an account.

**V. Appeals**

During the reporting period, Strava received the following number of appeals (i.e., complaints received through Strava’s internal complaint-handling system) about Strava’s content moderation actions:

Alleged Reason for Reported Content	Reporting User or Reported User	# Appeals	# Appeals Denied	# Appeals Granted	# Appeals Partially Granted
Spam	Reported User	1	0	1	0
Harassment and Bullying	Reporting User	9	0	9	0
Impersonation and Fake Accounts	Reporting User	2	0	2	0
Other	Reported User	72	29	43	13
Other	Reporting User	312	101	211	1
<b>Total</b>		<b>396</b>	<b>130</b>	<b>266</b>	<b>14</b>

**VI. Use of automated means for the purpose of content moderation**

As noted above, Strava relies primarily on human review of user reports for content moderation. To the limited extent that Strava uses automated means, Strava employs tools such as keyword filters and machine learning models to flag content that potentially violates Strava’s policies for human review and to identify bad actors.

**VII. Disputes submitted to out-of-court dispute settlement bodies under Article 21 of the DSA**

During the reporting period, Strava had zero (0) disputes submitted to out-of-court dispute settlement bodies.

**VIII. Suspensions imposed under Article 23 of the DSA**

During the reporting period, Strava imposed zero (0) suspensions pursuant to Article 23 of the DSA.