



2015 Transparency Report

Etsy

Etsy is a global marketplace where people around the world connect, both online and offline, to make, sell and buy unique goods.

Etsy's core values include operating as a mindful, transparent, and humane business. Last year we issued our [first ever Transparency Report](#), which provided context and data from 2014 about how we handle allegations of infringement, what we do when members post items that don't meet our guidelines, how we mediate disputes, and what we do when we receive legal requests to disclose member information. We're continuing our commitment to integrating our company values, our responsibility to our members, and our legal obligations with our second report, which includes data from 2015.

As of March 31, 2016, more than 35 million items were listed for sale; we had 1.6 million active Etsy sellers, doing business in nearly every country in the world. [Our House Rules](#) outline the policies and guidelines for our community.

A message from our lawyers

We are planning to provide transparency reports in the future; however, we don't have any obligation to do so or to otherwise update the statements in this report even if new information becomes available in the future.

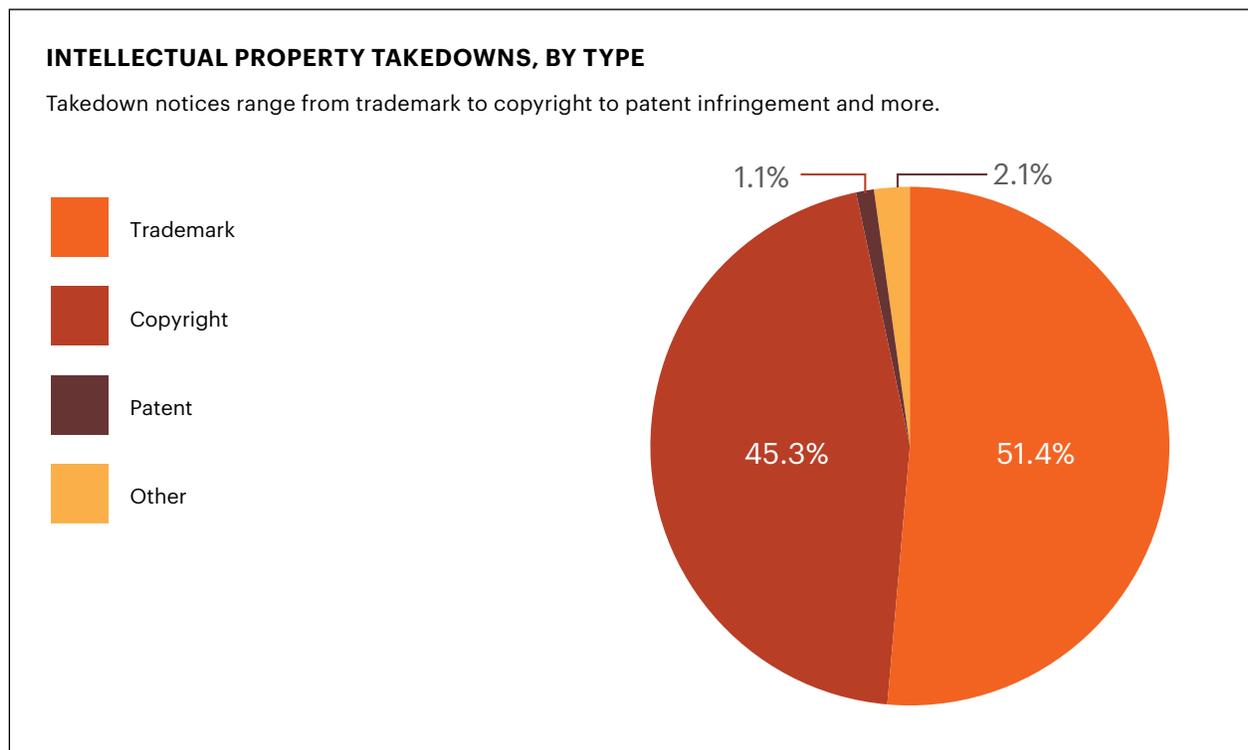
Intellectual Property Takedowns

As a venue for artists, designers, and makers, Etsy complies with intellectual property laws and industry best practices in order to maintain the integrity of our creative marketplace. Etsy does not and cannot make judgments about whether every Etsy seller has the necessary intellectual property rights for every item listed and all content displayed in the marketplace. When an Etsy seller lists an item for sale, our policies require that she have the necessary intellectual property rights. We do not curate the items listed or the content posted, nor do we independently check the intellectual property rights of any listing or post. Each intellectual property owner can decide when and how to enforce its intellectual property rights.

In July 2015, we provided a facelift to our [Intellectual Property Policy](#), released a [reporting form](#) for providing notices of intellectual property infringement to Etsy, and revamped our internal system for processing these notices. Our policies and commitment to the quick removal of allegedly infringing material remain the same, but information on Etsy about intellectual property issues is now organized in one place, and the reporting form and revamped tools enable authorized parties to send notices with greater quality and ease.

Insights from 2015

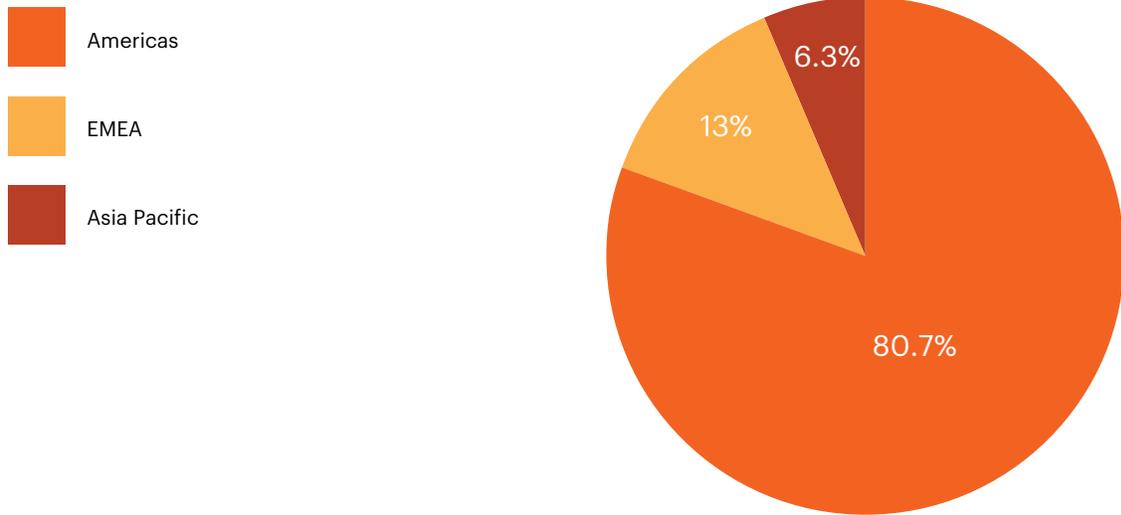
Etsy executed 11,099 properly submitted takedown notices, removing or disabling access to 185,659 listings, from 50,893 sellers.



Etsy received 569 DMCA **counter notices** opposing copyright claims. Complaining parties formally **withdrew** their notice(s) 321 times. We closed 4,900 shops for repeat infringement.

INTELLECTUAL PROPERTY TAKEDOWNS, BY REGION

The region where a seller who was subject to a takedown notice was based.



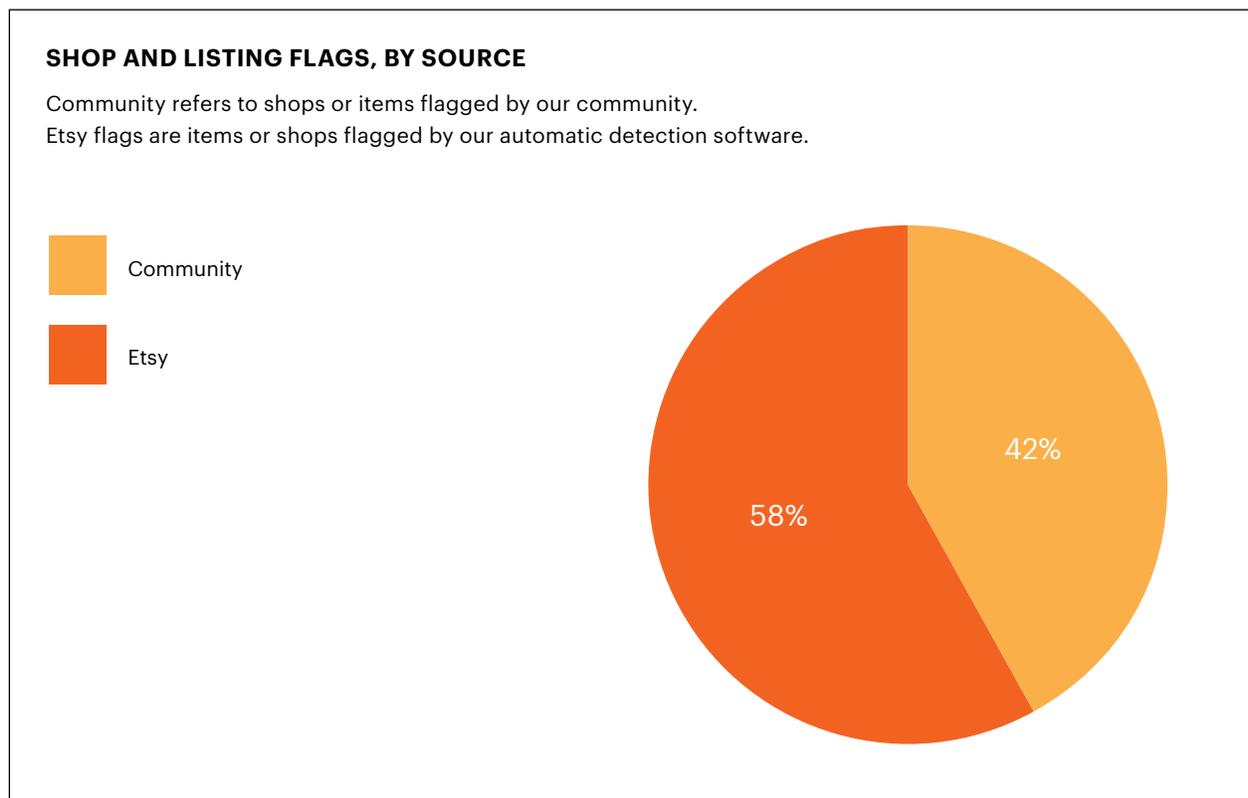
Policy Enforcement

Etsy is an open marketplace comprising millions of unique items sold by sellers around the world. All Etsy shops must follow our [Seller Policy](#), which explains what may be sold on Etsy. Etsy’s Trust and Safety team reviews and removes items and member accounts (including sellers) that should not be in our marketplace for policy violations not related to intellectual property issues. (Etsy’s Legal Support team removes items and sellers from the marketplace based on accusations of intellectual property infringement.)

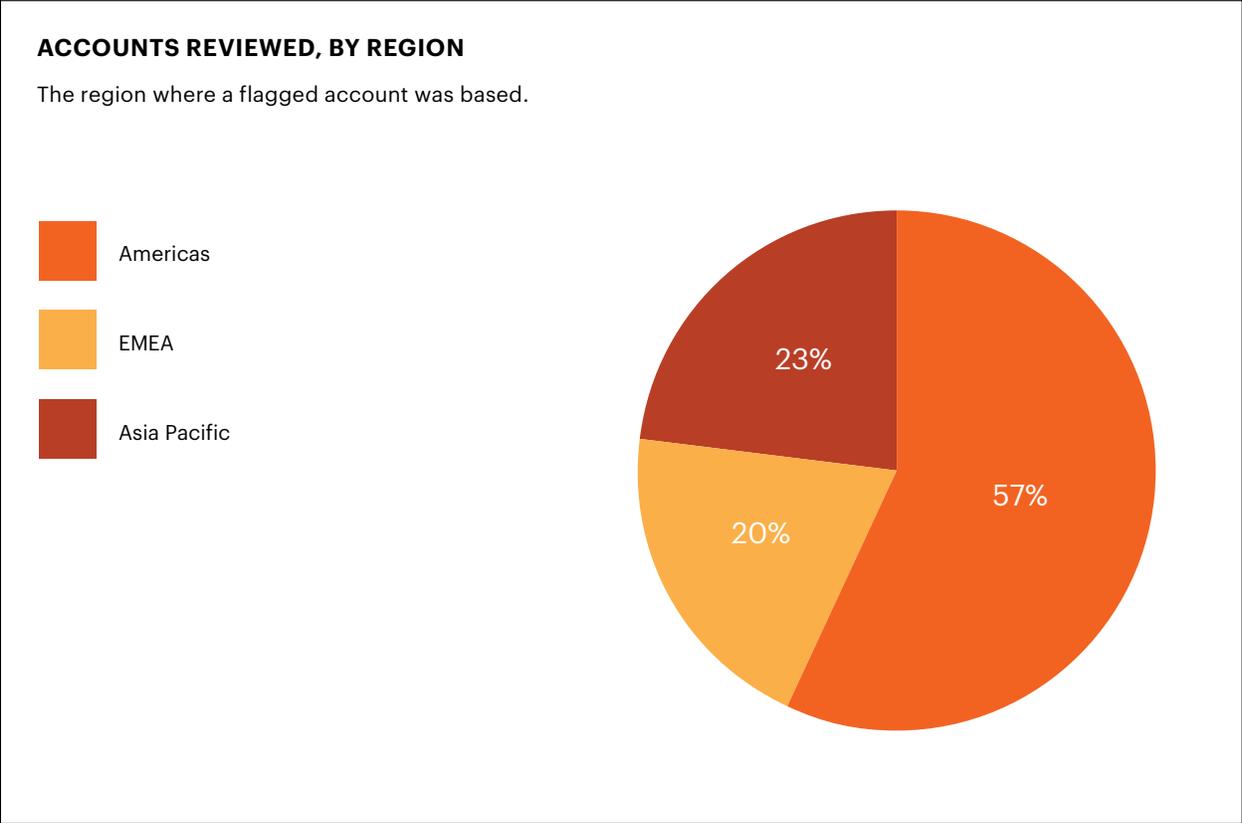
We introduced machine learning to our automated checks, which are used in combination with [community-generated flags](#) and human review to detect items and accounts that may violate our site policies. Our machine learning model takes data from accounts closed by our policy enforcement teams for fraud and other serious policy violations and automatically searches for other accounts with the same behavior patterns. Adding machine learning to our robust autodetection system helps us remove shops that should not be in the marketplace faster than ever before.

Insights from 2015

Etsy received 410,069 flags, including both Etsy- and community-generated flags. The majority of flags, 278,846 (68%), were reviewed manually, where the rest were processed automatically by our software systems.



In total, the Trust and Safety team closed 265,668 accounts for non-IP related policy violations in 2015.



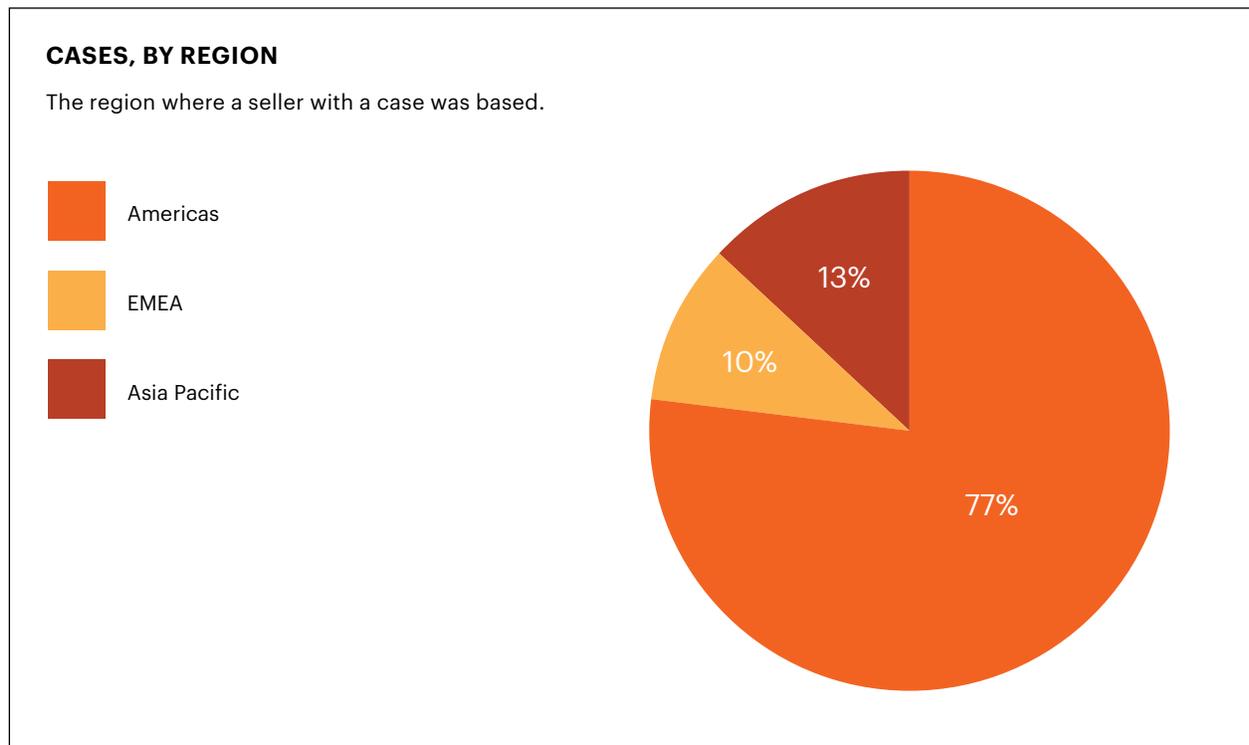
Resolving Member Disputes

If an order is not delivered or the item is not as described in the product listing, we ask that the seller and buyer work together to reach an amicable resolution. Etsy is not directly involved in transactions between buyers and sellers, but we provide a [Case System](#) for members to work together to resolve disputes.

In 2015, we made design and copy changes to the Etsy purchases page that made it easier for buyers to find our case system to report problems with an order.

Insights from 2015

About $\frac{1}{3}$ of 1 percent (0.37%) of orders placed in 2015 resulted in a case. Around one percent (1.1%) of buyers with a purchase in 2015 filed a case. Less than 10 percent (9.8%) of sellers who made at least one sale in 2015 received a case.

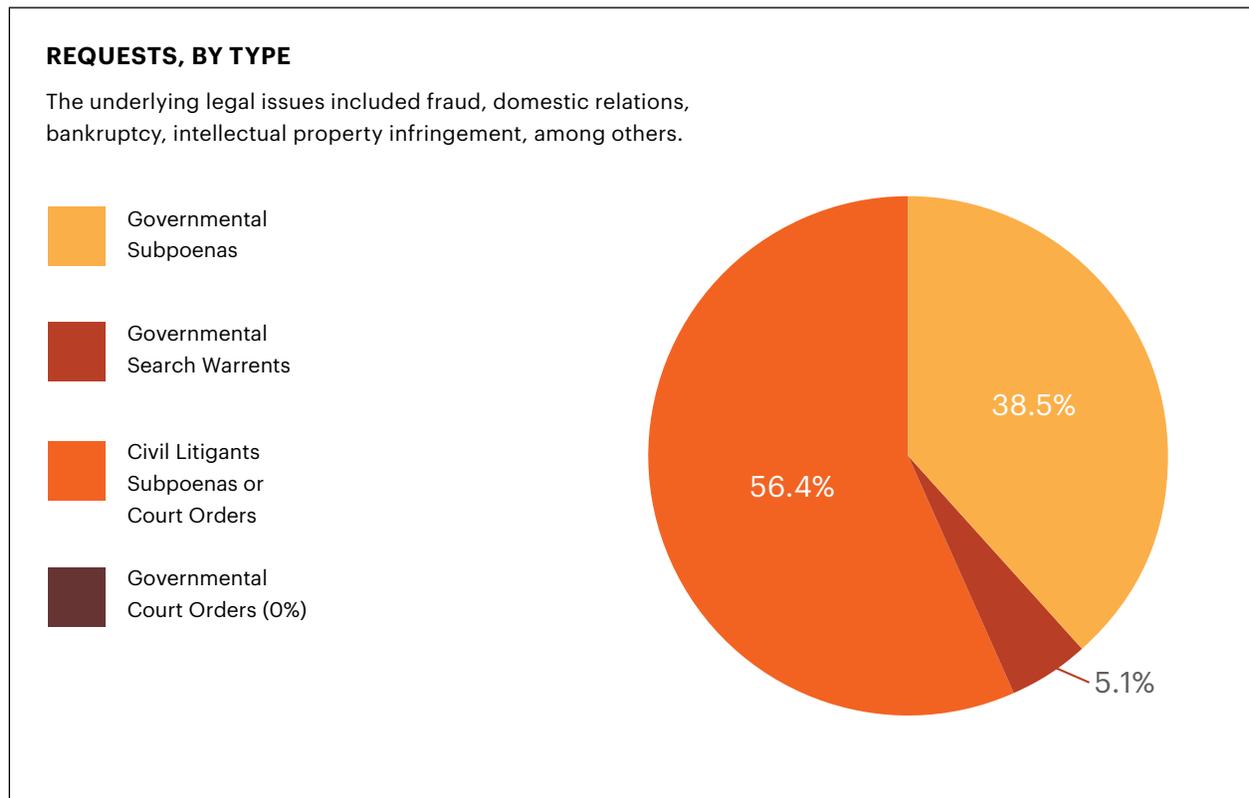


Requests for Member Information

Etsy aims to be transparent and mindful as we reimagine commerce to build a more fulfilling and lasting world. In that spirit of transparency, we adopted our [Requests for Information Policy](#) to explain how we handle requests for information about members of our community. At times, Etsy receives legal requests to disclose private member information. Our Legal Team thoughtfully reviews each and every request we receive, weighing our privacy commitment with our responsibility to follow the law and to protect the integrity of our marketplace.

Insights from 2015

Etsy complied with 34 of 39 requests we received that were valid legal process, producing information on 47 member accounts.



In 2015, Etsy did not receive national security requests, NSLs, FISA orders, or other classified requests for information.

Etsy

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