

Teleperformance Trust & Safety

Overview of the **Digital Services Act**



DSA at a Glance

With the ethos of 'what is illegal offline should be illegal online', the **DSA** aims to provide clearer and more **standardized rules** for large and small digital service providers across the European market. In particular, the DSA will regulate how platforms **moderate content, advertise,** and **use algorithms** for recommendation systems.

This is a landmark piece of process-oriented legislation that will have a global impact on trust & safety practices.

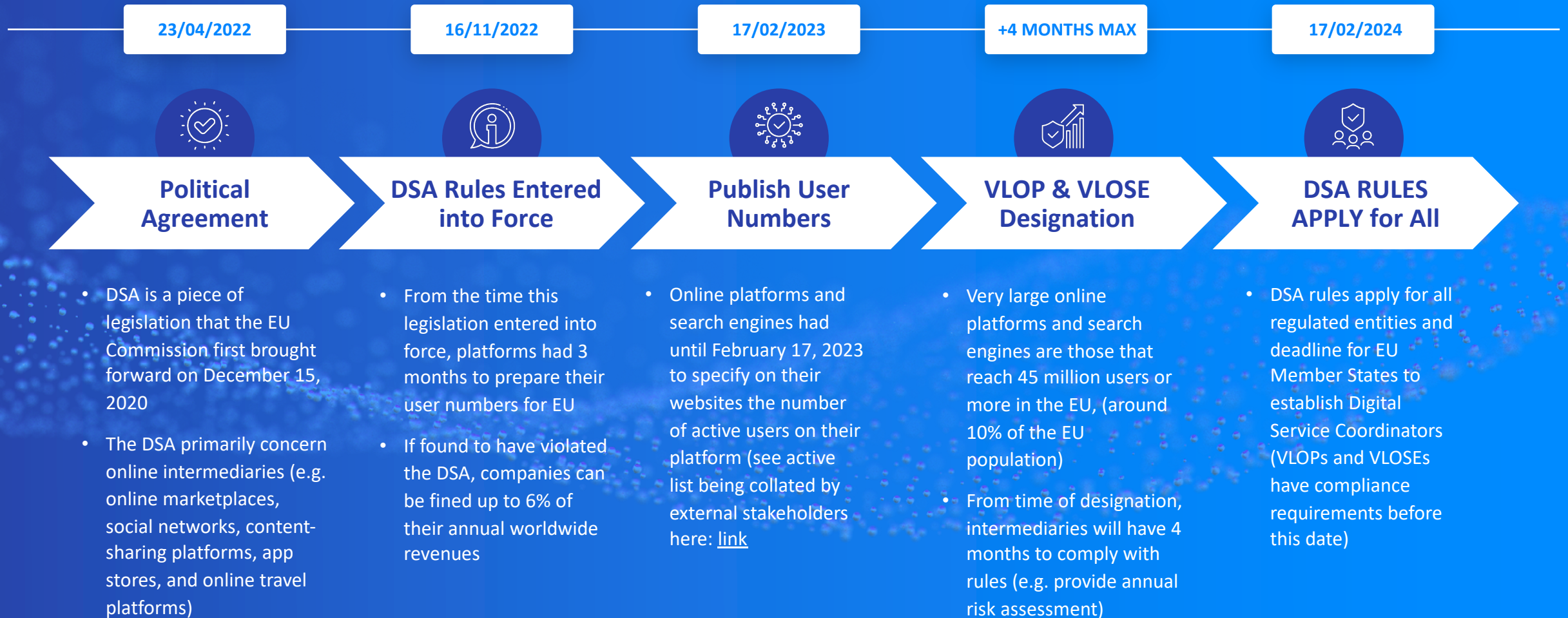
It aims to drive common rules for intermediaries in order to increase accountability for harmful and illegal content.



Timeline

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What are the key dates to be aware of?

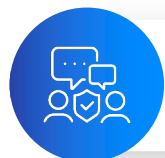


Highlights of Obligations

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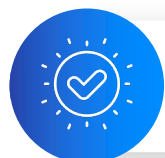
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What are the some of the key obligations for intermediaries?



Reporting & Timely Removal

The DSA highlights the need for a notice and action mechanism. Once notified by [trusted flaggers](#), platforms will have to remove illegal content [‘expeditiously’](#). Notices flagging purportedly illegal content must be sufficiently precise (should be able to determine illegality without needing a substantive analysis or legal review).



Transparency

Companies will need to be comprehensive, systematic, and diligent in their transparency efforts related to content moderation and the decisions surrounding this. From an advertising perspective, greater transparency on ad targeting (who sponsored the ad, how / why it targets a user) as well as ban on certain targeted ads are required.



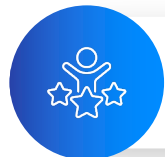
KYBC Principles

Online marketplaces can be required to trace their traders under the “know your business customer” principle in order to better track down sellers of illegal goods or those engaged in manipulative practices. and any dark patterns meant to manipulate users and their online behavior are strictly prohibited



Contest Removal

The DSA also stipulates that users are informed about, and can contest removal of content by platforms, having access to dispute resolution mechanisms in their own country.



Statements of Reason











































Explanations must be provided to the person impacted by the content moderation decision. Specific pieces of information are required in this explanation such as whether the action involves removal or demonetization, whether the action was in response to a notice submitted or based on voluntary own-initiative investigations, whether automation was used in the decision, a reference to the legal ground for illegal content or the community guideline for a policy violation, and redress mechanisms available to the user.

Mapping of Obligations

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Below are the set of cumulative obligations for intermediaries

	Intermediary services (cumulative obligations)	Hosting services (cumulative obligations)	Online platforms (cumulative obligations)	Very large platforms (cumulative obligations)
Transparency reporting				
Requirements on terms of service due account of fundamental rights				
Cooperation with national authorities following orders				
Points of contact and, where necessary, legal representative				
Notice and action and obligation to provide information to users				
Reporting criminal offences				
Complaint and redress mechanism and out of court dispute settlement				
Trusted flaggers				
Measures against abusive notices and counter-notices				
Special obligations for marketplaces, e.g. vetting credentials of third party suppliers ("KYBC"), compliance by design, random checks				
Bans on targeted adverts to children and those based on special characteristics of users				
Transparency of recommender systems				
User-facing transparency of online advertising				
Risk management obligations and crisis response				
External and independent auditing, internal compliance function and public accountability				
User choice not to have recommendations based on profiling				
Data sharing with authorities and researchers				
Codes of conduct				
Crisis response cooperation				

Who does it apply to?

Below are the types of services that are covered

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Intermediary Services

This includes internet providers or domain registrars
(e.g. GoDaddy)

Hosting Services

This includes companies that provide web hosting or cloud storage services
(e.g. AWS)

Online Platforms

This includes online marketplaces, app stores, and social media platforms
(e.g. Etsy, Discord)

VLOPs and VLOSEs

Very Large Online Platforms (VLOPs) & Very Large Online Search Engines (VLOSE):
Includes all of the types of intermediaries who have more than 45m active recipients of the services (not registered users) have further obligations
(e.g. AliExpress, Google, Facebook)



Highlights of Obligations

What are the some of the key obligations for intermediaries?

VLOPs must identify significant systemic risks stemming from the functioning and use made of their services in the EU

1

Dissemination of Illegal Content

Including potentially rapid and wide dissemination of illegal content and of information that is incompatible with their terms and conditions

2

Negative Impact on Rights

Including any negative effects for the exercise of the fundamental rights to respect for private and family life, freedom of expression and information, the prohibition of discrimination and the rights of the child

3

Intentional Manipulation

Including by means of inauthentic use or automated exploitation of the service, with an actual or foreseeable negative effect on the protection of public health, minors, civic discourse, or actual or foreseeable effects related to electoral processes and public security

When conducting risk assessments, very large online platforms shall take into account, in particular, how their content moderation systems, recommender systems and systems for selecting and displaying advertisement influence any of the systemic risks referred to above



How TP T&S Can Support Clients

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Additional Content Moderation capacity

Provide additional capacity in regions / timezone / languages required to support 'expeditious' removal



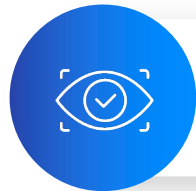
Manual reviews of User appeals

Provide the required manual review of user *appeals (which need to be available for all users to contest moderation decisions)*



Assessing Trust & Safety risks

Supporting system risk assessments of dissemination of illegal content, impact on rights, and platform manipulation*



Support Transparency reporting

Support necessary transparency on data points (*automated vs. human review, accuracy, effectiveness, precision and recall, etc.*).

Further Information and Resources

European Commission

commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age/digital-services-act-ensuring-safe-and-accountable-online-environment_en

Company summaries

tremau.com/what-does-the-dsa-mean-for-your-business/

tremau.com/very-large-online-platforms-so-you-have-45-million-users-what-now/

Think Tanks

www.accessnow.org/digital-services-act-eu-content-moderation-rules-guide/

TP Authored Information

www.weforum.org/agenda/2022/12/how-companies-prepare-digital-services-act/

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