

Treatwell Limited: DSA Transparency Report

In accordance with Articles 15 and 24 of the Digital Services Act (Regulation (EU) 2022/2065), Treatwell Limited is publishing this transparency report for the reporting period of **1 January 2024 - 31 December 2024** ("Reporting Period").

1. Introduction and Background

Treatwell Limited and all its European subsidiaries ("Treatwell") operates an online marketplace for hair and beauty bookings, connecting independent beauty professionals with consumers across Europe. Our platform allows users to discover, book, and review beauty services 24/7.

Treatwell is committed to maintaining a safe digital environment. This report provides information on our content moderation practices, including actions taken against illegal content and violations of our community standards during the Reporting Period.

2. Content Moderation Approach

Treatwell uses a combination of proactive measures to moderate user-generated content, such as information published on partner listings and customer reviews.

- **Policies:** All content must comply with Treatwell's Content Policy, Review Guidelines, and Terms of Business.
- **Proactive Moderation:** We identify potentially violating content through regular audits of specifically selected content, specifically paying attention to locations/venues that have been live for fewer than 45 days. These audits are recorded in our internal GSheet and Salesforce reports
- **Reactive Moderation:** Users and third parties can report potentially illegal or violating content through our dedicated chat which is provided on our website and app and easily accessible to users or members of the public.
- **Human Review:** Flagged content is reviewed by trained personnel to ensure accuracy and contextual understanding before final actions are taken.

3. Orders Received from Member State Authorities

Treatwell complies with legal orders from EU Member State authorities to act against illegal content or to provide specific information relating to a venue's Marketplace profile.

Type of Member State Order	Total Number	EU Member States (Breakdown)
Orders to act against illegal content	0	Germany Austria Ireland Lithuania France Italy Spain Netherlands Belgium Portugal Greece
Orders to provide information	0	Germany Austria Ireland Lithuania France Italy Spain Netherlands Belgium Portugal Greece

4. Notices and Action (Article 16)

This section details notices submitted by users or Trusted Flaggers regarding potentially illegal content via our notice-and-action mechanisms.

Type of Content Reported	Total Notices	Action Taken (Removal/Restriction)
Intellectual Property Infringement	3	3

Defamatory or Hateful Content	3	3
Inauthentic/Fake Reviews	17	14
Other (Unauthorised services, etc.)	4	3

5. Own-Initiative Content Moderation

Treatwell proactively monitors the platform to ensure compliance with our guidelines and to protect the reliability of the marketplace

Violation Category	Visibility Restrictions	Account Suspensions
Inauthentic/Spam Content	5	4
Unauthorised Commercial Activity	100	102
Illegal Content (Child Safety)	0	1

6. Complaint Handling and Appeals

Users whose content has been removed or whose accounts have been restricted have the right to appeal Treatwell's decision through our internal complaint-handling system.

Metric	Number
Total appeals submitted	0
Decisions upheld (No change)	0
Decisions reversed (Action overturned)	0
Median time for decision	N/A

Out-of-Court Dispute Settlement: Users are also informed of their right to seek settlement through certified out-of-court dispute settlement bodies. During this period, 0 cases were referred to such bodies.

7. Use of Automated Means for Content Moderation

In 2024, Treatwell did not utilise automated technology for content moderation. All moderation actions are performed manually by our specialised teams to ensure accuracy and contextual understanding.

8. Training and Resources

To ensure consistent and fair moderation, Treatwell invests in:

- **Dedicated Teams:** Specialised Content and Customer Support teams.
- **Personnel Training:** Staff are trained through online modules explaining the guidelines. This is supplemented by initial learning from colleagues and monthly sync meetings.
- **Quality Assurance:** Specialists are audited on a monthly basis to ensure alignment with our standards.
- **Internal Resources:** Standardised action plans and workflows that are subject to regular internal review