About Daft

Daft.ie is Ireland's No.1 Property website and app. Founded in 1997 by brothers Eamonn and Brian Fallon, Daft.ie is focused on empowering users to make informed decisions through a mixture of innovative product features and in-depth quarterly market analysis by way of Ireland's most read property report - The Daft Report.

Daft.ie is the number one destination for property searchers and connects property professionals with a unique audience of over 2.5 million users each month. Today, Daft.ie is part of Distilled - the leader in online marketplaces in Ireland.

Content Moderation at Daft

The Digital Services Act defines "content moderation" as any activities that are aimed, in particular, at detecting, identifying and addressing illegal content or content incompatible with Daft terms and conditions, provided by third parties (e.g., advertisers on Daft). The platform employs a combination of proactive and reactive measures to moderate content and ensure compliance with the law and terms of service.

Proactive Content Moderation

At Daft, we prioritize the delivery of safe, responsible, and compliant content to our users from the outset. We have clear and comprehensive rules and guidelines (concerning, e.g. accurate information, property to be genuinely held, comply with applicable laws such as Equal Status Acts 2000-2015) that any third party who wishes to advertise on Daft has to agree and adhere to.

Our content review and approval practices are designed to maintain a high standard of quality and integrity in all the ads on our website. We take this responsibility seriously and have developed a robust content review and approval framework that primarily revolves around notice and take down mechanisms as well as proactive and comprehensive review prior to publication based on aforementioned rules and guidelines.

Daft uses automated systems to scan listings prior to publication for potentially harmful or illegal content. Content is reviewed by an agent and subsequently approved or

rejected in compliance with these rules and guidelines. By this, we ensure that our content adheres to legal, ethical and community guidelines.

Reporting Content & Reactive Content Moderation

In accordance with the DSA, we have implemented a robust reporting mechanism. This mechanism allows users to report content that they believe may violate European law, the laws of individual member states, or the standards that we have set for ourselves via our Terms and Conditions.

In addition to this, we also have a Daft designed reporting mechanism that allows users to report any suspicious or inappropriate listings. Daft investigates reported listings and takes appropriate action, which may include removing the listing, suspending the seller or contacting authorities.

Location of Reporting Mechanism

Our reporting mechanism is strategically placed on each individual listing. We believe in making it as easy as possible for our users to bring to our attention any concerns they may have about the content or users they encounter on our platform.

Types of Violations Reportable

We have undertaken a thorough review of the content on our website to identify potential violations of statutory law and our own internal standards. Consequently, we have decided to allow for the reporting of various types of potential violations. These include, but are not limited to:

- IP Infringements: Any content that infringes upon intellectual property rights, such as copyright or trademark violations, can be reported through our mechanism.

- Misrepresentation of listings: Reporting inaccuracies or omissions in property descriptions and information is essential for maintaining transparency and trust.

- Equality guidelines: We encourage users to report any content that raises concerns or may be interpreted as discriminatory.

● Consumer Protection Concerns: Reporting content that may be in violation of consumer protection standards or policies, including suspected fraudulent listings.

● Inappropriate Content: This category includes content that may be offensive, promote violence, or extremism. We are committed to creating a safe and inclusive digital environment for all users, and your reports help us achieve this goal.

By implementing this reporting mechanism, we aim to engage our community of users in our efforts to maintain high standards for the content on our platform. We believe that transparency, user engagement, and open communication are key to addressing potential violations and making continuous improvements.

Expert-Lead Review

Daft has a dedicated team responsible for reviewing reported listings and taking appropriate action. The team is trained to identify and handle various types of violations, ensuring compliance with the law and Daft's terms of service.

Once we receive a notification it will be assigned to and reviewed by members of our expert teams. If the content is found to violate local laws or our Daft standards, then the content is removed from our website.

How to read the report

Key terms used in this report:

- **Orders:** These are requests from authorities in the European Union to take action against illegal content.
- **Notices:** These are reports submitted by users, Trusted Flaggers, or other stakeholders about potentially illegal content on the platform.
- **Trusted Flaggers:** These are individuals or organizations recognized for their expertise in identifying illegal content.
- **Internal Complaints Handling:** This refers to the process for users to challenge Daft's decisions on content moderation.
- **Out-of-court settlement:** This is an alternative way to resolve disputes about content moderation decisions.

- **Suspensions:** These can be imposed on users who repeatedly post illegal or incompatible content or submit unfounded notices or complaints.
- **Content Moderators:** These are the experts at Daft who review notices, complaints, and orders to make decisions about content.
- **Automated means:** These are the technological tools and systems Daft uses to help moderate content.

Summary & Reporting Period

During 2024, we received 38 notices regarding potentially illegal content on Daft.ie. Of these, 17 resulted in the removal of content from our platform. In addition to these DSA-related removals, we also removed a further 66 pieces of content during this period due to voluntary actions and reports made by users through other channels, bringing the total number of removals to 83. These removals covered various types of illegal content, including breach of minimum standards, equal status act, copyright infringements , scams, platform service violations, and excessive deposit requests. Daft took action on these notices, which included removing content and suspending accounts. The platform also uses automated means to help moderate content. Daft is committed to complying with the DSA and ensuring a safe online environment for its users.

Daft

(Notices) User Reports

Avg Reply Time Overall (hrs)	33.2
Avg Reply Time Removal (hrs)	25.5
Avg Reply Time Non Removal (hrs	40.6
Total Notices	38
Total Removals	17

Type of content	Count
Not DSA	21
Doesn't meet minimum standards	4
Fraudulent listing	3
Excessive Deposit Requests	3
Multiple concerns	2
Copyright	2
Upfront rent requests	1
Tenant rights	1
Equal Status Act	1
Grand Total	**38**

DSA Transparancy Database Submissions - Ads

Decision ground	Count
Illegal Content	17
Incompatible content	66
Grand Total	**83**

Illegal Content Applicable Law	Count
Criminal Justice (Theft and Fraud Offences) Act 2001	16
Housing (Standards for Rented Houses) Regulations 2019	1

Incompatible Content Ground	Count
Daft.ie Terms and Conditions Section 10	66

Content Category	Count
SCAMS AND FRAUD	16
SCOPE OF PLATFORM SERVICE	66
UNSAFE AND ILLEGAL PRODUCTS	1

Source	Count
ARTICLE 16 NOTICE	15
TRUSTED FLAGGER	2
OTHER NOTIFICATION	66

Content type	COUNT
IMAGE	4
OTHER	78
PRODUCT	1

DSA Transparancy Database Submissions - Actions

Decisions	Count
ACCOUNT SUSPENDED	0
CONTENT REMOVED	83
Grand Total	**83**

Automated decision	Count
Fully automated decision	0
Decision not automated	83