



MyHome.ie – Annual Transparency Report under the Digital Services Act

Content Moderation at MyHome

This report outlines MyHome.ie's content moderation and transparency practices in accordance with Article 15 of the Digital Services Act. As a Small-organisation, myhome.ie is exempt from certain obligations but remains committed to ensuring respectful and lawful use of its platform. The reporting period is from the 1st of January 2025 to 31st of December 2025.

The Digital Services Act defines "content moderation" as any activities that are aimed, in particular, at detecting, identifying and addressing illegal content or content incompatible with MyHome terms and conditions, provided by third parties (e.g., advertisers on MyHome). The platform employs a combination of proactive and reactive measures to moderate content and ensure compliance with the law and terms of service.

Proactive Content Moderation

We have clear and comprehensive rules and guidelines (concerning, e.g. accurate information, property to be genuinely held, comply with applicable laws such as Equal Status Acts 2000-2015) that any third party who wishes to advertise has to agree and adhere to.

MyHome uses automated systems to scan listings prior to publication to remove content potentially breaking our terms and conditions. Content is reviewed by an agent and subsequently approved or rejected in compliance with these rules and guidelines. By this, we ensure that our content adheres to legal, ethical and community guidelines.



Reporting Content & Reactive Content Moderation

In accordance with the DSA, we have implemented a robust reporting mechanism. This mechanism allows users to report content that they believe may violate European law, the laws of individual member states, or the standards that we have set for ourselves via our Terms and Conditions.

In addition to this, we also have a reporting mechanism that allows users to report any suspicious or inappropriate listings. MyHome investigates reported listings and takes appropriate action, which may include removing the listing, suspending the seller or contacting authorities.

Location of Reporting Mechanism

Our reporting mechanism is placed on each listing on the site. This makes it possible for our users to bring to our attention any concerns they may have about the content they encounter on our platform.

Types of Violations Reportable

We have undertaken a thorough review of the content on our website to identify potential violations of statutory law and our own internal standards. Consequently, we have decided to allow for the reporting of various types of potential violations. These include, but are not limited to:

- IP Infringements: Any content that infringes upon intellectual property rights, such as copyright or trademark violations, can be reported through our mechanism.
- Misrepresentation of listings: Reporting inaccuracies or omissions in property descriptions and information is essential for maintaining



transparency and trust.

- Equality guidelines: We encourage users to report any content that raises concerns or may be interpreted as discriminatory.
- Consumer Protection Concerns: Reporting content that may be in violation of consumer protection standards or policies, including suspected fraudulent listings.
- Illegal Content: This category includes content that may be offensive, promote violence, or extremism. We are committed to creating a safe and inclusive digital environment for all users, and your reports help us achieve this goal.

By implementing this reporting mechanism, we aim to engage our community of users in our efforts to maintain high standards for the content on our platform. We believe that transparency, user engagement, and open communication are key to addressing potential violations and making continuous improvements.

Content Review

MyHome has a team responsible for reviewing reported listings and taking appropriate action. The team is trained to identify and handle various types of violations, ensuring compliance with the law and MyHome terms of service.

Once we receive a notification it will be assigned to and reviewed by members of our teams. If the content is found to violate local laws or our standards, then the content is removed from our website.



Summary & Reporting Period

From the 1st of January 2025 to the 31st of December 2025, No formal notices were received under Article 16 of the Digital Services Act during the reporting period. Of these, 0 resulted in the removal of content from our platform. In addition to any DSA-related removals, we also removed a further 35 pieces of content during this period due to voluntary actions and reports made by users through other channels, bringing the total number of removals to 35. These removals covered various types of content, including breach of minimum standards, Equal Status Act, copyright infringements , scams,. MyHome took action on these notices, which included removing content.. The platform also uses automated means to help moderate content. MyHome.ie is committed to complying with the DSA and ensuring a safe online environment for its users.

Moderation Actions Taken

Type of Action	Count	Description
Voluntary Content Removal	34	Listings removed due to violation of Terms of Use
User Reported content removal	1	Listings removed due to violation of Terms of Use
Authority orders (Article 15(1)(a))	0	No orders were received from EU Member State authorities requiring the removal of illegal content during the reporting period.
Account suspensions	0	
Out-of-court dispute settlement (Article 15(1)(e))	0	
Internal complaints (Article 15(1)(d))	0	



Basis for Actions

Ground for Action	Count	Clarification
Violation of Terms of Use	35	
Illegal content reports	0	No content was removed following a determination that it was illegal under Irish or EU law during the reporting period.

Notices of Illegal Content Received

Source of Notice	Count	Avg. Response Time	Clarification
Authority orders (Article 15(1)(a))	0	N\A	As no formal notices were received, no response time metric applies for this reporting period.

Contact Information

For queries related to this report or moderation practices, contact us at:

Email: dataprotection@myhome.ie