Typeform

Transparency Report

January 1, 2024 – December 31, 2024

Released: February 14, 2025

1. Introduction to the transparency report.

Typeform has always advocated for an open, ethical and respectful behavior from all the members of its community. As a result, Typeform is committed not only to promote meaningful lasting online interaction but doing that in the right way and without deceiving the legitimate interests of our community.

To this end, we are constantly working to improve our safety and security practices — including our Service Terms and Conditions, dedicated sections in our Help Center or Community terms; tools for detecting and enforcing against unlawful content; and initiatives that help empower our community. With all these actions and new initiatives to come, Typeform wants to ensure that reported contents and malpractices are carefully investigated and addressed in a transparent and fair manner.

Following Typeform's interest in fostering a safe, ethical and lawful environment for the users of their products and services and its willingness to comply with the Digital Services Act[1] reporting requirements, we are putting together these reports, aiming at providing: (i) insights into the initiatives implemented by our group; (ii) visibility into the nature and volume of content reported on our platform; and (iii) clarity on the actions taken to enforce against unlawful content.

This first report covers the year 2024 (January 1 - December 31), including data about the global number of reports we received and enforced against across the different types of malpractices; the specific categories of reporters; how we responded to petitions and orders issued from competent public authorities; and our actions broken down depending on the nature of the unlawful content.

During the relevant period, we have worked in formalizing internal policies, procedures and workflows. We have developed new reporting channels to make reporting content easier and more accessible for any stakeholder. These channels are now more accurate and offer a better experience for the person filing the report. Typeform has also launched new training programs and created cross-cutting channels where all teams involved are welcome to challenge and enhance the process. The security of our clients will always be Typeform's most important priority, and it is expected that Typeform continues working to bring initiatives in this area.

2. How to read this report.

From January 1, 2024, to December 31, 2024, Typeform acted against 2,490 pieces of content that violated either our Terms and Conditions or the applicable laws, including those which were found in Typeform's Community (i.e. 1,954 actions against Community contents, and 536 general actions against infringing content). To understand these numbers, a summary of the main categories of abusive content that Typeform's teams deal with, and the enforcement actions taken when those contents are presented below.

---

[1] REGULATION (EU) 2022/2065 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act) ("Digital Services Act" or "DSA").

Categories identified by Typeform as abusive or in violation of our Terms and Conditions are described below:

1. Copyright infringement.
2. Spam, malware or 'phishing': spamming or content that transmits viruses, causes pop-ups, attempts to install software without the user's consent, or otherwise impacts users with malicious code or scripts, as well as any sort of phishing activity.
3. Private and confidential information: creating questions that ask for a respondent's confidential information. Examples include: passwords, credit card details, bank account numbers, or similar types of private information.
4. Nudity: sharing or publishing of content depicting graphic sex acts or other sexually explicit material, redirecting traffic to pornography, or any sort of children exploitation; and;
5. Promoting hatred, violence or illegal/offensive activities: sharing or publishing content that promotes hatred or violence towards other groups based on race, ethnicity, religion, disability, gender, age, sexual orientation or gender identity; or crude content or violent content that is shockingly graphic; or content that threatens, harasses or bullies other people or promotes dangerous and illegal activities.

On top of these categories, Typeform further investigates and enforces against actions, contents or behaviors in violation of applicable laws. Those are identified below as "*Other illegal content*".

Enforcement actions include:

1. Making the content private, i.e. unpublishing such content so it is no longer available for the general public.
2. Suspending an account, i.e. preventing access to the account owner to the relevant account associated with the unlawful content.
3. Terminating an account, i.e. the definitive elimination of the account on Typeform's servers and databases, resulting in both (i) the elimination of all the data included in the relevant account associated with the unlawful content; and (ii) the prohibition to create a new account or signing-up by the account owner as identified with the same email account.

3. Breakdown.

Considering the categories identified in the section above, the most relevant information is detailed below, excluding the Community (numbers for the Community are broken down at the end of this Section 3).

Total number of reports	Total enforcement actions against content or accounts
2,142	536

Typeform has received only one (1) valid order from a Member State authority (i.e. France) regarding a fraudulent survey capturing personal data in breach of applicable privacy legislation. Typeform resolved the request within 2 days, 2 hours, 2 minutes. Notwithstanding the above, two-hundred and twenty-three (223) reporters incorrectly identified themselves as "public authorities". Out of two-hundred and twenty-three (223) reports, thirty-six (36) were enforced redefining the reporter

as an ordinary third party, while in regard to the remainder 187 no action was taken as no breach of Terms and Conditions and/or applicable law was regarded.

Typeform has processed the following number of reports, distributed by type of unlawful activity within the first chart and by category of Reporter, including the median time needed to take action. Further information on the actions taken is detailed in the third chart. 78.64% of all the reports detailed below (including the Community) have been submitted through the dedicated channel made available by Typeform which consists in an access and user-friendly form that allows the interested party to handle the whole process of submission and handling the report exclusively by electronic means.

This first chart shows the total number of reports, excluding those of the Community, distributed by category of alleged unlawful content, including the number of pieces of content against which action was finally enforced and the median time needed to take action. Note that a total of 614 reports have been submitted without the necessary information or completely ungrounded which have only been included at the summary in the bottom of the chart to avoid confusing noise (the "**Other Unidentified**"). Yet, as part of Typeform's commitment to foster a secure online environment and in light of the DSA principles, has acted against 100 of those cases.

Categories of content[2]	Total number of reports	Total enforcement actions	%	Median time needed to take action
Spam, malware or 'phishing'	1,261	389	30.84%	39 hour 15 min
Private and confidential information.	117	30	25.64%	52 hour 45 min
Nudity	9	2	22.22%	32 hour 43 min
Promoting hatred, violence or illegal/offensive activities.	33	5	15.15%	61 hour 00 min
Other illegal content.	70	7	10.00%	55 hour 35 min
Copyright infringement	38	3	7.89%	99 hour 13 min
*** Total numbers factoring in the Other Unidentified result in... • **Total number of reports............2,142** • **Total enforcement actions...........536**				

---

2 Due to its nature, the contents reported and enforced within Typeform's Community has been independently assessed, not being included in this chart.

As observed in the chart, the most relevant category of abusive content in terms of volume of reported pieces of content and accounts enforced are "spam, malware or phishing". Typeform is aware that fighting against spamming and phishing will be critical moving forward and is committed to keep investing and investigating to ensure a safe, ethical and lawful e-forms solution.

This second chart shows the total number of reports distributed by category of the reporter, including the number of pieces of content finally enforced and the median time needed to take action.

Categories of reporter[3]	Total number of reports	Total enforcement actions	%	Median time needed to take action
Public Authority	224	37	16.51%	38 hour 39 min
Trusted Flagger	66	13	19.69%	61 hour 37 min
Customers	296	63	21.28%	54 hour 5 min
Respondent	327	79	24.01%	35 hour 40 min
Typeform's Employee	67	6	8.95%	36 hour 58 min
Third party - none of the above.	1,162	338	29.08%	42 hour 4 min

As shown in the chart, the most relevant category of reporter in quantitative terms are third parties who do not own a Typeform account nor can be identified as any of the remaining categories. No relevant connection has been observed between the category of the reporter and the percentage of the contents finally enforced.

This third chart shows the total number of enforced pieces of content or accounts, excluding those of the Community, distributed by category of action taken.

Categories of actions taken[4]	Total enforcement actions	%
No Action	1,606	74.97
Private Content	99	4.62
Suspended Account	311	14.51
Deleted Account	126	5.88

3 Due to its nature, the contents reported and enforced within Typeform's Community has been independently assessed, not being included in this chart.

4 Due to its nature, the contents reported and enforced within Typeform's Community has been independently assessed, not being included in this chart.

According to the numbers above, it is worth highlighting the high volume of reports received which did not require any action from our teams. Most of these cases are ungrounded or the reporter does not provide enough information to process the request even if our teams have contacted them. On the other hand, the number of enforcement actions are distributed as expected, with the less severe measures as the primary ones. Most cases identified are not severe and temporary actions permit our teams to find a solution with the account owner that decides to cooperate with us and the reporter. All of these actions are timely communicated to the account owner and Typeform offers an opportunity to redress the decision or cure the default if further evidence is provided or an effective remedy is implemented.

A special mention deserves the pieces of abusive content enforced in our Community located at https://community.typeform.com/ ("**Commmunity**"). Typeform's Community allows users to interact and share concerns, feedback, tips and instructions that enhance their experience using Typeform. Our Community has its own specific conditions due to its functionalities to interact with other Community members and to the fact that Typeform is not providing actual services through it. Consequently, Typeform has a dedicated specialized team who deals with any Community interactions and acts against abusive behaviours. During the relevant period, the Community team has acted 1,954 entries of abusive content and has banned from accessing this space a total of 1,210 users that abused their use of the Community for spamming purposes. Note that those banned users were not impacted in terms of their Typeform's accounts and/or use of our services.

Finally, we can proudly confirm that all our Customer Support agents specialized in compliance have successfully passed the training program consisting of a joint review of the policies, guidelines and workflows in place and a mandatory test required to continue fulfilling these roles.

4. Our teams: training and expertise.

At Typeform, there are different teams committed to prevent, investigate and enforce actions against unlawful contents to ensure a respectful Typeform's community. In particular, our Customer Support agents specialized in compliance bring extensive experience in handling reports, researching and collecting evidence, and coordinating the actions necessary to respond to reporters while protecting the rights of the owners whose content has been reported. On their end, our Security team critically contributes to developing new tools which prosecutes unlawful content, while providing insightful technical advice on complex cases, including those related to phishing and malware. Finally, our Legal team proactively participates in those cases of greater legal complexity, attending to public authorities' orders or requests, leading communications with them, if necessary, and jointly reviewing with Customer Support agents the evidence to give the fairest response to each case.

For Typeform to provide a fair, balanced, consistent and coordinated response to each case, our teams receive an annual training. This training program consists of a joint review of the policies, guidelines and workflows in place and a mandatory test that is required to continue fulfilling these roles. Our teams are encouraged to raise questions and suggest changes and improvements. Processes are reviewed on a recurring basis and there are specific channels of direct communication between all of them.

5. Conclusions.

After assessing Typeform's first Transparency Report, it is worth stressing the following conclusions. Focusing on the categories of unlawful content, spam, malware or 'phishing' are the most relevant abusive behavior in our community. Further training and more resources are expected to be invested during 2025 to address these threats, as well as assessing the implementation and improvement of automated means for detecting and fighting against these kinds of contents. Moving forward, Typeform is also interested in investigating in depth the cases related to nudity and promoting hatred, violence or illegal/offensive activities. These cases, while limited in volume, are considered sensitive and relevant threats to Typeform's ecosystem. It is expected that compared metrics could bring relevant insights regarding these categories during the next reporting period.

Considering the category of the reporter, the most relevant one in quantitative terms are third parties who do not own a Typeform account nor can be identified as any of the remaining categories. This was not expected at the beginning of the period, since the hypothesis was that a higher volume of customers and respondents who are the individuals with greater exposure to Typeform's services. The Typeform team specialized on dealing with these cases are analyzing these numbers to better understand the reasoning behind this trend, while the company welcomes this reporting activity by individuals that do not belong to its community and takes this as a sign of the effectiveness of the reporting channels created to act against these contents. It is worth highlighting that the focus moves to the number of enforcement actions, the distribution behaves as expected, with the less severe measures as the primary ones.

In light of the above, Typeform is proud of all the progress and efforts done to advocate for open, ethical and respectful behavior from all the members of its community. In the future, Typeform aims at offering compared metrics to previous periods of time, which will permit better understanding of these numbers and implement measures aligned with consistent behaviors and observed trends.