



Digital Services Act Transparency Report

Reporting Period: February 17, 2024 – February 16, 2025

In accordance with the Digital Services Act (Regulation (EU) 2022/2065) (“DSA”), Strava provides the following report on content moderation activities engaged in during the period of February 17, 2024 – February 16, 2025 (“reporting period”).¹

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
Child sexual exploitation and abuse material	2	1	1
Dangerous, violent, or graphic content	2	1	1
Extortion and scams	1,437	140	875
Harassment and bullying	10,665	2,554	787
Hate Speech	9,074	1,578	485
Impersonation and fake accounts	2,570	175	1411
Inappropriate Content	5,339	582	360

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

Intellectual property infringement	1	1	0
Media shared without consent	15	8	0
Misinformation or civic interference	19	18	0
Nonconsensual sharing of intimate imagery	2,011	39	3
Abusive Or Harmful	80	1	23
Advertising	130	8	72
False Information	17	0	0
Profanity	6,440	1,642	374
Restricted Location	1	1	1
Sensitive Content	3,101	409	229
Suspicious Behavior	131	22	25
Sexually obscene content	5	3	0
Spam	25,618	9,113	10,072
Suicide	1	0	0
Other	97	21	6
Total	66,659	16,296	14,719

The median time for taking action was 14 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.²

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

² See section V below for additional information about these tools.

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
Extortion and scams	Reporting User	1	0	1	0
Harassment and bullying	Reporting User	12	0	12	0
Harassment and bullying	Reported User	4	0	2	2
Hate Speech	Reporting User	1	0	1	0
Hate Speech	Reported User	1	1	0	0
Impersonation and fake accounts	Reporting User	1	0	1	0
Media shared without consent	Reporting User	1	0	1	0
Misinformation or civic interference	Reported User	2	2	0	0
Spam	Reported User	1	0	1	0
Other	Reporting User	619	296	319	4
Other	Reported User	490	306	134	50
Total		1,133	605	472	56

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.