



DIGITAL SERVICES ACT

TRANSPARENCY REPORT

INTRODUCTION

At Hily, the safety and well-being of our community are paramount. We are committed to fostering a secure, inclusive environment where LGBTQ+ users can connect authentically, respectfully, and freely. Our Transparency Report under the European Digital Services Act (DSA) highlights the work we have undertaken to enhance platform safety across the European Union and provides meaningful transparency into our policies, operations, and data regarding how we respond to user reports and proactively detect and remove violations of our platform rules.

This report is published in accordance with the transparency reporting requirements under Articles 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 Hily. Our report covers metrics from the 17th of February, 2024 - 31st of 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

Hily uses a comprehensive content moderation system designed to safeguard our community from harmful behavior. We combine advanced AI tools with human oversight to uphold our [Community Guidelines](#), detect violations early, and remove abusive content or profiles quickly.

More information about our moderation practices is available [here](#). In response to an increase in spam-related activity, we deployed upgraded AI and machine learning technologies that have substantially reduced abuse and improved the overall user experience. We also strengthened our moderation infrastructure, giving our Moderation team more powerful tools to respond to reports efficiently and accurately.

Earlier this year, we refreshed our Community Guidelines to emphasize the importance of consent, authenticity, and mutual respect—supported by in-app notifications and blog posts to maximize awareness. We also updated our Privacy Policy to make our data practices more transparent, including clearer explanations of how AI is used in moderation and expanded options for users to manage their privacy settings.

We are also deeply committed to prevent users from illegal activity. education and. Our app provides in-app messages advice on how to navigate online interactions safely, covering topics such as avoiding scams, recognizing suspicious behavior, and protecting personal information. Users can explore these safety tips [here](#).

We understand that content moderation can be demanding work, as teams are often required to review sensitive or disturbing material to help keep our community safe. Hily has invested significantly in developing comprehensive wellness and resilience programs to support those in these roles. These initiatives include access to support for moderators, managers, and support staff, offering both individual and group therapy sessions.

Beyond mental health resources, all human moderators receive extensive onboarding training as well as regular refresher courses. This ensures they have the expertise needed to review content and user behavior in line with our Community Guidelines. Ongoing training is also essential when rolling out new policies, user-facing features, or updates to internal tools. More information in our [Moderation policy](#).

Hily also equips users with a range of controls — such as Block, Unmatch, and Photo Verification — allowing users to better manage their interactions and maintain a secure in-app experience.

Government Takedown Requests

In 2024, we did not receive any government authority orders to takedown content or accounts on Hily. Consequently, there is no median turnaround time to disclose for this category.

Government Requests for Account Information

From time to time, we may receive requests from government bodies or law enforcement agencies within the European Union seeking access to user information. Each request is assessed individually and handled in accordance with our law enforcement guidelines and all applicable privacy regulations. We only disclose user data when the request is submitted via our email and is supported by valid legal authority.

Median Time to Acknowledge Government Orders

When an order is submitted through our dedicated channel, we issue an automatic confirmation of receipt immediately.

Median Time to Comply With Government Orders

The median time between receiving a valid request from a government authority and Hily either providing the requested information or delivering a substantive response is 24 hours.

Illegal Content Notices

Hily maintains a comprehensive set of Community Guidelines that prohibit a wide range of illegal content and harmful behaviors. In line with the requirements of the Digital Services Act (DSA), we have implemented a dedicated reporting channel that allows users in the European Union to report content they believe may be unlawful.

Through this reporting system, users select the specific category of illegal content they wish to report and are encouraged to provide supporting details—such as the relevant country and an explanation of why they believe the content violates the law. The table below summarizes the reports submitted through our EU illegal content reporting channel under the DSA, as well as the actions taken in response.

It is important to note that the total number of notices may exceed the number of users who actually violated our policies. This can occur for various reasons, including incomplete submissions, malicious or duplicate reports, or multiple users reporting the same account. Likewise, the number of accounts we disable may exceed the number of notices received in certain cases—for example, when a single report leads to a broader investigation resulting in multiple account actions.

Reason	Government requests received	Number of reports	Number of reports where violation was found (content that violated our policies)	Number of notices resulting in content removal	Total Accounts Disabled / Number of notices resulting in account termination	Turnaround Time (in median hours)
Sexual or nude content	0	132	58	58	1	About 10 hours
Solicitation of money or services	0	89	31	31	29	About 10 hours
Underage	0	2221	215	53	115	About 10 hours or 62 seconds if Moderation team manages the notice
Illegal Drugs & Substances	0	81	43	43	2	About 10 hours
Violence or harm	0	63	32	32	13	About 10 hours
Hate speech or discrimination	0	108	48	48	1	About 10 hours or 52 seconds if Moderation team manages the notice
Child abuse	0	3	3	3	3	0.2h
Spam	0	76	31	31	5	About 10 hours
Bullying	0	4671	463	-	177	78 seconds if Moderation team manages the notice
Scam or commercial	0	3975	778	-	519	78 seconds if Moderation team manages the notice
Inappropriate content	0	2527	292	-	121	71 seconds if Moderation team manages the notice
Fake	0	8359	923	-	625	82 seconds if Moderation team manages the notice
Other	0	2538	216	-	158	112 seconds if Moderation team manages the notice

Reports processed by automated means

All reports of illegal content under the DSA are processed by human review.

Median time needed for taking action

The median time for Hily to take action on reports of illegal content is 10 hours across most categories. Reports involving child abuse material are prioritized, with action taken within 20 minutes, while certain other high-risk categories handled by our Moderation team are addressed in as little as 70–80 seconds.

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.

OWN-INITIATIVE CONTENT MODERATION

As noted in our Content Moderation Overview, Hily takes a proactive approach to identifying potentially harmful content or behavior. Using a combination of automated systems and human review, we work to detect violations of our Community Guidelines early so that we can respond quickly and appropriately.

We continually work to enhance the accuracy of our automated moderation technologies, while acknowledging that errors can occur. When users believe an action was taken incorrectly, they have the opportunity to appeal our decision.

For this reporting period, the estimated accuracy rate of our automated moderation tools and the corresponding error rate are presented below.

Accuracy rate	Error rate
97.7%	2.3%

Content removal

The table below outlines content removal or account termination actions we took during this reporting period.

Community Guidelines violation category	Total number of pieces of content actioned (actioned manually by moderators and by automation)	Number of accounts and /or pieces of content actioned by automated systems
Identity Verification Failure	13400	12700
Sexually explicit	29315	24917
Illegal Drugs & Substances	13787	11719
General Terms of Service Violation	54750	46537
Protection of Minors (Underage)	8451	7173
Harassment & Bullying	8021	3214
Scam or commercial	3776	3587
Inappropriate content	2527	2400

Accuracy of Automated Systems

As of 2024, Hily employs a range of automated systems—both in-house and third-party—to detect and address potential violations of our content policies. We have also integrated new external tools designed to strengthen our content moderation framework and provide more comprehensive reporting capabilities for future transparency reports, including clearer accuracy and error-rate metrics.

Early results show that our primary automated system, which performs the majority of account-level enforcement, operates with an estimated recall (accuracy rate) of approximately 97%, and an error rate of around 3%. As we continue expanding our moderation infrastructure, we are prioritizing the most common harm categories on the platform, such as spam and illegal activity.

APPEALS RECEIVED THROUGH INTERNAL COMPLAINT- HANDLING SYSTEMS

At Hily, we recognize that users may sometimes disagree with moderation decisions, and we provide a clear process for appealing actions they believe were applied in error. Our aim is to evaluate these appeals fairly and promptly, ensuring that all outcomes align with our Community Guidelines. The appeals process plays a vital role in strengthening our moderation systems by helping us identify opportunities to improve accuracy and consistency in our enforcement.

Users can report content or behavior that may violate our Community Guidelines through our in-app reporting tools, and anyone may submit a report via the Contact Us form on our Help Centre.

How to appeal

When submitting an appeal, users often have the option to provide a written explanation outlining the reasons for their challenge, which means the level of detail may vary from case to case.

Hily reviews all appeals and informs users of the final outcome. Appeals may come from reporters—when a user disagrees with our decision to reject their report—or from individuals whose content or account has been actioned.

The table below outlines the total number of appeals received during the reporting period, the number of appeals that were upheld (i.e., where Hily reversed its original decision), and the median time taken to reach a decision. Appeals that were initiated but not completed within the reporting period are not included when calculating the median resolution time.

Number of appeals	Number of appeals granted (i.e. resulting in accounts reinstated or content restored)	Median time
203	13	24 hours

Dispute Resolution

As of 2024, Hily has not been subject to disputes submitted to formally certified out-of-court dispute settlement bodies in accordance with DSA Article 21. Consequently, the figure is zero, and therefore there are no reports to make regarding any outcomes, median resolution times, or the percentage of any cases involving compliance with decisions from such bodies.

Protections Against Misuse

As a platform, we do not apply suspension mechanisms to accounts for Manifestly Unfounded Notices or Manifestly Unfounded Complaints. Our Customer Experience teams, however, take appropriate measures to educate users about how to best leverage our reporting mechanisms to minimize (and prevent) abuse.

We may terminate (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 been found to commit a severe violation on their account (such as promoting or threatening violence or fake accounts).

During this reporting period, Hily did not issue any account suspensions related to the repeated submission of manifestly illegal content. Likewise, we did not suspend the handling of illegal content reports or complaints on the basis of individuals repeatedly submitting manifestly unfounded notices or grievances.

AVERAGE MONTHLY ACTIVE RECIPIENTS FOR EACH MEMBER STATE

Hily publishes information on the average monthly active recipients in the E.U., as required by Article 24② of the DSA. The average number of monthly active recipients on Hily in the European Union for the period of January 2024 - June 2024 was 79600 and for the period of July 2024 - December 2024 - 50000.

