



FRUITZ

Digital Services Act Transparency Report

February 2025



Introduction

Fruitiz promotes open and honest communication among its members, allowing them to express their dating intentions through playful fruit metaphors. We believe that kindness is essential to connection and one of the greatest aspects of the human experience. So, our entire product development process is guided by the goal of fostering interactions rooted in kindness, respect, and safety. Keeping our members out of harm is always top-of-mind for us, and our platforms and business are built with safety by design.

This report is published in accordance with the transparency reporting requirements under Article 15 of the European Union's Digital Services Act (Regulation (E.U.) 2022/2065) ('DSA'). This report includes metrics underlying the safety measures we implement at Fruitiz. Our report covers metrics from the 17th February, 2024 - 31st December, 2024 and we have set out the limitations to our reporting in each of the relevant sections. This report contains data relating to the E.U. Member States.

Content Moderation Overview

FruitZ creates spaces that aim to foster kind, fun, and safe interactions between people and set the standard for online digital dating. We anchor our vision for Kind Connections™ in thoughtful safety strategies, policies, features, and programmes, relying on the expertise of multi-disciplinary, cross-functional teams to implement them. To ensure we foster safe interactions, we take action on content and accounts that violate our Terms of Service and Community Guidelines. We are committed to being transparent with our community about the moderation actions we take.

Guidelines

Our Guidelines lay out guardrails for harmful and illegal content on and off platform. We define what behaviour is and isn't allowed on FruitZ, and we make it clear that our members are expected to adhere to our Guidelines. In the following sections we refer to users as “members”.

Automated tools

At FruitZ, we strive to create kind and equitable connections by deploying a combination of automated systems, member controls, and dedicated human-led moderation to identify, review and action content, as necessary. We use technology to identify potentially violating content and behaviour, and take automated actions or enqueue the content or profile for further review by our human moderation teams. This ensures we are able to take additional context into account, as appropriate. Our automated tools and systems include the following:

- Keyword lists, business logic rules, and machine learning models may be used to identify violations of our Community Guidelines, when appropriate.

Human review

We deploy a mixture of automation and human moderators to review potential violations of our Community Guidelines. This ensures that more complex cases are reviewed by humans so that any appropriate context is taken into account and the right enforcement action is taken. Our human moderators' work includes:

- Reviewing, investigating, and appropriately sanctioning content and profiles flagged by technology or surfaced by member reports.
- Reviewing appeals.
- Supporting members who report safety incidents and concerns via our Customer Support channels.
- Supporting the improvement and training of our automated moderation systems.

Content moderation team training and support

We recognise that reviewing content can be challenging work, as teams may need to review difficult and graphic content in order to help keep our members safe. FruitZ has made important investments to create comprehensive wellness and resiliency programmes for teams moderating content. For example, we have programmes that offer psychological support to team members directly involved in content moderation as well as those in people management and support functions. These programmes include individual and group therapy sessions.

Member controls

Our apps provide a variety of member-facing safety features, including but not limited to Block, Unmatch, and Photo Verification, which empower people to take greater control over their interactions.

- Our **Block + Report** tool has made it easy for our members to report any behaviour to us that makes them feel uncomfortable or unsafe to us so that we can take appropriate action. Reports are kept confidential so that the

reported individual doesn't know who reported them, and we encourage our community to use this function. This feature is easily accessible within the app, during any point of a member's dating journey.

- We know that a concern of victim-survivors is being unmatched by perpetrators of abuse or harassment after an incident has occurred in order to remove the evidence. FruitZ's **Unmatch** feature has been specifically designed to provide a guardrail against this type of behaviour. After unmatching with someone, the conversation will disappear and the unmatched member won't be able to message the other member or see their profile. However, it preserves a conversation for our moderators, should the victim-survivor wish to make a report to our team. Victim-survivors who have concerns about the removal of evidence should know that this is protected against on FruitZ.
- **Photo Verification** is a safety feature that's powered by both AI and a team of human moderators. Members have the ability to request that their matches photo verify their profiles to help them feel confident when interacting on FruitZ. If a member doesn't pass our photo verification or our team of moderators have doubts, we reserve the right to ask for ID verification or take other action consistent with our policies.

Partnerships

We work in partnership with Bloom, run by gender-based violence nonprofit, CHAYN, to provide complimentary online trauma support to members of our global community who experience sexual assault or relationship abuse. If someone within our community reports sexual assault or relationship abuse to our support team, they will receive free access to online support.

Notices and Takedowns

Reporting methods

Members have a number of ways in which they can report other members or specific content to Fruitiz.

In-app

To make a report, members can go to the conversation with the profile, tap the three dots icon in the top right-hand corner, and click on 'Report'. Or to report someone that a member has not yet matched with, they can scroll down on their profile, click on 'report and block' and then select a reason.

Email

Anyone (i.e. members or non-members) can also submit reports via email. Reports are sent for review and are resolved by Fruitiz's Content Moderation team, or by our automated systems.

Reports based on local law

Fruitiz has a broad spectrum of Community Guidelines that prohibit a wide range of content and behaviours that also violate the law. In accordance with the DSA, Fruitiz has set up an illegal content reporting flow, to enable members based in the European Union to submit reports when they believe content may be illegal.

Under this new reporting flow, members are asked to select a category of illegal content to report. Reporters are also asked to provide additional information, such as the country in question, and a clear explanation as to why they think the reported content violates the law. If the report is materially unsubstantiated, the report may be rejected. The reporter will be notified of this decision and provided with an opportunity to re-submit their report with more information. This helps us properly and effectively consider and respond to each report.

The table below outlines reports we have received via our E.U. illegal reporting flow under the Digital Services Act, and any actions we have taken as a result of those reports.

Category of reported illegal content	Number of illegal content reports	Number of notices resulting in account termination under our Community Guidelines	Number of notices resulting in content removal under our Community Guidelines	Number of notices resulting in account termination due to alleged illegality	Number of notices resulting in content removal due to alleged illegality
Child Sexual Exploitation or Abuse	11	1	1	1	1
Fraud	45	17	1	17	1
Harassment	6	1	-	1	-
Hate Speech	3	1	-	1	-
Illegal Goods or Services	163	56	2	56	2
Physical or Sexual Violence	13	3	1	3	1
Terrorism	16	2	-	2	-
Other Illegal Content	37	16	1	16	1

Reports processed by automated means

All reports of illegal content are processed by human review.

Median time needed for taking action

The median time needed to take action on reported illegal content is 1.1 calendar days.

Reports submitted by trusted flaggers

We did not receive any trusted flagger reports in the reporting period. Information will be contained in our next report where relevant.

FruitZ's Own-Initiative Content Moderation

As described in the Content Moderation Overview, we work proactively, including through the use of automated tools, to identify content or behaviour that might be harmful and violate our Community Guidelines, so we can take swift and appropriate action.

Indicators of accuracy and error rates for automated tools

We are always striving to improve the precision rates of our automated tools but recognise that sometimes we may make a mistake. If our members believe we have made an error, they have a path to appeal decisions.

While various types of automation necessitates different and overlapping techniques for assessing accuracy, an indicator of accuracy across all automation techniques is the automation overturn rate: the percentage of accounts actioned using automated means that are later restored. While not all restores are errors and not all errors are restored, the metric still is a directionally approximate indicator of accuracy.

For this reporting period, the approximate accuracy rate for our automated moderation technologies and the corresponding error rate are outlined below.

Accuracy Rate	Error Rate
91.1%	8.9%

The tables below outline actions by the use of automation, and by the type of restriction applied during this reporting period.

Community Guidelines violation category	Number of accounts where FruitZ limited visibility	Number of pieces of content where FruitZ limited visibility	Accounts and/or pieces of content actioned by automated systems
Fake Profiles	-	-	-
Inappropriate Content	-	-	-
Scam or Commercial Content	-	-	-
Hate Speech	-	-	-
Poor Behaviour	-	-	-
Other	871,787	-	871,787

Community Guidelines violation category	Number of accounts removed	Number of pieces of content removed	Accounts and/or pieces of content actioned by automated
Fake Profiles	369,948	-	-
Inappropriate Content	1,960	741,526	741,526
Scam or Commercial Content	117,835	-	-
Hate Speech	119	-	-
Poor Behaviour	422	-	-
Spam / Platform Manipulation (ban evasion)	469,535	-	469,535
Other	9,385	-	-

Appeals Received through FruitZ's Internal Complaint-Handling Systems

In the following section, we refer to our internal complaints handling systems as “appeals”. After FruitZ’s initial decision, the reporter and reported members are generally notified and they have the option to appeal the initial decision.

As outlined above, any member can report content and conduct that may violate our Community Guidelines using the in-app product feature or help centre page. Members also have the option to report content as illegal content in line with Article 16 DSA.

We offer the possibility to appeal the decisions we take on reports about alleged illegal content or about content going against our Community Guidelines. If content is not found to go against local law or our Community Guidelines, the individual or entity that submitted the report can request a review of that decision.

How to appeal

Members have a link to the appeal centre on our help centre, in our guidelines and via the notice they receive if their account is blocked.

Basis for appeals

When appealing a decision, in many cases, members are given the opportunity to include a written explanation to set out the basis of their appeal. As members are given the opportunity to explain their basis of appeal by free text, the basis of appeals necessarily vary between each use.

FruitZ reviews appeals and notifies the members of the decision. The appeals include appeals from reporters (i.e., when a member’s report is rejected) and appeals from reported parties (i.e., when an author’s content is actioned).

The table below reports the number of appeals received during the reporting period, the number of appeals granted (i.e., where FruitZ reversed its initial decision), and the median time from appeal to appeal decision. Certain appeals may be initiated within the reporting period but not resolved within the reporting period; those appeals are excluded from the median time calculation.

Number of appeals	Number of appeals granted (i.e. resulting in accounts reinstated or content restored)	Median time
119,321	48,736	1.3 calendar days

Account suspensions

We may block (permanently ban) accounts for violations of our Community Guidelines, including where:

- The member does not meet the minimum age at the time of use or other requirements as indicated in our Terms of Service.
- The account impersonates another person or entity in a deceptive manner.
- A member has a severe violation on their account (such as promoting or threatening violence).
- An account has been previously warned and reaches the strike threshold under a policy.

Out-of-court settlement body disputes

We did not receive notice of any disputes submitted to out-of-court dispute settlement bodies during this reporting period.

Orders Received from Member States' Authorities

Government requests to remove content

We may receive requests from government authorities or law enforcement in the European Union to act against illegal content. Each case is evaluated on a case-by-case basis and in accordance with our law enforcement guidelines and applicable privacy laws. Our policies and procedures govern how we handle and respond to such requests and we only disclose member data where a request is based on a valid legal process.

Median time needed to inform government authority of receipt of order

We acknowledge receipt of an order from a government authority submitted through our dedicated channel immediately, by sending an automatic acknowledgement.

Median time needed to give effect to the order

The median time between receipt of a valid order from a government authority submitted through our dedicated channel and us either acting against the illegal content, or otherwise providing a substantive response to the government authority issuing the order, is 2.0 hours.

The table below outlines reports received requesting the removal of content.

Member State	Number of government requests to remove content
Austria	-
Belgium	-
Bulgaria	-
Croatia	-
Cyprus	-
Czech Republic	-
Denmark	-
Estonia	-
Finland	-
France	4
Germany	-
Greece	-
Hungary	-
Ireland	-
Italy	-
Latvia	-
Lithuania	-
Luxembourg	-
Malta	-
Netherlands	-
Poland	-
Portugal	-
Romania	-
Slovakia	-
Slovenia	-
Spain	-
Sweden	-

The table below outlines reports received requesting the removal of content broken down by category.

Category of reported illegal content	Number of government requests to remove content
Child Sexual Exploitation or Abuse	-
Fraud	2
Harassment	-
Hate Speech	-
Illegal Goods or Services	-
Physical or Sexual Violence	1
Terrorism	-
Other Illegal Content	1

Government requests to provide account information

We may receive information requests from government authorities or law enforcement in the European Union for member information. Each case is evaluated on a case-by-case basis and in accordance with our law enforcement guidelines and applicable privacy laws. Our policies and procedures govern how we handle and respond to such requests and only disclose member data where a request is based on a valid legal process.

Median time needed to inform government authority of receipt of order

We have recently implemented a new automated receipt to acknowledge receipt of orders from a government authority submitted through our dedicated channel immediately, by sending an automatic acknowledgement.

Median time needed to give effect to the order

The median time between our receipt of a valid order from a government authority submitted through our dedicated channel and us either providing the requested information, or otherwise providing a substantive response to the government authority issuing the order, is 3.3 hours.

The table below outlines reports received requesting member information.

Member State	Number of government requests	Information provided
Austria	-	-
Belgium	-	-
Bulgaria	-	-
Croatia	-	-
Cyprus	-	-
Czech Republic	-	-
Denmark	-	-
Estonia	-	-
Finland	-	-
France	17	6
Germany	-	-
Greece	-	-
Hungary	-	-
Ireland	-	-
Italy	-	-
Latvia	-	-
Lithuania	-	-
Luxembourg	-	-
Malta	-	-
Netherlands	-	-
Poland	-	-
Portugal	-	-
Romania	-	-
Slovakia	-	-
Slovenia	-	-
Spain	-	-
Sweden	-	-

Average Monthly Active Recipients for Each Member State

Every six months, FruitZ [publishes](#) information on the average monthly active recipients in the E.U., as required by Article 24(2) DSA. The average number of monthly active recipients on FruitZ in the European Union for the period of July 2024 - December 2024 was well below 45 million.

Conclusion

Our highest priority is keeping our members safe. We continue to invest heavily in measures that take action against content and conduct that violates our Community Guidelines. We are committed to continually reviewing our Guidelines, reporting capabilities, and policies. As our main priority is to ensure FruitZ continues to be a safe place where people can build kind connections.



FRUITZ

Dates to your



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