

Etsy

2024

Transparency
Report



All about Etsy

Since 2005, Etsy has connected millions of buyers and sellers around the world, motivated by a shared mission to **Keep Commerce Human**.

Etsy is the home for creativity and self expression, and in a world of generic goods our mission has never been more important. We're committed to keeping Etsy special by elevating original items from real people, and providing a safe and trusted ecosystem where creativity can thrive.

89M

active buyers

5.6M

active sellers

100M

unique items for sale

Today¹, there are more than 100 million unique items available for sale on our marketplace, and our global community is made up of ~89 million active buyers and ~5.6 million active sellers, the majority of whom are women and sole owners of their creative businesses. To support this vibrant community, our Trust & Safety team of product, engineering, data, and operations experts are dedicated to keeping Etsy's marketplace special and secure by enforcing our policies and removing potentially violating or infringing items at scale.

Since 2015, we've released a Transparency Report annually to share our progress in this work. This report, covering January to December 2024, gives you an overview of our content policy approach and enforcement, intellectual property takedowns, order issues, and requests for member information. We also provide insight into our team's roadmap and progress for the remainder of 2025. We're not required to share all of this information, but we choose to publish it because we're committed to transparency and instilling trust in our brand.

¹ As of 12/31/24

The following report highlights the work we've done in 2024 to make our marketplace more secure, and to keep it uniquely Etsy. Maintaining and strengthening the integrity of our marketplace is an always-on effort, and many of our initiatives span multiple years. Our progress in 2024 builds on the foundational work done in prior years. We entered 2024 with significantly less violative content on our marketplace compared to 2023, and throughout the year continued to further iterate on and improve our enforcement processes. Highlights include:

- Overall, **we improved the accuracy and precision of our controls by 70%**, reducing false positives and enabling us to more efficiently remove listings that are violating our policies. This contributed to us **removing 25% fewer listings for violating our policies** compared to 2023.
- **We replaced our Handmade Policy with new Creativity Standards**, reorganizing our rules into new categories and clarifying what is allowed to be sold on Etsy with an emphasis on the role of the seller. In 2024, **we removed 22% more listings and suspended 1.5x more sellers for violating our Creativity Standards and Handmade Policy, as compared to enforcement of our Handmade Policy in 2023**. When we remove listings that violate our policies, we promptly inform sellers of the removal in their Shop Manager and help them understand what went wrong so they can fix it in the future.
- We improved our ability to identify scams and spam in messages, which led to **millions of messages being moved to the spam folder** and Etsy **banning 3.5M spam accounts, which is a 9x increase compared to the prior year**.
- We strengthened our approach to mature content on Etsy by overhauling our [Adult Nudity and Sexual Content policies](#), which led to a **32% decrease in member flags for mature content**.

Our approach to setting marketplace standards

Crafting policies that foster safe and inclusive human interactions, meet legal standards, reflect Etsy's values, and adapt to ever-changing societal norms and events is a bit like knitting a complex pattern: it requires skill, care, and willingness to continually reassess and reevaluate if all threads are aligned. **That's why we have a dedicated Policy team responsible for continuously improving our policies, which are part of [Our House Rules](#), to meet the evolving needs of our community.**

Enabling creative expression and protecting our marketplace

Crafting fair policies requires precision, foresight, and a deep understanding of Etsy's and our community's values and the evolving context around us. Our policies aim to strike a balance between encouraging creative expression and safeguarding the trust and integrity of our marketplace. To achieve this in practice, we guide our policy work by a set of consistent core values:

- *Informed decision making:* We solicit and incorporate internal and external input from experts in the relevant subject areas to develop policies that are fair, relevant, legally compliant, and responsive to the world we live in.
- *Mitigate bias:* We leverage a set of clear, objective principles to help root out bias from the policy decision-making process.
- *Contextual consideration:* We consider the context in which language or visual elements are used in our marketplace, as these factors can influence their meaning and the impact on our community. For example, if a seller uses potentially offensive language in a self-referential or reclaimed manner, we may treat it differently than if the same language is directed at another user in a disparaging way.
- *Anticipate risks:* We strive to proactively anticipate future challenges and emerging trends, ensuring that our policies remain adaptive and forward-thinking.
- *Commitment to iteration:* We recognize that our work is never perfect or complete and commit ourselves to thoughtful, data-driven improvement.

Our goal in applying these guidelines to our work is to enforce policies consistently, protect our community from harm, and prevent future risk.

Policy Enforcement

We expect every user to follow our policies to ensure that Etsy remains a marketplace where creativity and originality thrive. When sellers open a shop on Etsy, they commit to following our [Terms of Use](#), including our [Seller Policy](#), which outline what can be sold on Etsy and our customer service standards.

Our Trust & Safety team is dedicated to detecting potential content violations and enforcing our policies. This includes actions like listing mass-produced or resold items that violate our [Creativity Standards](#) or attempting to sell items that we don't allow under our [Prohibited Items Policy](#). Our team uses a combination of automated systems and human review by policy specialists to monitor for, identify, and remove policy-violating listings and shops. Flags from our community members and trusted authorities are also an integral part of our Trust & Safety process. We strive to consistently enforce our policies and hold all members accountable to the same standards. Our goal is to strengthen trust in our community and maintain the integrity and authenticity of our platform.

Insights from 2024

93%
of flags generated by
our internal systems

In our [2023 Transparency Report](#), we reported removing twice the number of listings for violating our policies compared to the year prior, largely driven by substantial improvements to our internal automated detection systems.

In 2024, we removed 25% fewer listings for violating our policies compared to 2023. We believe this decline was driven by several factors, including:

- Entering 2024 with significantly less violative content in our marketplace because of the progress we made in 2023;
- Improving detection precision by 70%, reducing false positives and enabling us to be more accurate and targeted with our enforcement efforts, meaning less disruption for the millions of sellers who comply with our policies;
- Providing sellers with additional education and resources, helping them to list items that better comply with our policies.

While we removed fewer listings overall, we increased the number of listings removed for violating our Creativity Standards, reflecting our ongoing efforts to ensure that all items on Etsy incorporate a human touch.

If we determine that a flagged item violates Etsy's policies, we'll remove the item from the marketplace and notify the seller. In some cases, and with sellers who repeatedly violate our policies, we'll permanently ban a member. In 2024, most actions were a result of alleged violations of our [Intellectual Property Policy](#) and [Creativity Standards](#).

Of the accounts we took action against in 2024, 56% were sellers based in North America and 33% were sellers based in Europe.

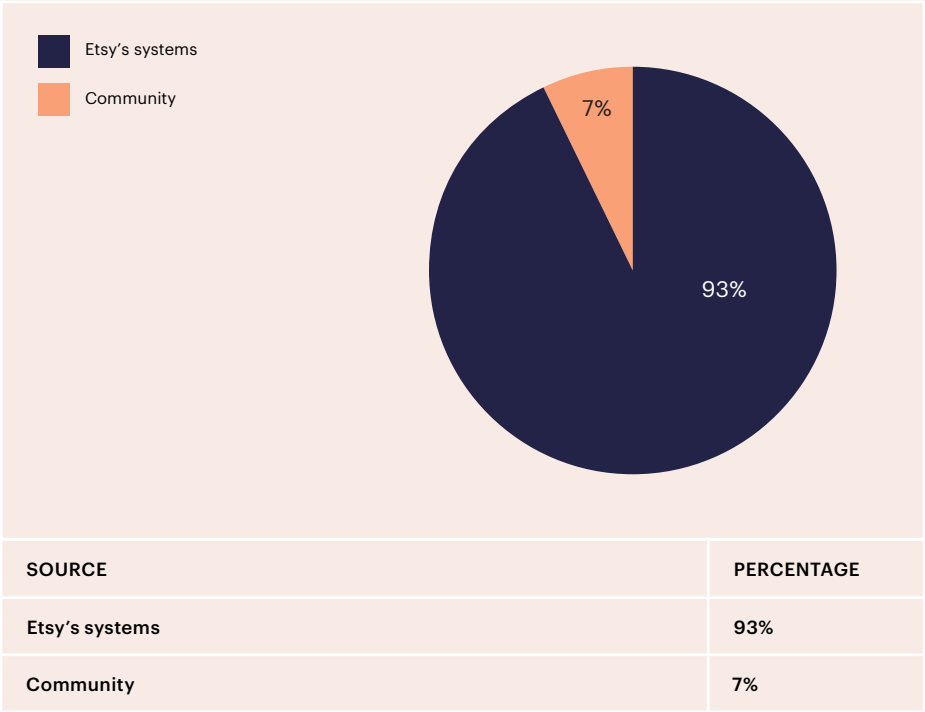
In July 2024, we updated our [Adult Nudity and Sexual Content](#) policy to strike a better balance between creative expression, community safety, evolving industry standards, and best practices. We also published updated guidance for [Listing Mature Content Correctly](#). These policies apply to all listings on Etsy, including content produced using artificial intelligence. Among other changes, we prohibited some categories of adult toys and sexual accessories, prohibited items with photographs or photo-realistic depictions sex acts and genitalia, and clarified our rules for how mature content can be featured in listing images. As a result of these policy and enforcement changes, we saw a **32% decrease in member flags for mature content**, which indicates users encountered less objectionable content to flag to our team.

Keeping conversations safe

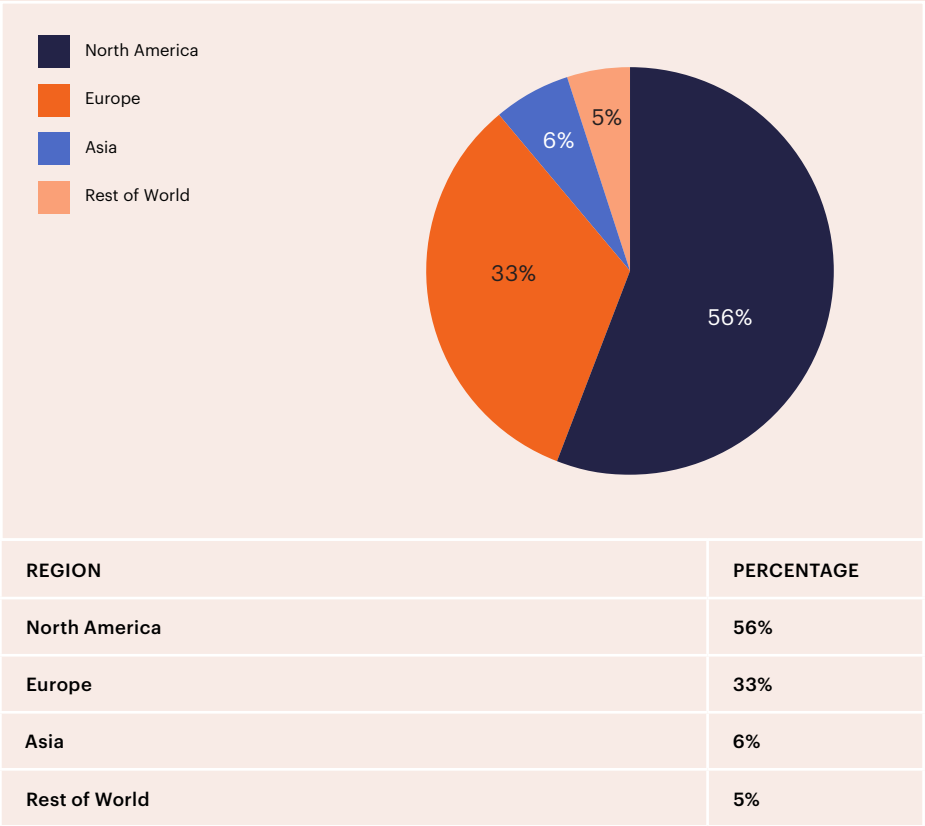
In 2024, we also made several investments in making conversations between Etsy buyers and sellers safer. We improved our automated detection systems to identify potential scam and spam in messages, which led to 2.7M messages being moved to the spam folder and banning 3.5M spam accounts. We also helped our members to protect themselves from potential scams by adding in-product messaging on how to recognize and handle scams and suspicious messages, such as a banner that educates sellers each time they get a message from a buyer they have no order history with, and publishing [educational resources](#), among other things.

Policy Enforcement

Listings Flags,
by source



Accounts actioned
for policy violations,
by region



Policy Enforcement

Keeping Etsy special with our new Creativity Standards

We launched [Etsy's new Creativity Standards](#) in the summer of 2024 as an expression of our core marketplace values, aiming to protect the creative spirit of our marketplace while acknowledging the broad range of ways sellers can reflect their human touch in the items they sell. As part of this effort, we clarified our [policy](#) on what qualifies to be sold on Etsy. Items are now categorized as **Made by a seller, Handpicked by a seller, Designed by a seller, and Curated by a seller** in the Item Description section of the listing page to provide more transparency to buyers on why this item belongs on our marketplace. Sellers can find additional details and definitions in the [Seller Handbook article](#) to map these new categories to their items.

We continued to invest in our automated detection systems, with a focus on identifying resellers of mass-produced items that violate our Creativity Standards, to ensure Etsy remains the destination for unique, one-of-a-kind, and handcrafted items. As a result of these efforts, we removed 22% more listings and suspended 1.5x more sellers for violating our [Creativity Standards](#) and Handmade Policy compared to removals in the previous year under our Handmade Policy.

Intellectual Property Enforcement

As a venue for creative sellers, Etsy takes intellectual property rights seriously, and protecting those rights is central to our values. We require sellers to confirm they have all necessary intellectual property rights for the content they upload to their Etsy shop. Our [Intellectual Property Policy](#) is based on industry best practices, worldwide intellectual property laws, and region-specific laws such as the Digital Millennium Copyright Act (DMCA). Our Intellectual Property and Brand Protection team is responsible for reviewing reports of alleged infringement. Under our policies, rights-holders (or their authorized representatives) can submit IP reports identifying content that they believe infringes their rights via the [Etsy Reporting Portal](#), a central hub for reporting potential IP violations, or through other channels. If the report complies with our policies, we strive to quickly remove the allegedly infringing content, and to notify the seller of the takedown and how they can submit a counter-notice, if applicable.

Insights from 2024

85,591

processed alleged
infringement reports

The [Etsy Reporting Portal](#) lets rights-holders (including sellers) and their agents more easily report alleged infringement. Users can save their information, report multiple listings at once, and track the status of their reports. 2024 was the first year where the main method of receiving IP reports was via the Etsy Reporting Portal. In 2024, Etsy processed 85,591 alleged infringement reports, a 30% decrease from the year prior, and we removed a total of ~832,000 listings, representing a 31% decrease from 2023.

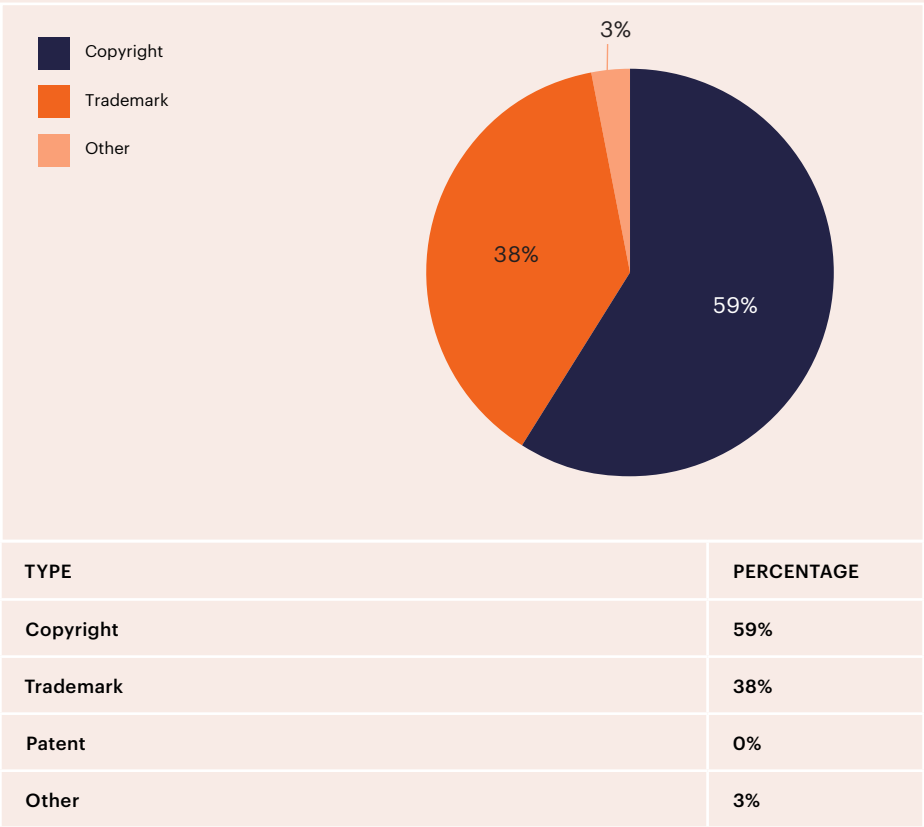
In 2024, we also continued to scale and enhance our anti-counterfeiting program through innovative products and technologies, including machine learning. We removed ~402,000 listings in 2024 for potential counterfeit violations through flags generated by our internal systems, which is a 73% decrease compared to 2023. We closed 26,754 shops for repeat infringement and/or counterfeiting violations, a **15% decrease** from 2023. These year-over-year reductions reflect the continued impact of the significant number of listing and account removals we did in 2023, as well as our sustained focus in 2024 on enhancing the precision of the controls we use to combat potential IP violations and counterfeiting, among other

things. Tackling potentially counterfeit and infringing items continues to be a priority for our Trust & Safety team and we'll continue to thoughtfully expand our enforcement efforts, partner with rights-holders to remove suspected counterfeit goods, and leverage technology to more quickly detect and remove potentially problematic listings.

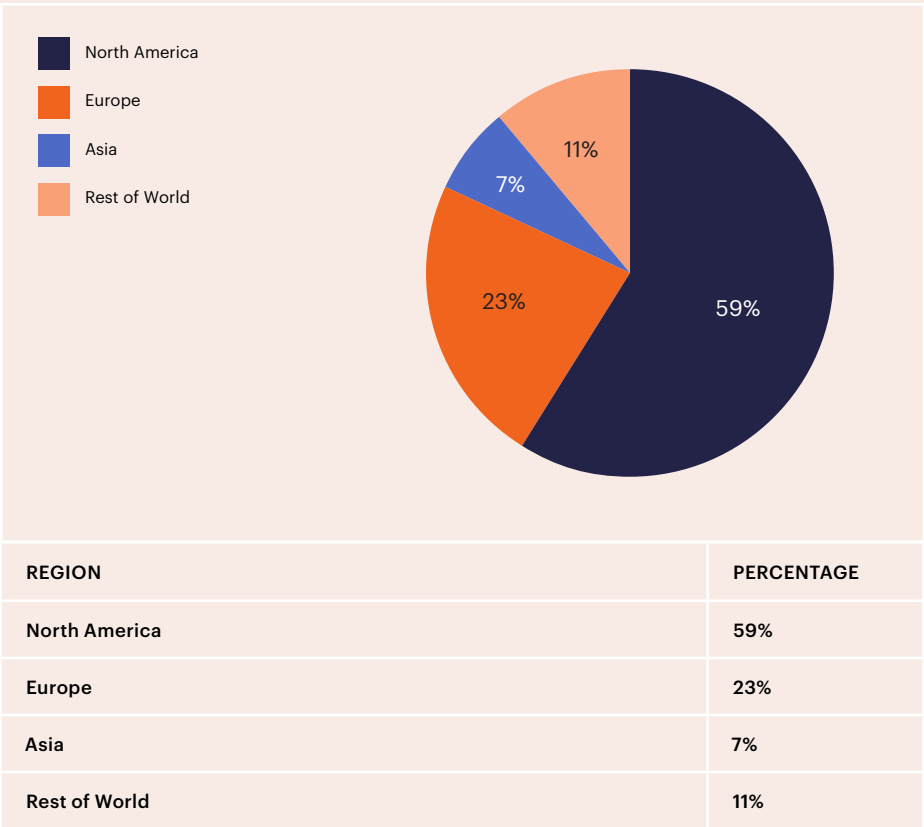
Etsy may reject a report of infringement if we're unable to verify that the person submitting the report is authorized to act on behalf of the intellectual property owner, when the description of the intellectual property is insufficient, or when the report otherwise fails to comply with Etsy's requirements. This year, Etsy rejected 15% of submitted IP infringement reports, marking a 44% decrease from 2023. We attribute this decline to the implementation of enhanced requirements for authorized reporters in the Etsy Reporting Portal. This improvement also coincides with an increase in voluntarily withdrawn reports—from 2% to 5%—indicating more effective resolution of concerns between reporting parties and members. When we remove a seller's listing in response to a copyright infringement report, in certain cases, sellers can file a counter-notice in accordance with the Digital Millennium Copyright Act (DMCA). In 2024, sellers filed counter-notices for 9% of copyright infringement reports, staying flat compared to 2023.

Intellectual Property Takedowns

Intellectual Property Takedowns, by IP issue



Intellectual Property Takedowns, by reporter region



Product Safety on Etsy

Etsy sellers agree to follow our [Prohibited Items Policy](#), part of Etsy's [Seller Policy](#), which outlines what items are prohibited or restricted on Etsy—including several categories of unlawful goods and dangerous products such as hazardous materials, recalled items, and weapons. The Prohibited Items Policy helps us ensure a safe, trusted environment for our community of buyers and sellers. In addition, our Product Safety Principles underscore our commitment to safety.

Etsy's Product Safety Principles

- **Prevention:** We employ a broad range of tools and resources to help detect and remove products that don't meet our standards and to mitigate the risk of reappearance. We work hard to maintain the integrity of our marketplace and continually seek opportunities to enhance our tools and processes, including those presented by new or emerging technologies.
- **Education:** Our teams work to empower our buyers and sellers with educational tools and resources that help buyers make informed purchasing decisions and help sellers understand requirements to sell on Etsy, which includes compliance with relevant regulations, local laws, and Etsy's policies.
- **Easy alerts:** We maintain clear and direct means for verified authorities and trusted partners to easily notify us of product safety concerns. Additionally, we welcome any Etsy user to flag a listing with concerns about products to help inform our enforcement efforts.
- **Quick action:** If a regulatory authority or law enforcement provides us with sufficient information that they deem a product unsafe, we take prompt action to remove the item from the seller's shop.
- **Cooperation:** We value the expertise of regulatory authorities and third party experts in detecting unsafe products. We work closely with these partners to maintain marketplace integrity. If they notify us about a product safety issue that impacts our users, we work with these authorities, in accordance with our Privacy Policy and applicable law, to inform those who are affected.

- **Continuing commitment:** We understand that product safety is an evolving space, and we will hold ourselves to these principles as the community of buyers and sellers grows. We publicly demonstrate our continuing commitment and hold ourselves accountable by annually reporting performance against our policies.

Insights from 2024

Etsy takes product safety seriously. In 2024, we continued to remove items both proactively and reactively to address potential product safety issues, including in response to product safety recall alerts and regulatory notices.

We continuously and proactively scan our platform for recalled items. In 2024, we continued to invest in our automated detection, enabling us to remove violative listings faster. We removed 65% fewer items subject to product recalls compared to the previous year, which we attribute to the large number of removals we did in 2023. We also received 60% fewer recalled item alerts compared to the previous year.

In 2024, we removed more than 50,000 items as part of our ongoing product safety program, with the top category being items with potentially [hazardous materials](#) and dangerous items including products that are potentially [unsafe for children](#). We also continued our collaboration with regulators and law enforcement authorities worldwide, continuing to learn about product safety trends and opportunities to evolve our tools, controls, and processes to better detect potentially unsafe and unlawful products at scale.

In 2024, we also maintained our commitment to the [EU Product Safety Pledge](#), which encourages participating online platforms to go beyond their legal obligations to better protect consumers' safety, and assist with areas like product recalls. [Safety Gate: the EU rapid alert system for dangerous non-food products](#).

Product safety continues to be a priority of various regulators and policymakers worldwide, and we'll continue to evolve our program to adapt to new regulations, emerging trends, and best practices, and collaborate with regulators and other stakeholders to keep Etsy safe.

Resolving Order Issues

Etsy sellers offer great customer service. If a buyer experiences an issue with their order, sellers are the first point of contact to help resolve it quickly. Buyers can easily reach out to the seller by starting a Help With Order request from their “Purchases and reviews” page and selecting their order issue from the dropdown. Typically, 87% of order issues are resolved between the buyer and seller without Etsy getting involved.

If the issue can't be resolved between the buyer and seller, the buyer can [open a case](#) and ask Etsy to resolve the issue. While we always recommend reaching out to the seller first, and opening a case if needed, buyers can also [contact Etsy](#) through chat, email, or by requesting a phone call.

Etsy's Purchase Protection program, which we launched in August 2022, explains when buyers are eligible for refunds, and when Etsy will step in to cover the cost on behalf of sellers. Etsy's Purchase Protection enables buyers to shop more confidently. With Etsy Purchase Protection, [buyers](#) receive a full refund for purchases that don't match the item description, arrive damaged, or arrive late, in line with our [policy](#). We also invest directly in our sellers by providing support and coverage when the unexpected happens. Etsy will cover certain refunds on sellers' behalf, for orders that meet the Etsy Purchase Protection [eligibility requirements](#).

Insights from 2024

Last year, Etsy made it even easier for buyers to report issues and get them resolved with Etsy Purchase Protection by proactively reaching out to buyers when we think there may have been an issue with their order. This helped more buyers easily report order issues and led to faster resolutions.

In 2024, the rate of orders resulting in a case stayed flat YOY at ~0.5%. Four percent of orders resulted in a Help With Order request, down 16% compared to the previous year. This is in part due to our efforts related to improving our seller onboarding verification: In early 2024, we launched a [seller onboarding fee](#), which supported enhanced security and verification.

On average, Etsy resolved cases in just 1.5 hours in 2024, a 25% decrease from 2 hours in the previous year.

An Easy Resolution on Etsy occurs when a buyer gets their item, or a refund, in less than 2 contacts (with Etsy or the seller) and in under 5 days from the date they submit their report. In 2024, our Easy Resolution rate increased to 73%, up from 62% in the prior year. We attribute this increase, in part, to changes in the product experience that helped clarify case eligibility for buyers, which reduced support volume, and gave buyers a more direct path to resolution.

In November 2024, we expanded access to chat within Shop Manager to more shops in the United States and Canada, giving an additional 1.8M sellers even easier access to live support. In 2025, we'll give sellers in several more countries access to Shop Manager chat and introduce new access points to Etsy Support for sellers and buyers.

Requests for Member Information or Action

Etsy's [Privacy Policy](#) details how we handle member information and reflects our commitment to member privacy and transparency. Beyond these policies, Etsy seeks to adopt and maintain appropriate privacy and data security practices, which are reflected in our Privacy Principles.

Etsy's Privacy Principles

- **Ethical custodians:** We only collect and use data that we reasonably need in order to provide you with our services, for marketing, to comply with our legal obligations, and to improve products and experiences for our community.
- **It's your data:** We believe you should have control over your data. We provide you with tools to easily access, download, and edit the data we've collected and allow you the choice (subject to applicable rules) to close your account and delete your data.
- **Choice:** We empower you with the choice to decide how to control your data. You can choose whether or not to participate in personalized advertising with third party partners. You can also choose which, if any, marketing communications to receive.
- **Data safety and security:** Etsy takes the safety and security of your data seriously. We use industry standard technologies, such as Transport Layer Security encryption, and work hard every day to protect your data. We also ask our partners and vendors to use appropriate security controls and privacy practices.
- **Transparency:** We tell you what data we collect, how we use data, and how we share it (including via cookies or Software Development Kits). We update our privacy policy from time to time, as we build new products and as privacy laws around the world evolve.
- **A continuing commitment:** At Etsy, we understand that privacy is an evolving topic, and we're committed to these principles as we build and grow.

Insights from 2024

Etsy received **799 member-related subpoenas** and similar legal requests for information, and produced records in response to **467 that we deemed valid**. Those requested information relating to one or more members, transactions, listings, and other content on Etsy. We disclosed these requests to **1,879 affected members**. Etsy generally notifies affected members before disclosing records or information requested about them, unless legally prohibited from doing so, or where Etsy has a clear indication of illegal conduct and prior notification would be counterproductive.

Aside from formal legal requests for member information, we also received other legal process requests related to our members. These include court orders and similar requests to freeze or divert funds from a member's payment account to comply with a legal obligation, such as those relating to liens, levies, or garnishments.

Etsy discloses member account, transaction, or listing information in other limited circumstances in line with our [Privacy and Request for Information Policy](#) and [Privacy Policy](#). These policies allow the release of information when we believe in good faith that disclosure is necessary to comply with the law, prevent imminent physical harm or financial loss, or to investigate, prevent, or take action regarding illegal activities, suspected fraud, threats to property, or violations of Etsy's [Terms of Use](#), and in similar circumstances.

We did not receive national security letters, Foreign Intelligence Service Act (FISA) orders, or other classified requests for information in 2024.

Protecting our Marketplace in 2025

Looking ahead

As we continue to grow our global marketplace, we're focused on protecting what makes Etsy special--our unique inventory, made, designed, handpicked and sourced by millions of creative people and businesses. We'll continue to invest in the people, systems, and technology to keep our marketplace thriving in our mission to Keep Commerce Human.

This year, we'll build on the foundation we set with our new Creativity Standards. This includes continued work to improve our ability to detect and remove items that do not belong on Etsy. We'll also be focused on bringing our community along in our enforcement efforts, empowering them with tools, resources and transparency so members can protect their accounts while contributing to the overall health of our marketplace.

In addition to building on the 2024 efforts outlined in this report, our key focus areas in 2025 include:

- **Strengthening our content detection and enforcement efforts:** We're enhancing our detection and enforcement systems to tackle even more violative content across Etsy's platform. We're deploying LLM-based detection technology, which will enable us to scale enforcement not only in violative listings, but also across other surface areas within our marketplace, including buyer reviews and shop home pages.
- **Providing more policy education and transparency around enforcement decisions:** We know our enforcement experience has sometimes felt opaque for our seller community. We're developing refreshed, clarified language and guidance to help sellers better understand and learn from enforcement actions on their shops. We'll also provide more evergreen educational resources to increase transparency with sellers about our policies and enforcement.

- **Offering an expanded appeals process and experience:** Even as we improve the precision of our enforcement efforts, we'll still occasionally make mistakes. Building upon our account-level appeals system, we plan to introduce a new listing-level appeals process so sellers can request that we review our decision to remove individual listings. This will be introduced in phases later this year, starting with some of our most common policy violation areas such as Creativity Standards.
- **Enhancing account security and recovery:** We plan to launch improved account security features to enable Etsy members to better secure their accounts, such as notifying them in real time when we detect potential account security issues and offering a self-service account recovery option.

We believe all of these efforts will help ensure Etsy continues to be a place where creativity thrives.

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Etsy