Transparency Report : July to December 2024

Introduction

Reddit's mission is to empower communities and make their knowledge accessible to all, which requires ongoing efforts to keep Reddit safe, healthy, and real. As part of this, we regularly assess our platform and share insights and findings about the health of our communities, our efforts to foster safe interactions, and how we enforce our policies.

Our biannual Transparency Report provides insights and metrics about content moderation efforts by Reddit mods and admins – including content proactively removed as a result of automated tooling – as well as community-level actions, impact on user accounts, and legal requests we received from governments, law enforcement agencies, and third parties to remove content or disclose user data from around the world.

Prior Reddit Transparency Reports are available in our Transparency Center. You can see our other updates on the Reddit blog and on r/RedditSafety.

TL;DR

Redditors posted nearly 6 billion pieces of content on Reddit from July through December 2024, an 11.9% increase over the first half of 2024.

Mods and admins removed 2.66% of the total content created (1.42% by mods and 1.24% by admins), compared to 3% for the preceding six months. As expected, spam accounted for the majority of admin removals (63.2%), with the remainder being for various Reddit Rules violations (36.1%) and other reasons, such as content manipulation (0.7%). Excluding spam and content manipulation, admin removals for Reddit Rules violations made up 23.9% of total content removals by admins and mods in the second half of 2024, compared to 22.5% from last reporting period. (Note: since our last report, we renamed our *Content Policy* the Reddit Rules; all references have been updated throughout this report.)

With regards to global legal requests from government and law enforcement agencies, we experienced a decrease in legal requests to remove content (-23%) and a modest increase in non-emergency legal requests for account information (+6%) compared to the first half of 2024. Importantly, we caught and rejected 27 fraudulent legal requests (7 requests to remove content; 20 requests for user account information) purporting to come from legitimate government and law enforcement agencies. We rejected and subsequently reported these bogus requests to the appropriate authorities.

Read on for more details about all of the latest data and insights.

Our Approach to Content Moderation

Content moderation on Reddit happens through a layered, community-driven approach. This approach is akin to a democracy, wherein everyone has the ability to vote and self-organize, follow a set of common rules, establish community-specific norms, and ultimately share some responsibility for how the platform works.

The Reddit Rules are a set of principle-based policies that apply to the entire Reddit platform, including our users and content on Reddit. Freedoms of speech and association are at the core of Reddit, and these rules apply regardless of a user's viewpoint or belief. Users create their own communities (known as "subreddits") and establish additional rules that are tailored to a community's unique and often highly specific needs.

Users who create and enforce these community-specific rules are volunteer moderators (known as "mods"), and they perform the majority of community moderation actions without involvement from Reddit, Inc. This self-moderation effort at the community level continues to be the most scalable solution we've seen to the challenges of moderating content and behavior online. Reddit employees (known as "admins") are responsible for enforcing the Reddit Rules across Reddit with the help of mods, who apply the Reddit Rules to their communities in addition to their own specific rules. All of this is done through a combination of automated tooling and human review to prevent, detect, and remove violating content.

We also receive government and law enforcement requests from around the world regarding removal of content for alleged violations of local law. We review each of these requests carefully and object when appropriate. In situations where we find no underlying Reddit Rules violations, Reddit may restrict access to the reported content in the requesting country if it violates local law. For more information, please refer to the "Legal Removals" section of this report.

Reddit Rules Updates

In August 2024, we added language to our sitewide policy against harassment (under Rule 1) to make it clear that sexualizing someone without their consent violates that policy.

The primary goal of this update was to continue making Reddit a safe and welcoming space for everyone.

Content on Reddit

Every day, tens of millions of people around the world share content on Reddit. In the second half of 2024, redditors shared nearly 6 billion pieces of content on Reddit, a notable 11.9% increase compared to the first half of 2024. As noted above, we deploy a layered,

community-driven approach to content moderation that empowers mods to enforce their community-specific rules as well as the broader Reddit Rules. In addition to our proactive moderation efforts, Reddit regularly receives and processes reports and requests to remove content from the platform.

From July to December 2024, roughly 2.66% of the total content created on Reddit was removed across all content types (1.42% by mods and 1.24% by admins), which represents a slight decrease from our last reporting period (3% in Jan-Jun 2024). These figures include removals performed through automation by AutoMod, a scaled community moderation tool, as well as bespoke moderation bots built by community mods and internal automated tooling used by Reddit admins.

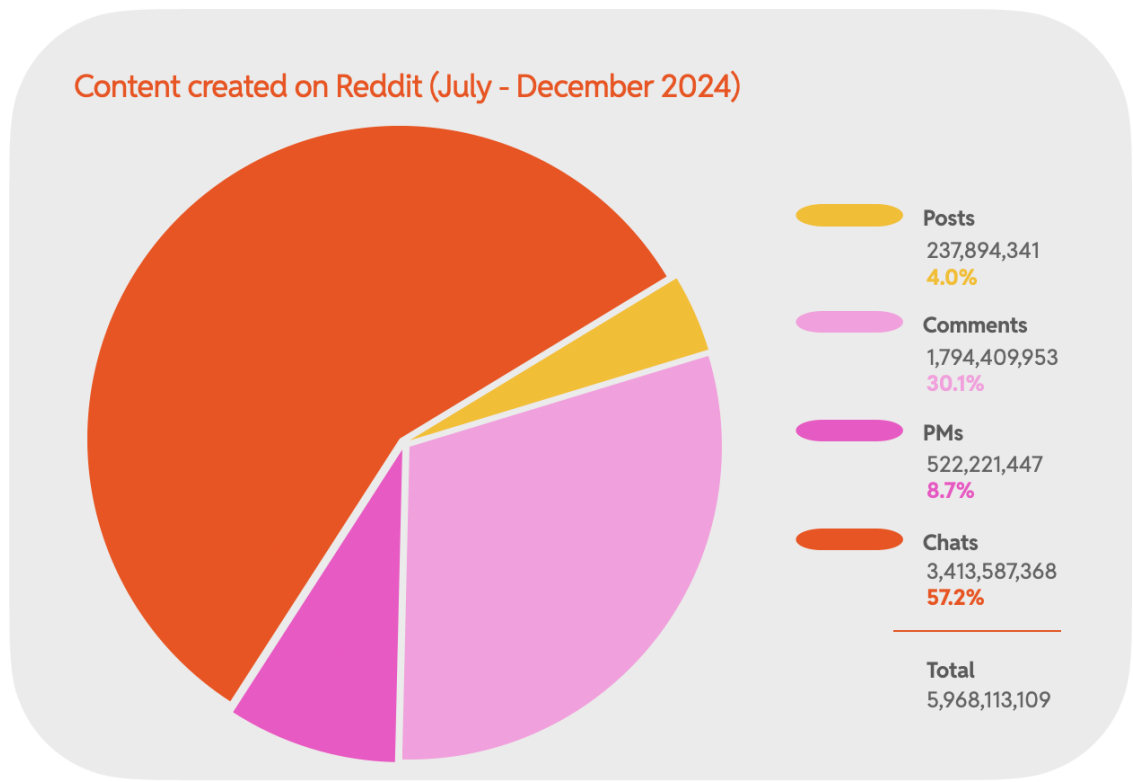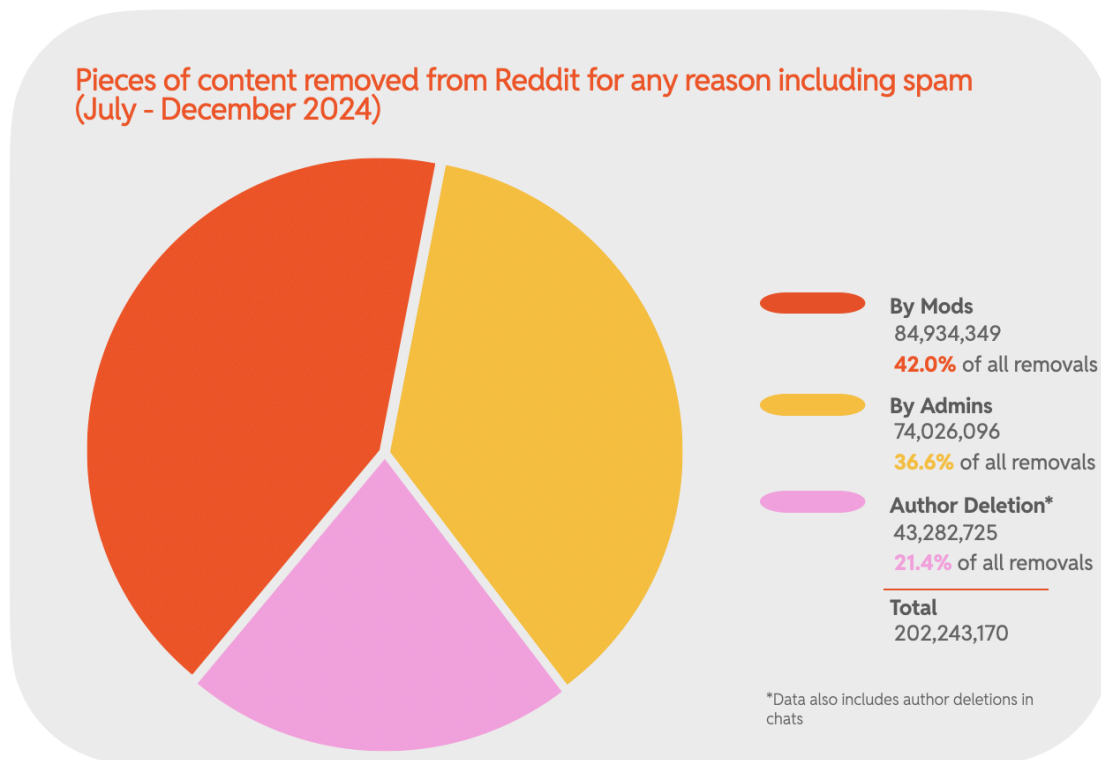*Chart 1 : Content created on Reddit (July - December 2024)*

Content created on Reddit (July - December 2024)

Posts
237,894,341
4.0%

Comments
1,794,409,953
30.1%

PMs
522,221,447
8.7%

Chats
3,413,587,368
57.2%

Total
5,968,113,109

Chart 2 : Pieces of content removed from Reddit for any reason including spam (July - December 2024)

Pieces of content removed from Reddit for any reason including spam (July - December 2024)

By Mods
84,934,349
42.0% of all removals

By Admins
74,026,096
36.6% of all removals

Author Deletion*
43,282,725
21.4% of all removals

Total
202,243,170

*Data also includes author deletions in chats

Content Removals

This section provides an overview of content removed from Reddit between July and December 2024, broken down by mod removals and admin removals. It also includes the volume of user reports and the corresponding percentage of removal actions taken against those reports.

Content Removed by Moderators

Mods play a critical role in helping to curate and safeguard their unique communities.

In the second half of 2024, mod removals accounted for 42% of all content removals on Reddit. Notably, mod removals can be based on any reason specific to the rules of a given community, and are not necessarily an indication of content being in violation of Reddit's sitewide rules.

Mods use a combination of automated tooling and human review to keep their communities as safe and healthy as possible. The majority of content removed by mods – 72.5% – was the result of proactive removals by Automod, a customizable automated moderation tool available to all communities. Overall, the total volume of mod removals for this period slightly increased by 0.21% compared to the last reporting period.

Chart 3 : Content removed by moderators (July - December 2024)

Content removed by moderators (July - December 2024)

- **Automod removals**
  61,573,636
  72.5%
- **Manual Mod removals**
  23,360,713
  27.5%
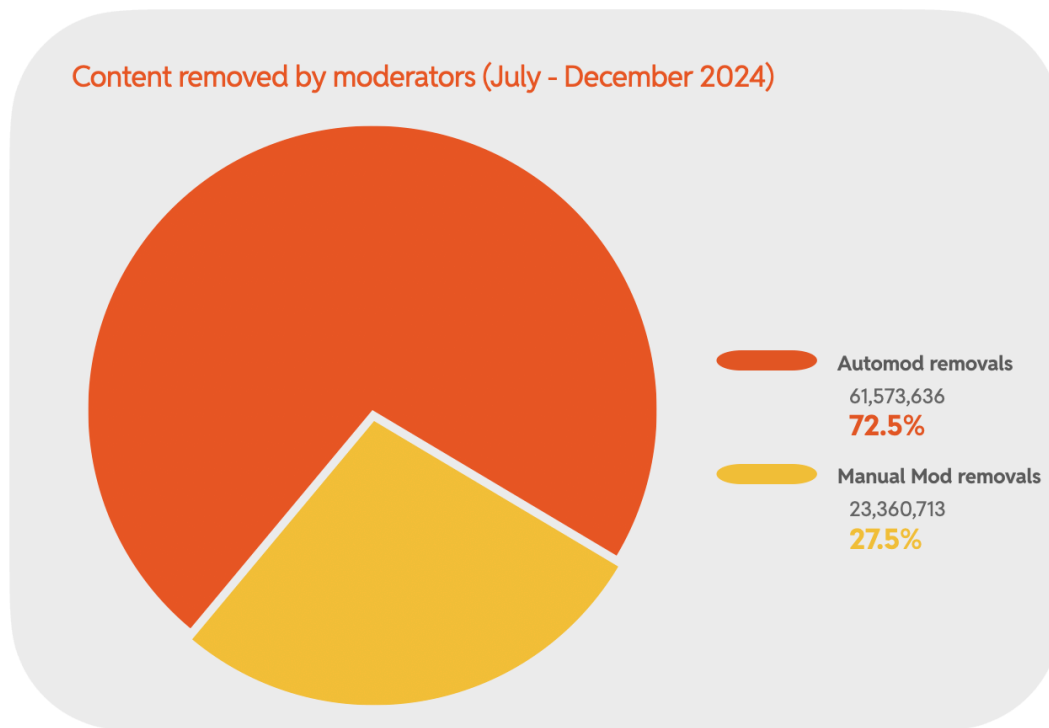
Content Removed by Reddit Admins

Admins also regularly remove content from Reddit to enforce the Reddit Rules and protect the integrity of the platform. We use a variety of signals and enforcement tools to identify and remove violating content, including automated detection, human review, and user reports.

From July to December 2024, 158,960,445 pieces of content (posts, comments, PMs and chat messages) were removed by mods and Reddit admins. Admins performed ~46.6% of these removals, and were exclusively responsible for removals of violating PMs and chat messages.

As in previous reporting periods, the vast majority of admin removals were for content manipulation, largely spam (accounting for 63.2% of admin removals). The "content manipulation" category also includes vote manipulation (attempts to interfere with Reddit's upvote/downvote tallies) and other attempts to artificially promote content, which collectively made up 0.7% of admin removals. The remaining share of admin removals were for other Reddit Rules violations.

Excluding spam (and other content manipulation), mods performed 76.1% of removals, with over 72% of that done via automated tooling, such as Automod. Admins removed the remaining 23.9%. As mentioned, moderator removals also include removals for violations of their individual community rules, whereas admin removals only include violations of Reddit's sitewide rules.

For a more detailed breakdown of admin removal actions by rule violation, please refer to the "Content Types" section below.

Chart 4: Content removed by admins (not including spam and other content manipulation) vs. content removed by mods both manually and through automation (July - December 2024)

Content removed by admins (not including spam and other content manipulation) vs. content removed by mods both manually and through automation (July - December 2024)
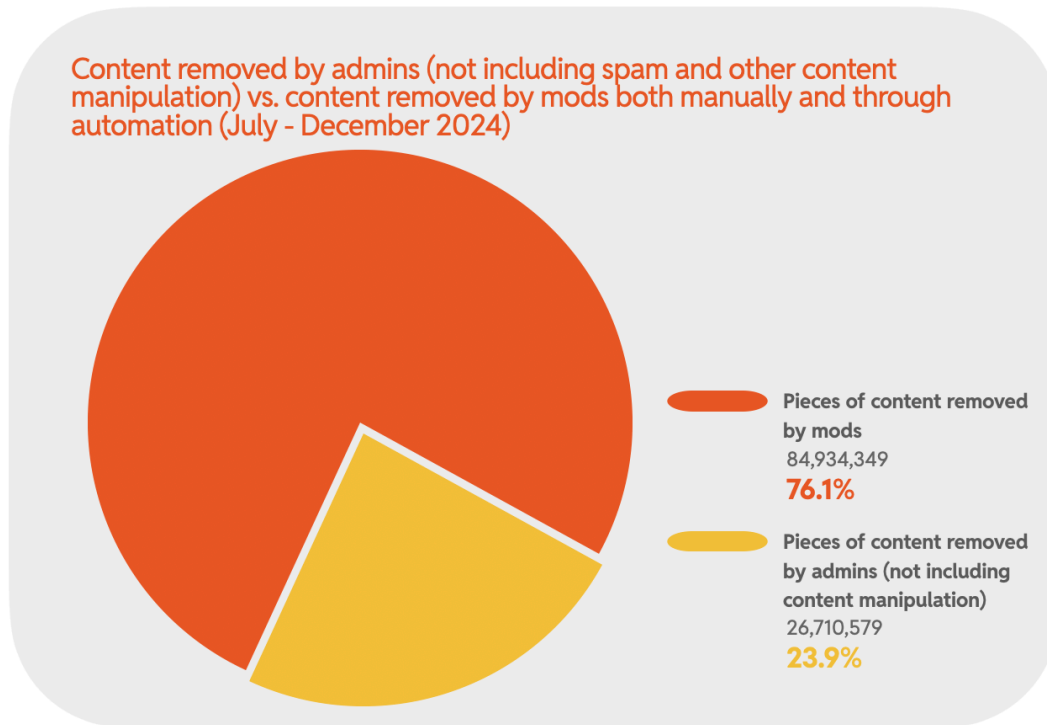
Pieces of content removed by mods
84,934,349
76.1%

Pieces of content removed by admins (not including content manipulation)
26,710,579
23.9%

Chart 5: Content removed by admins (content manipulation & spam removals vs. other Reddit Rules removals) (July - December 2024)

Content removed by admins (content manipulation & spam removals vs. other Reddit Rules removals) (July - December 2024)

- Spam Removals **63.2%**
- Other Content Manipulation Removals **0.7%**
- Other Reddit Rules Removals **36.1%**
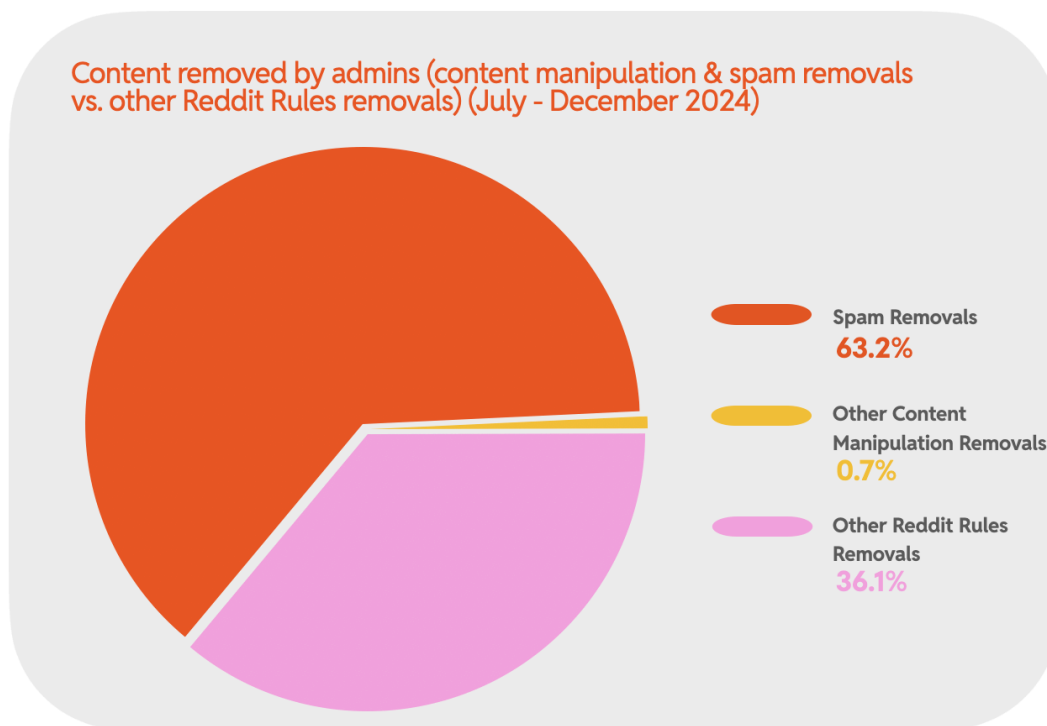
User Reports

Users may report content on Reddit via our Reddit Help Center, reddit.com/report, or by using the "Report" button directly on a post, comment, or message. By submitting a report, users can anonymously alert community mods or Reddit administrators to something that potentially violates a particular community's rules or the Reddit Rules.

In the second half of 2024, Reddit received 16,070,307 reports from users for potential Reddit Rules violations in posts, comments, PMs, and chat messages. Admins took removal actions in response to 9.3% of these reports.

There are many reasons we may not action a user report, including that it is a duplicate report or that upon review, the content was deemed non-violating.

User reports - Posts, comments, PMs, chats (July - December 2024)

No action
14,569,295
90.7%

Actionable reports
1,501,012
9.3%

Total
16,070,307
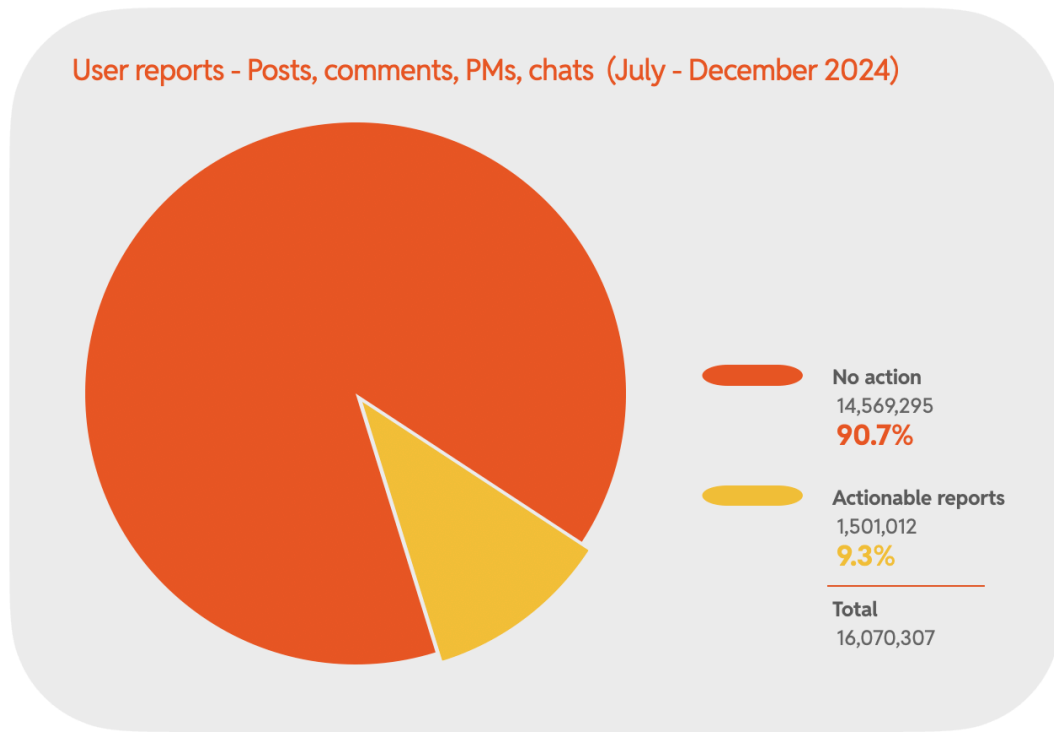
Content Types

This section breaks down admin removals, from July to December 2024, by content type, source of the report or flag (i.e., whether it was reported by users or flagged by Reddit's automated systems), and, where possible, by violation of the Reddit Rules.

Posts & Comments

In the second half of 2024, redditors created 2,032,304,294 posts and comments, which is a 7.0% increase compared to the first half of 2024.

The charts below include posts and comments removed by Reddit admins between July and December 2024, broken out by Reddit Rules violation, volume of user reports or automated flags, and actionability rate.

Chart 7 : Posts & comments created vs. reported/flagged vs. removed (July - December 2024)

Posts & comments created vs. reported/flagged vs. removed (July - December 2024)

Posts & comments created
2,032,304,294

Reported/flagged to admins
119,296,362
5.9%

Reported/flagged that resulted in removal
57,626,538
48.3%
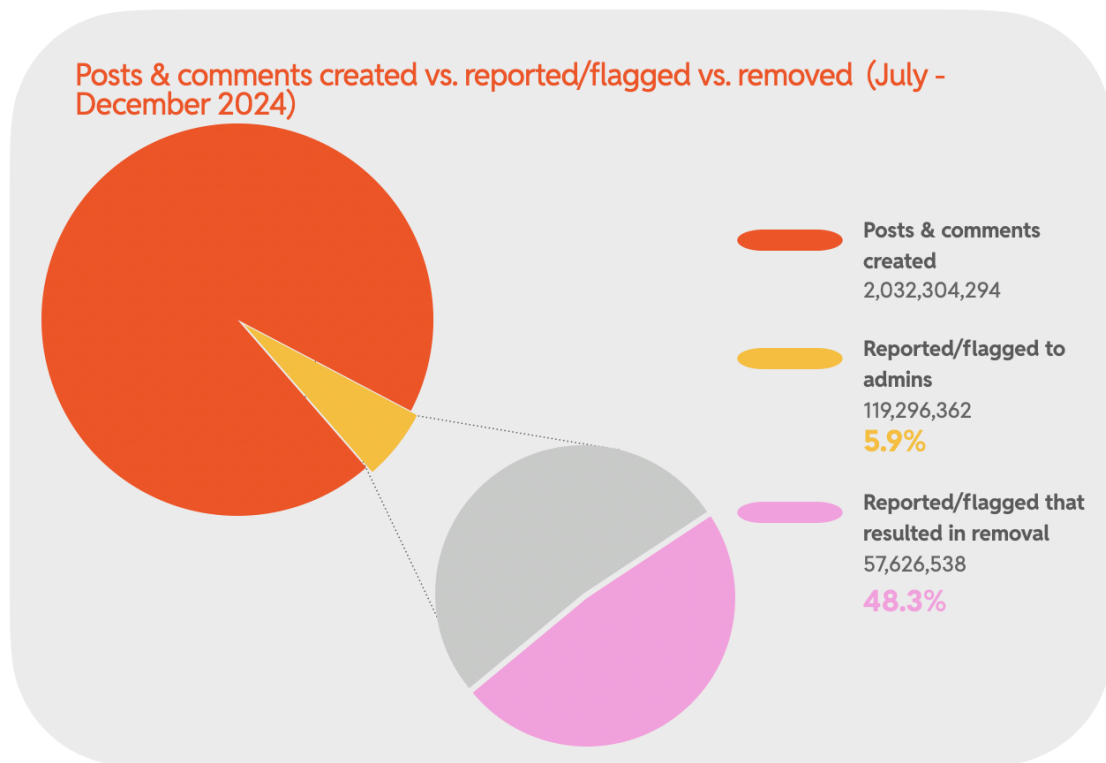
Chart 8 : Posts & comments - source of reports/flags (July - December 2024)

Posts & comments - source of reports/flags (July - December 2024)

Flagged by Reddit
automation
87.6%

User reports
12.4%
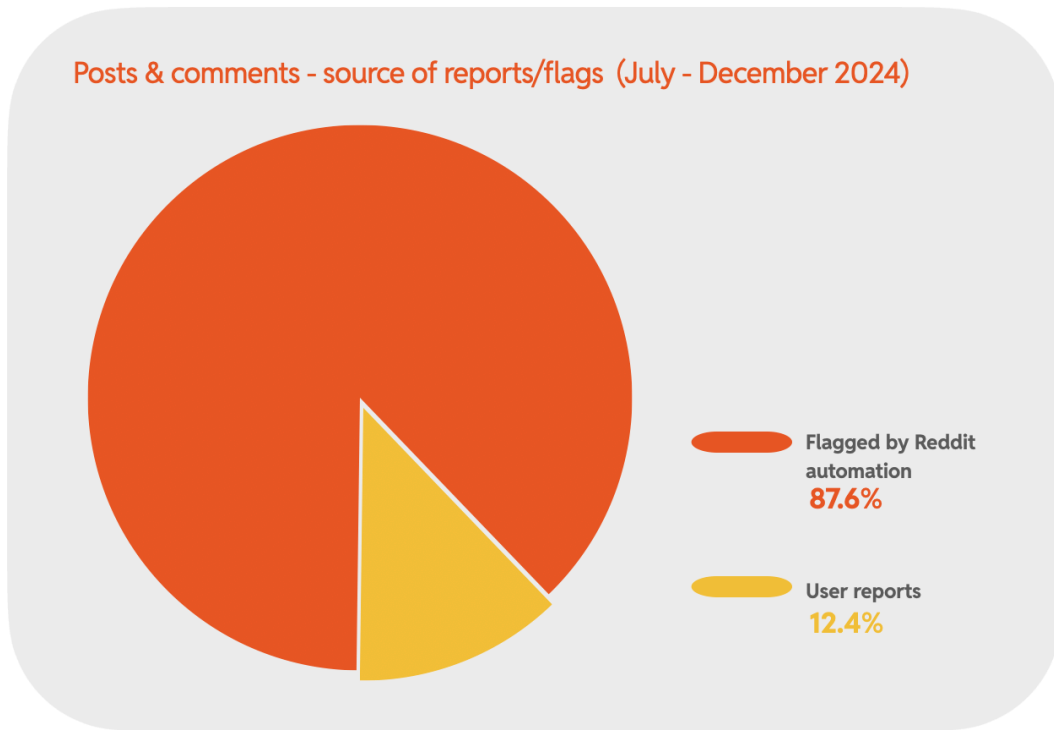
Chart 9 : Posts & comments removed by Reddit Rules violation (July - December 2024)

Posts & comments removed by Reddit Rules violation (July - December 2024)

Category	Flagged by Reddit Automation	User Reports	Actionability
Spam 43,624,142	98.2%	1.8%	86.2%
Other Content Manipulation 527,230	96.1%	3.9%	7.0%
Hateful content 116,013	68.5%	31.5%	1.4%
Harassment 102,950	44.1%	55.9%	0.8%
Minor sexualization 139,948	47.9%	52.1%	21.3%
Violent content 66,609	45.4%	54.6%	1.9%
Non-consensual intimate media 249,684	66.9%	33.1%	74.9%
Prohibited goods 20,371	2.3%	97.7%	10.0%
Personally identifiable information (PII) 6,533	3.2%	96.8%	3.8%
Impersonation 87	27.6%	72.4%	0.1%
Other* 12,772,971			

Legend:
- **Flagged by Reddit Automation**
- **User Reports**
- **Actionability (reported/flagged vs. removed)**

* "Other" includes a combination of small "other" removal reasons, such as report abuse or repeated, spam-adjacent content.

Private Messages

Private messages (PMs) are non-public direct messages sent between individual users that appear in an account's inbox. To maximize user privacy, Reddit admins only review (and may remove) PMs that are flagged for potential Reddit Rules violations by automated detection systems, reported by one of the participants, or triggered by other investigative signals.

Between July and December 2024, 5.94% more PMs were sent on Reddit (522,221,447) compared to the prior reporting period. At the same time, admins removed 2,788,652 PMs for Reddit Rules violations, representing a 64.49% decrease compared to the first half of 2024. Although spam remained the most common violation category (97.4% of PMs removed), we did not see spam attacks similar to the ones in the first half of 2024. This largely explains the overall decrease in removed PMs during this reporting period.

Chart 10 :   PMs sent vs. reported/flagged vs. removed (July - December 2024)

PMs sent vs. reported/flagged vs. removed (July - December 2024)

PMs Sent
522,221,447

Reported/flagged to admins
4,396,910
0.8%

Reported/flagged that resulted in removal
2,788,652
63.4%
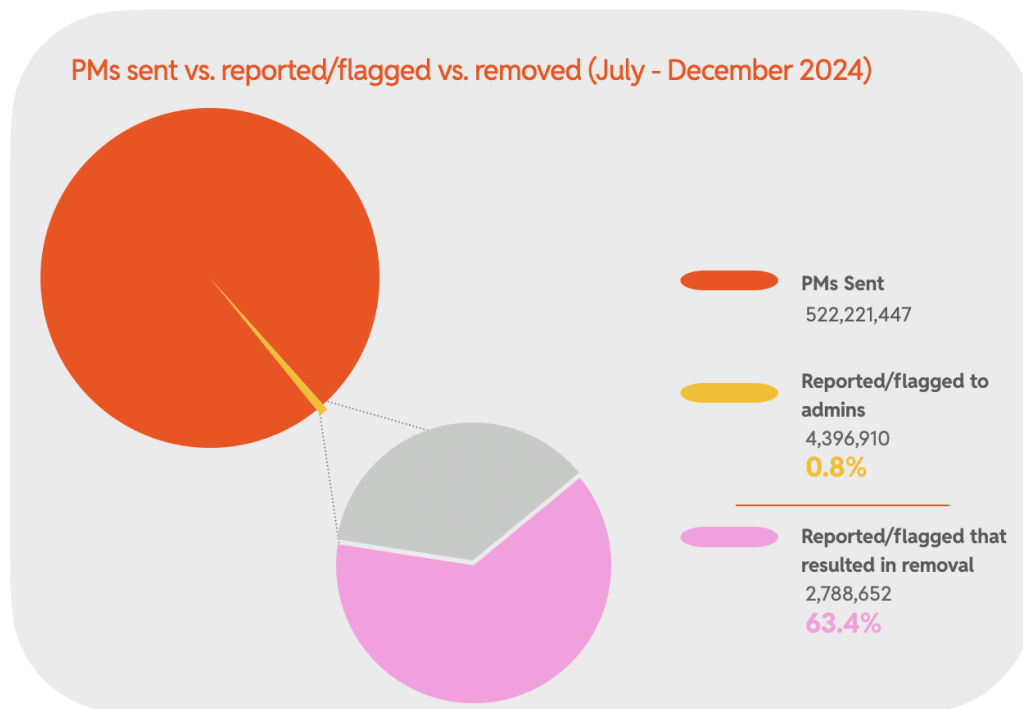
Chart 11 : Private messages - source of reports/flags (July - December 2024)

Private messages - source of reports/flags (July - December 2024)

Flagged by Reddit automation
96.7%

User reports
3.3%
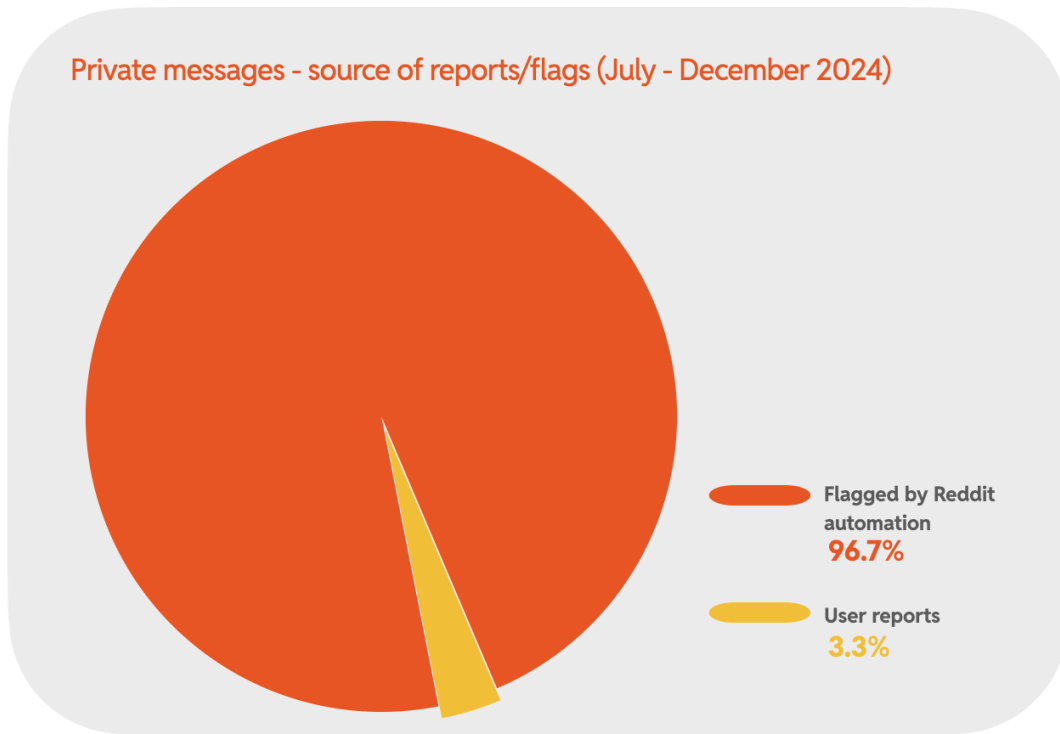
Chart 12: Private messages removed by Reddit Rules violation (July - December 2024)

Private messages removed by Reddit Rules violation (July - December 2024)

Category	Flagged by Reddit Automation	User Reports
Spam — 2,717,079	99.9%	0.1%
Other Content Manipulation — 3,343	94.2%	5.8%
Hateful content — 1,394	48.2%	51.8%
Harassment — 1,814	20.4%	79.6%
Minor sexualization — 171	90.1%	9.9%
Violent content — 782	41.6%	58.4%
Non-consensual intimate media — 6	50.0%	50.0%
Prohibited goods — 11	100.0%	0%
Personally identifiable information (PII) — 4	100.0%	0%
Impersonation — 1	100.0%	0%
Other* — 64,047		

Total
2,788,652

■ Flagged by Reddit Automation
■ User Reports

* "Other" includes a combination of removal reasons that usually target repeated, spam-adjacent content.

Chats

Redditors can send requests to other users to start real-time conversations in chats at any time, or exchange messages in chat channels. From July to December 2024, a total of 3,413,587,368 chat messages were exchanged.

During the same period, Reddit admins removed 1,719,628 chat messages, with 89.1% initially flagged by Reddit automation.

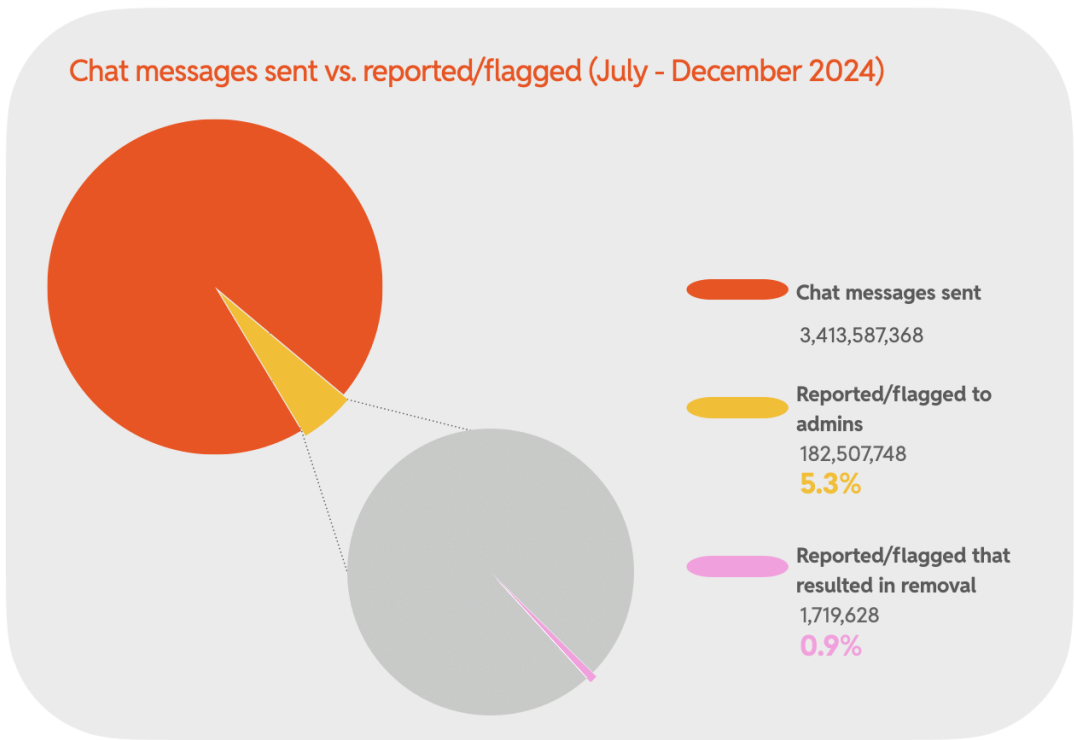*Chart 13: Chat messages sent vs. reported/flagged (July - December 2024)*

Chat messages sent vs. reported/flagged (July - December 2024)

Chat messages sent
3,413,587,368

Reported/flagged to admins
182,507,748
5.3%

Reported/flagged that resulted in removal
1,719,628
0.9%

Chart 14 : Chat messages - source of report/flag (July - December 2024)

Chat messages - source of report/flag (July - December 2024)

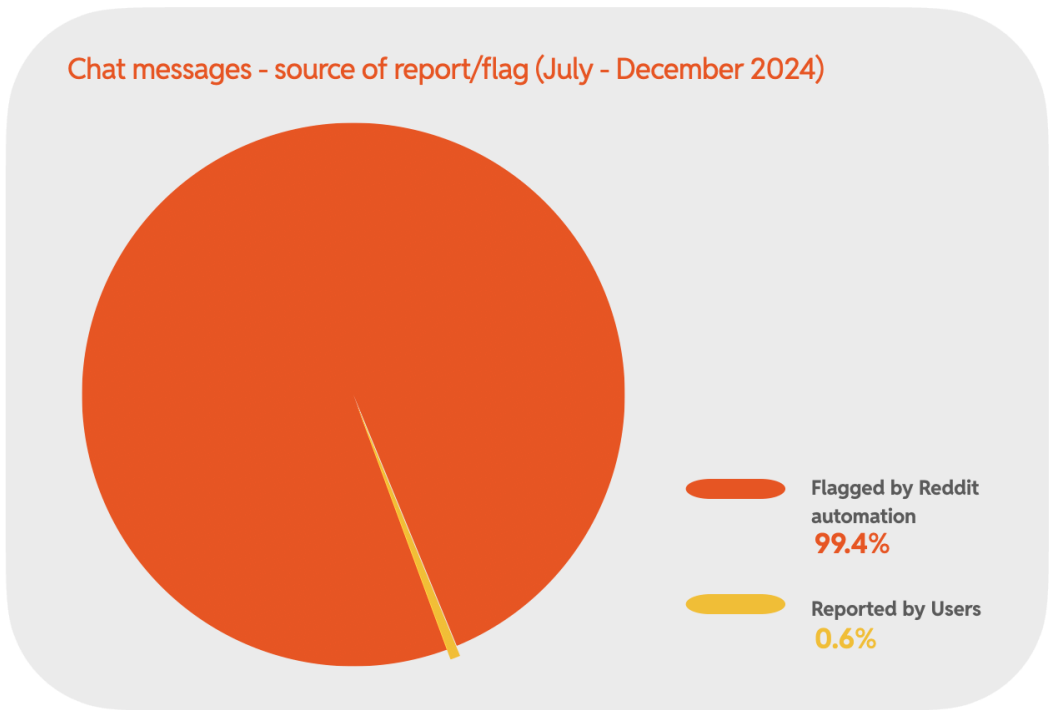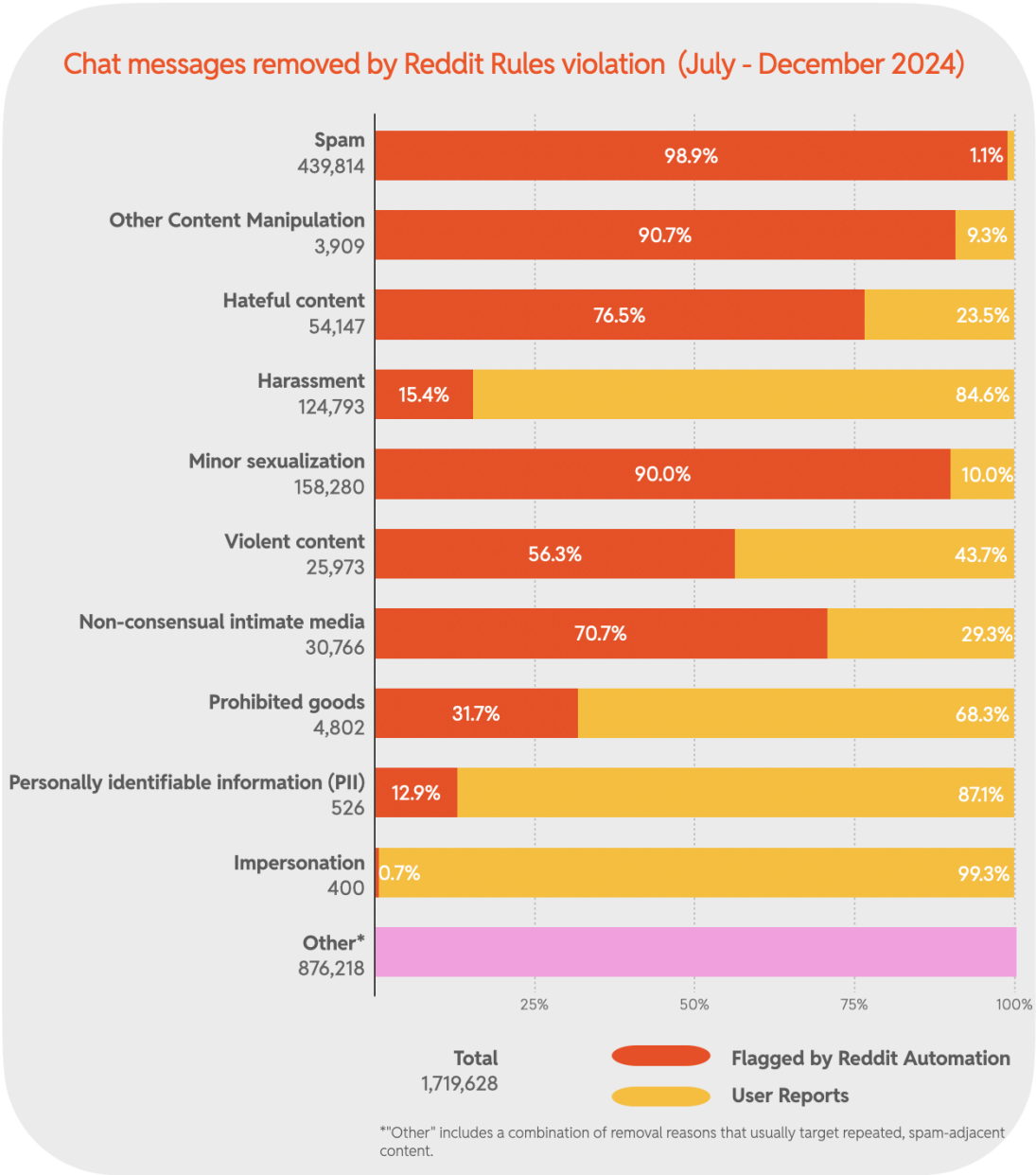Flagged by Reddit automation
99.4%

Reported by Users
0.6%

Chart 15: Chat messages removed by Reddit Rules violation (July - December 2024)

Chat messages removed by Reddit Rules violation (July - December 2024)

Category	Flagged by Reddit Automation	User Reports
Spam 439,814	98.9%	1.1%
Other Content Manipulation 3,909	90.7%	9.3%
Hateful content 54,147	76.5%	23.5%
Harassment 124,793	15.4%	84.6%
Minor sexualization 158,280	90.0%	10.0%
Violent content 25,973	56.3%	43.7%
Non-consensual intimate media 30,766	70.7%	29.3%
Prohibited goods 4,802	31.7%	68.3%
Personally identifiable information (PII) 526	12.9%	87.1%
Impersonation 400	0.7%	99.3%
Other* 876,218		

Total 1,719,628

🔴 Flagged by Reddit Automation
🟡 User Reports

*"Other" includes a combination of removal reasons that usually target repeated, spam-adjacent content.

Communities

Reddit is powered by a vast network of communities, aka subreddits. In the second half of 2024, there were 841,314 new communities created on Reddit.

Reddit communities are created, led, and contributed to by redditors – some help manage these communities as community mods, and play an important role in shaping each community's culture and norms.

In this section, we bring our approach to community-level enforcement into focus. This includes sharing metrics and insights into Reddit admin actions taken to ensure that communities and mods adhere to the Reddit Rules and abide by the expectations laid out in the Moderator Code of Conduct.

Community Bans

Well moderated Reddit communities are meaningful spaces for redditors to engage on any number of topics. However, we ban communities that are spam-related, in violation of other Reddit Rules, or are not actively moderated. We aim to quickly detect and ban violative communities. On occasion, we may ban an established community if they repeatedly violate Reddit Rules and are not receptive to our requests to comply with our policies.

From July to December 2024, admins banned 491,544 communities (newly created and existing) for Reddit Rules violations, representing a 21.8% decrease compared to the preceding 6-month period.

Spam continues to make up the overwhelming majority of ban reasons in this period (70.8%), while the remaining 29.2% bans were for non-spam related violations. These bans were largely due to communities being unmoderated (95.2% of the remaining bans).

Chart 16 : Communities created vs. banned (not including spam-related bans) (July - December 2024)
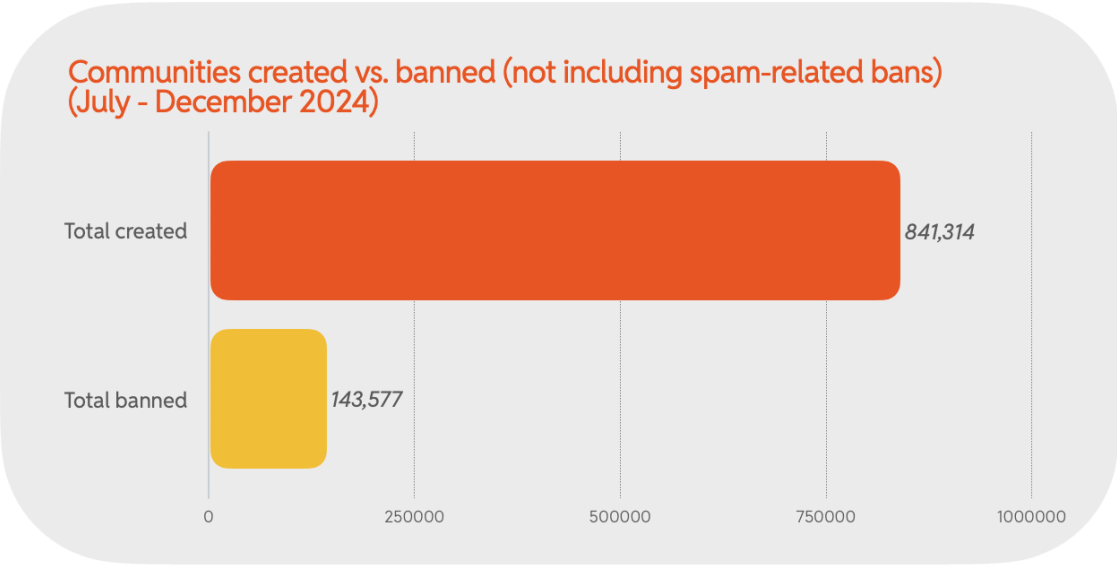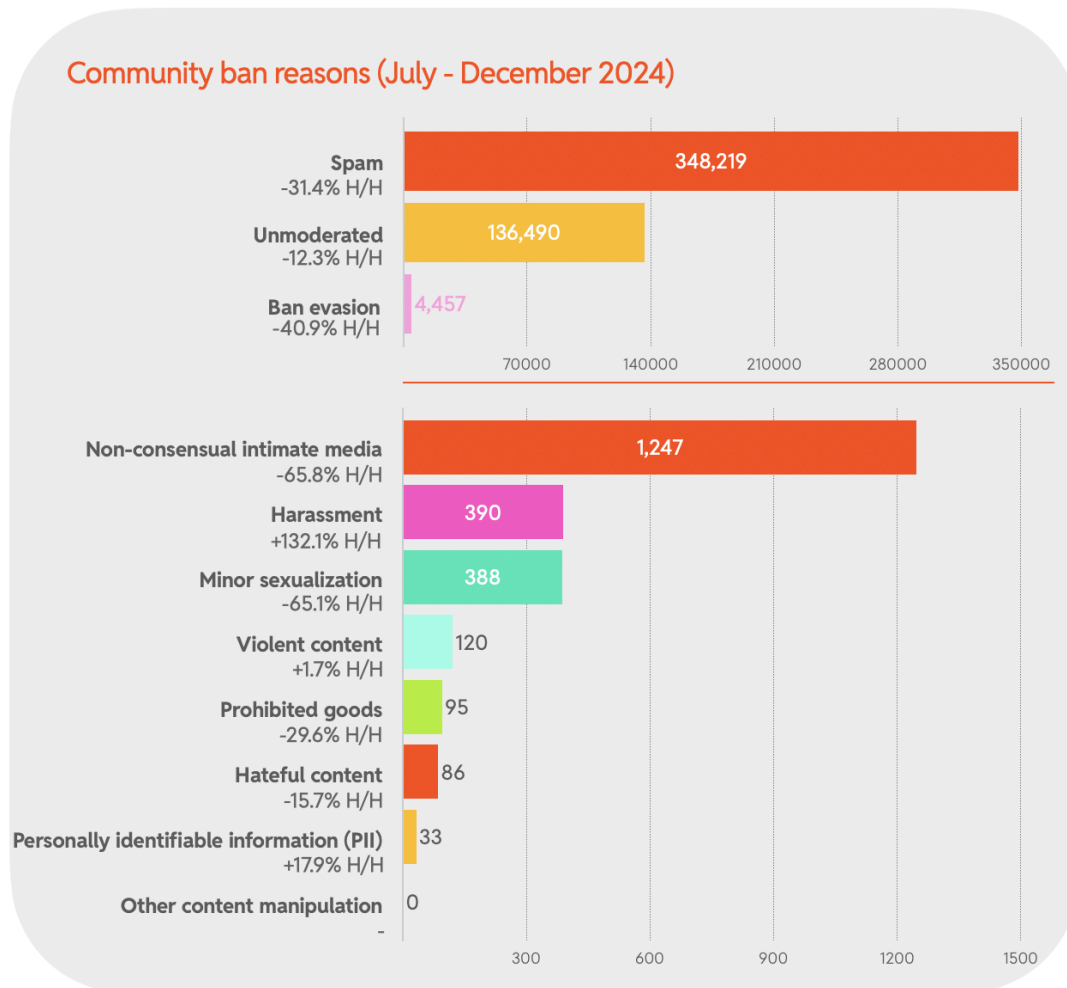

Communities created vs. banned (not including spam-related bans) (July - December 2024)

Total created	841,314
Total banned	143,577

Chart 17 : Community ban reasons (July - December 2024)

Community ban reasons (July - December 2024)

Reason	Value
Spam -31.4% H/H	348,219
Unmoderated -12.3% H/H	136,490
Ban evasion -40.9% H/H	4,457

Axis: 70000, 140000, 210000, 280000, 350000

Reason	Value
Non-consensual intimate media -65.8% H/H	1,247
Harassment +132.1% H/H	390
Minor sexualization -65.1% H/H	388
Violent content +1.7% H/H	120
Prohibited goods -29.6% H/H	95
Hateful content -15.7% H/H	86
Personally identifiable information (PII) +17.9% H/H	33
Other content manipulation -	0

Axis: 300, 600, 900, 1200, 1500

Moderator Code of Conduct

The Moderator Code of Conduct outlines our expectations for community mods. Redditors can flag instances in which mods and/or communities might be in violation of the Code to admins. Additionally, Reddit monitors communities to ensure they are adhering to the Code and engaging with communities that are violating.

In September 2024, we updated the Moderator Code of Conduct to provide additional clarity on certain rules and include more examples of common scenarios we come across. We also launched 5 new Help Center Articles to provide more detail, best practices, and examples around each rule.

Admins conduct outreach when we determine that a moderator or moderator team has violated the Moderator Code of Conduct–—whether it be for allowing policy-violating content,

interfering or encouraging interference with other communities, inactive moderation, or other issues. The intent of the outreach is generally to educate and rehabilitate, but if that doesn't work, we may take further actions which are outlined below.

From July to December 2024, Reddit investigated 828 potential violations of the Moderator Code of Conduct, leading to a 98% actionability rate. 44.4% of those resulted in mediation outreach from Reddit admins. A detailed breakdown of our actions is shared in Chart 18 below: these actions include sending educational resources, removing one or more mods, temporarily restricting a community, limiting posting functionality within a community, and other types of outreach and enforcement.

There was a notable decrease in Top Mod Removals from 60.9% in H1 to 19.2% H2. This was largely due to the launch of our Self-Serve Mod Reorder tool, which enables moderators to independently reorder inactive moderators without admin assistance.

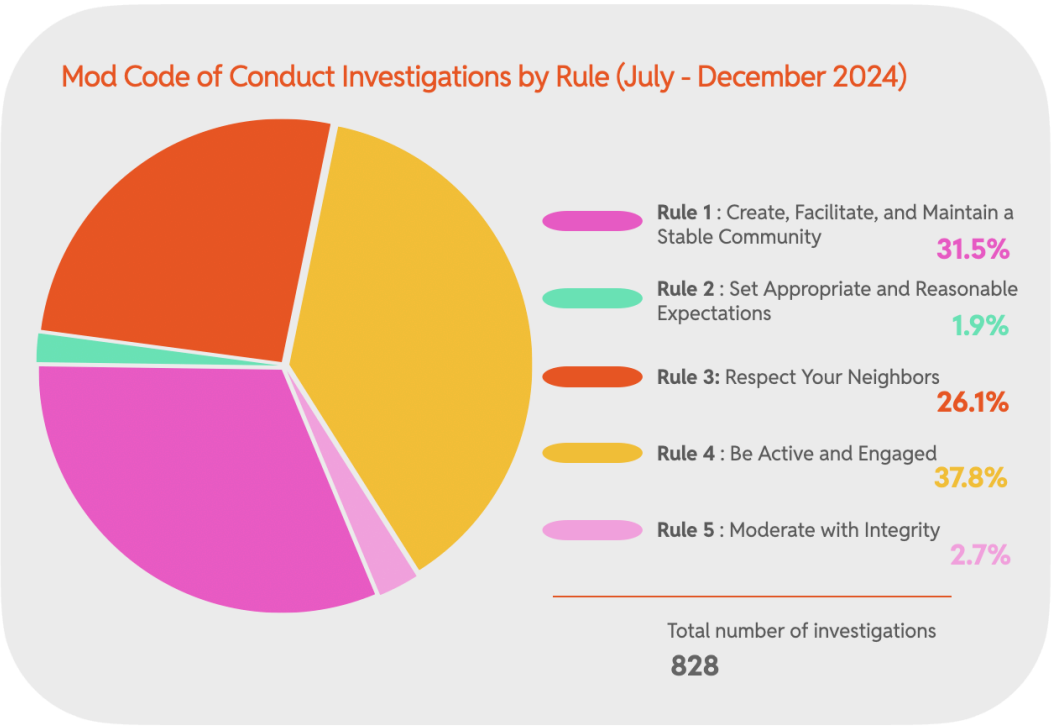*Chart 18 : Mod Code of Conduct Investigations by Rule (July - December 2024)*

Mod Code of Conduct Investigations by Rule (July - December 2024)

Rule 1 : Create, Facilitate, and Maintain a Stable Community
31.5%

Rule 2 : Set Appropriate and Reasonable Expectations
1.9%

Rule 3: Respect Your Neighbors
26.1%

Rule 4 : Be Active and Engaged
37.8%

Rule 5 : Moderate with Integrity
2.7%

Total number of investigations
828

Chart 19 : Geographic Breakdown of Mod Code of Conduct Investigations (July - December 2024)*

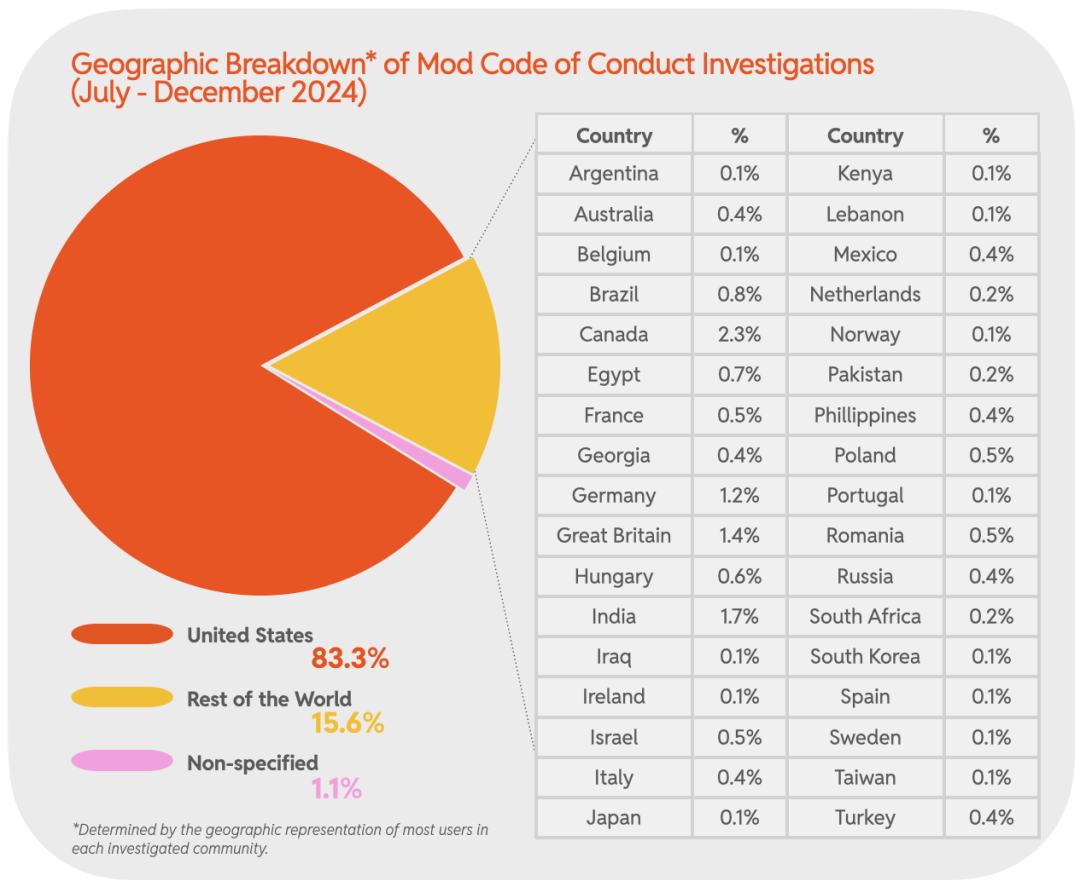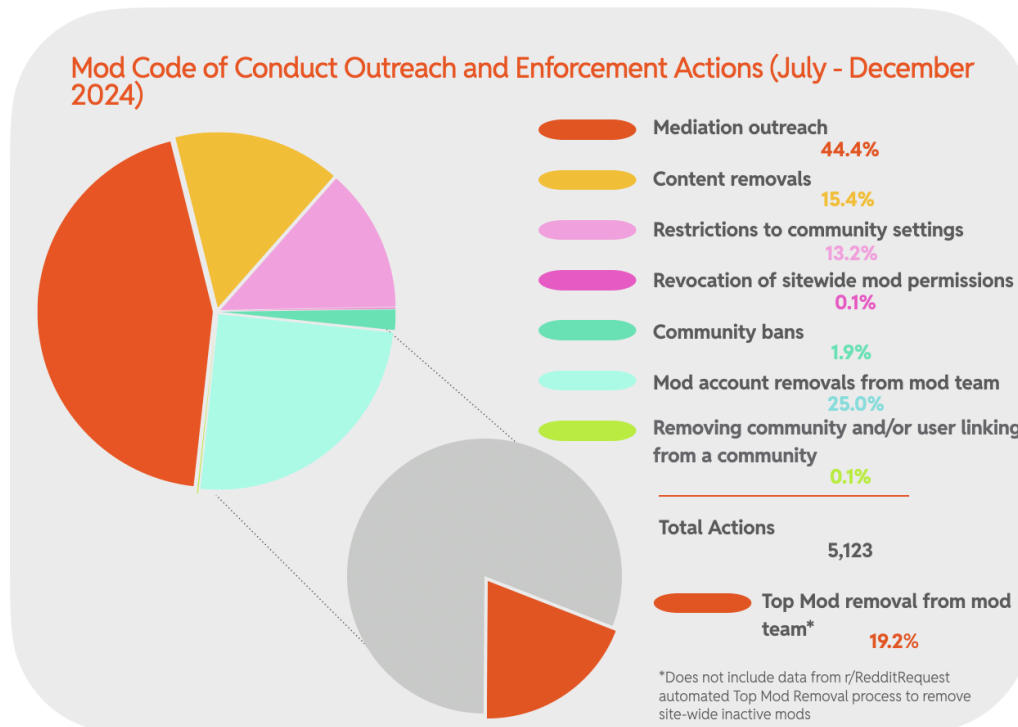**Geographic Breakdown* of Mod Code of Conduct Investigations (July - December 2024)**

Country	%	Country	%
Argentina	0.1%	Kenya	0.1%
Australia	0.4%	Lebanon	0.1%
Belgium	0.1%	Mexico	0.4%
Brazil	0.8%	Netherlands	0.2%
Canada	2.3%	Norway	0.1%
Egypt	0.7%	Pakistan	0.2%
France	0.5%	Phillippines	0.4%
Georgia	0.4%	Poland	0.5%
Germany	1.2%	Portugal	0.1%
Great Britain	1.4%	Romania	0.5%
Hungary	0.6%	Russia	0.4%
India	1.7%	South Africa	0.2%
Iraq	0.1%	South Korea	0.1%
Ireland	0.1%	Spain	0.1%
Israel	0.5%	Sweden	0.1%
Italy	0.4%	Taiwan	0.1%
Japan	0.1%	Turkey	0.4%

United States 83.3%

Rest of the World 15.6%

Non-specified 1.1%

Determined by the geographic representation of most users in each investigated community.

Mod Code of Conduct Outreach and Enforcement Actions (July - December 2024)

- Mediation outreach **44.4%**
- Content removals **15.4%**
- Restrictions to community settings **13.2%**
- Revocation of sitewide mod permissions **0.1%**
- Community bans **1.9%**
- Mod account removals from mod team **25.0%**
- Removing community and/or user linking from a community **0.1%**

Total Actions **5,123**

Top Mod removal from mod team* **19.2%**

*Does not include data from r/RedditRequest automated Top Mod Removal process to remove site-wide inactive mods

User Accounts

Account Sanctions by Reddit Admins

Reddit admins are responsible for ensuring that users adhere to the Reddit Rules. Different types of account sanctions are applied for behaviors that violate a given rule, including: warnings, temporary bans of 3 or 7 days, and permanent bans (depending on the severity and number of previous violations).

From July to December 2024, admins handed out 798,681 account warnings, as well as 4,101,197 temporary and permanent account bans. Note that multiple sanctions can be applied to a single account over time.

User accounts reported or flagged to admins vs. actionability (July - December 2024)

Reported/flagged
19,481,665

Actionability*
4,899,878
25.2%

* includes account warnings and bans
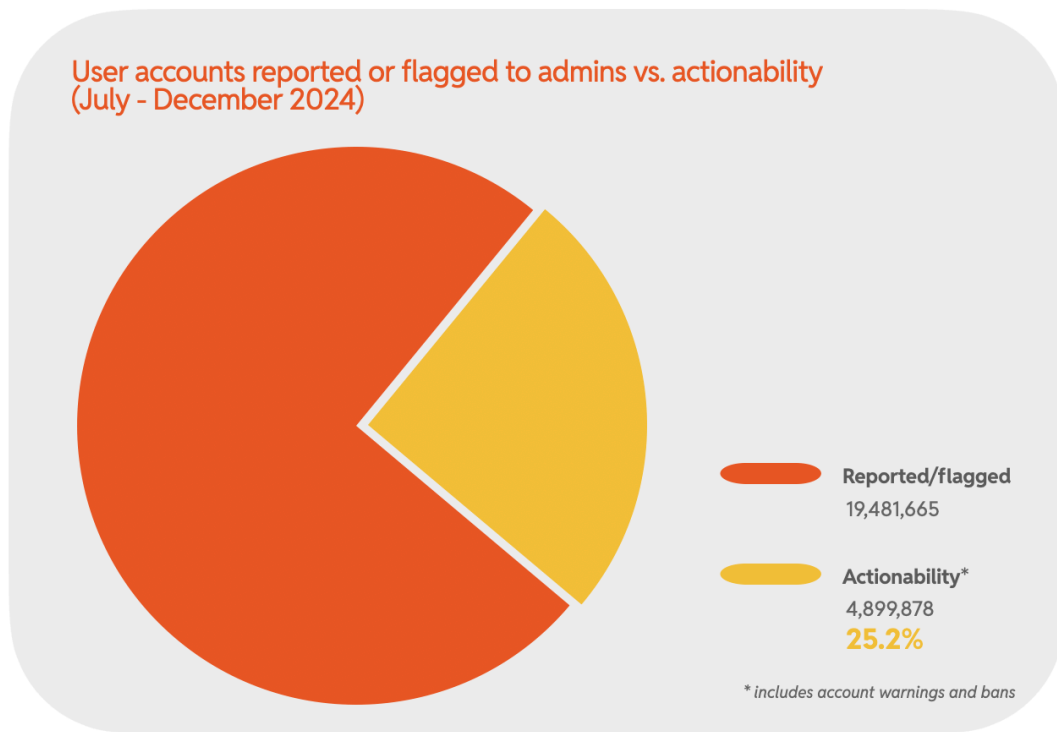
In the graph below, account sanctions issued by Reddit admins are organized by rule violation.

We made changes in our data infrastructure to reclassify ban evasion actions that were improperly captured as spam in previous reporting periods – as a result ban evasion now amounts to 65.1% of all account sanctions. To allow for better representation of other Reddit Rules reasons for account bans (including spam and other content manipulation), ban evasion numbers will not be included in this chart due to its disproportionate share. The sanction totals and percentages by rule represented in Chart 22 are impacted by this change, so we are unable to provide meaningful half-over-half variations.

Chart 22 : Account sanctions by Reddit Rules violation (not including ban evasion) (July - December 2024)

Account sanctions by Reddit Rules violation (not including ban evasion) (July - December 2024)

Category	Permanent bans	Temporary bans	Warns
Spam 32.4%	675,676	64,109	1,564
Harassment 15.3%	19,219	104,006	225,678
Non-consensual intimate media 14.6%	317,706	7,806	9,290
Hateful content 11.9%	22,407	144,474	144,474
Violent content 10.7%	17,647	102,001	125,936
Other content manipulation 8.0%	14,994	26,089	141,629
Minor sexualization 4.9%	65,098	18,425	29,620
Prohibited goods 1.6%	1,947	10,095	24,528
Personally identifiable information (PII) 0.5%	3,338	2,110	6,891

X-axis: 100000, 200000, 300000, 400000, 500000, 600000, 700000, 800000

Total account warnings	Total Temporary account bans	Total Permanent account bans
709,610	439,476	1,138,032

Legend:
- Permanent bans
- Temporary bans
- Warns

Manual vs. automated account actions by Reddit admins (including ban evasion) (July - December 2024)

Automated
Warn — **9.2%**
Temporary — **9.6%**
Permanent — **81.2%**

Manual
Warn — **50.1%**
Temporary — **26.4%**
Permanent — **23.5%**
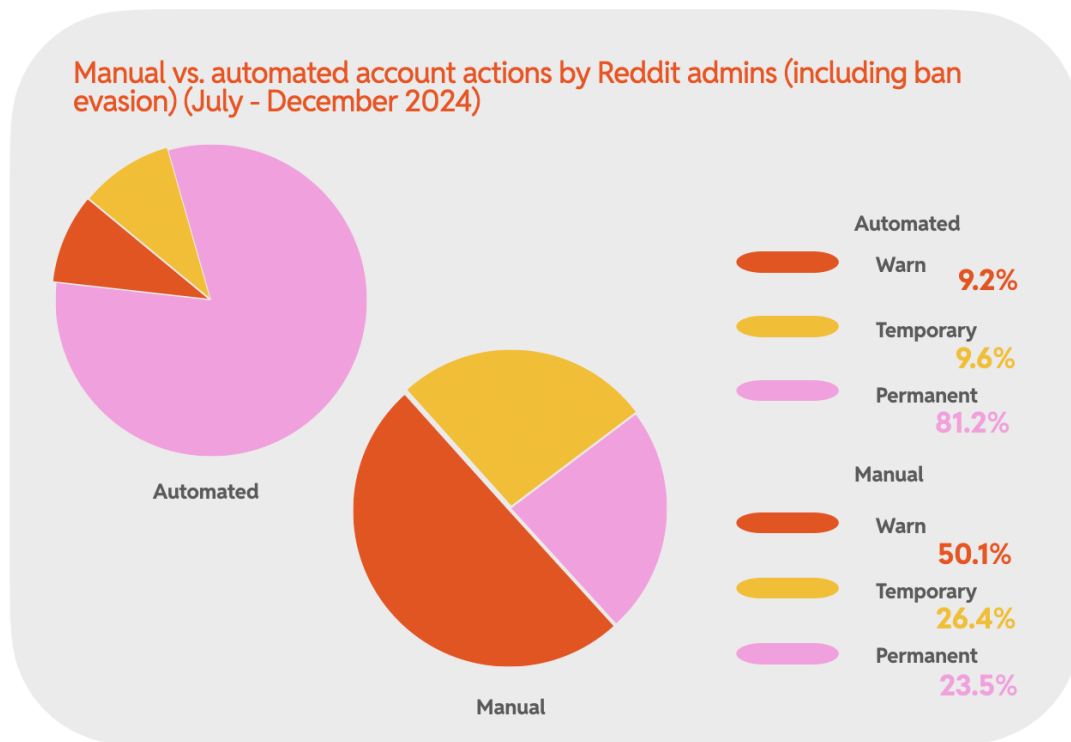
Automated permanent bans can occur for a variety of reasons, for example:

- Spam: accounts that are initially identified and temporarily actioned as spam become permanent bans when certain behavior is verified during a probationary period.
- Users evading a community ban: when a user evades a ban, they receive sequential 3-day / 7-day / permanent bans if they continue their behavior.
- Users evading a sitewide ban: after a user is permanently suspended for violating the Reddit Rules, their alternate accounts are usually suspended too.
- Vote manipulation: when users participate in "vote manipulation," they receive sequential warning / 3-day / 7-day / permanent bans if they continue their prohibited behavior.
- Users sharing content that has previously been confirmed as illegal or severely violative, such as CSAM, non-consensual intimate media, or foreign terrorist content.

Users Banned from Communities by Mods

Moderators can also ban users from their community who are not following their community rules or are being otherwise disruptive to their communities. They can do this through automated tools or manual actions. While this type of ban can be temporary or permanent, it only applies to that specific community and not to the rest of Reddit.

Chart 24 : Unique users who received at least one temporary/permanent ban by mods (July – December 2024)

Unique users who received at least one temporary/permanent ban by mods (July - December 2024)

Temporary bans

Banned by moderation bots	66,062
Banned manually	492,605
Total unique users	548,311*

Permanent bans

Banned by moderation bots	2,222,673
Banned manually	1,892,235
Total unique users	3,716,885*

Note that the same user may be banned both manually and by a moderation bot, which explains some discrepancy in these totals.
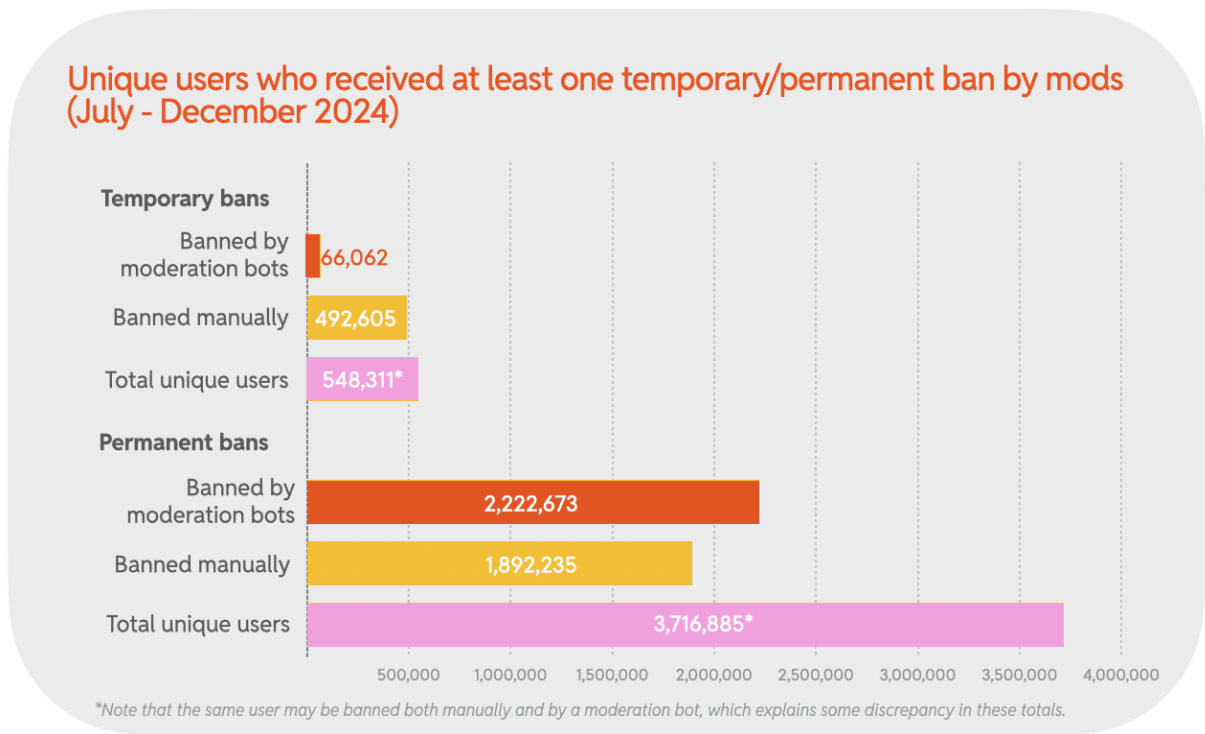
Appeals

When we remove a piece of content for violating the Reddit Rules or take an associated account-level sanction, the account that posted the content is notified of the removal reason and provided instructions for how to appeal. Appeals are evaluated by Reddit admins, and are either granted (resulting in the reinstatement of the account/content) or denied.

In the second half of 2024, Reddit admins received 293,331 appeals of content-level sanctions and 298,388 appeals for account-level sanctions, which respectively represent 10.5% and 3.2% of total sanctions in each category. The success rate of these appeals and consequently the reversal of the sanction issued averages around 18.6% for both appeal types combined.

Chart 25 : Appeals of content-level sanctions issued by admins (July - December 2024)

Appeals of content-level sanctions issued by admins (July - December 2024)

% of appeals that resulted
in reversal of action
22.4%

Appeals
293,331
10.5% appeal rate
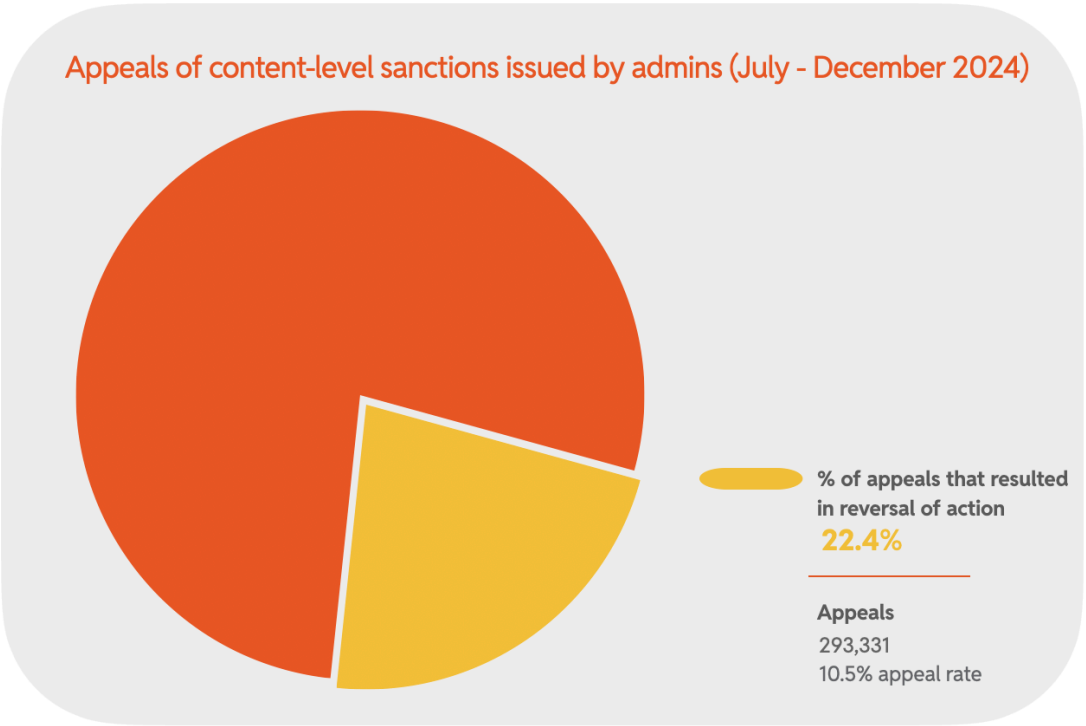
Chart 26 : Appeals of content-level sanctions issued by admins by reason (July - December 2024)

Appeals of content-level sanctions issued by admins by reason (July - December 2024)

Reason	Appeals	% of appeals that resulted a reversal of action
Harassment	86,131	28.6%
Hateful content	73,372	19.6%
Violent content	62,500	18.7%
Non-consensual intimate media	39,221	29.2%
Minor sexualization	14,603	12.0%
Personally identifiable information (PII)	2,097	17.9%
Spam	15	53.3%
Ban evasion	5	0%
Prohibited goods	0	0%
Other Content Manipulation	0	0%
Other	15,387	

Appeals

% of appeals that resulted a reversal of action

Chart 27 : Appeals of account-level sanctions issued by admins (July - December 2024)

Appeals of account-level sanctions issued by admins (July - December 2024)

% of appeals that resulted in reversal of action
14.8%

Appeals
298,388
3.2% appeal rate
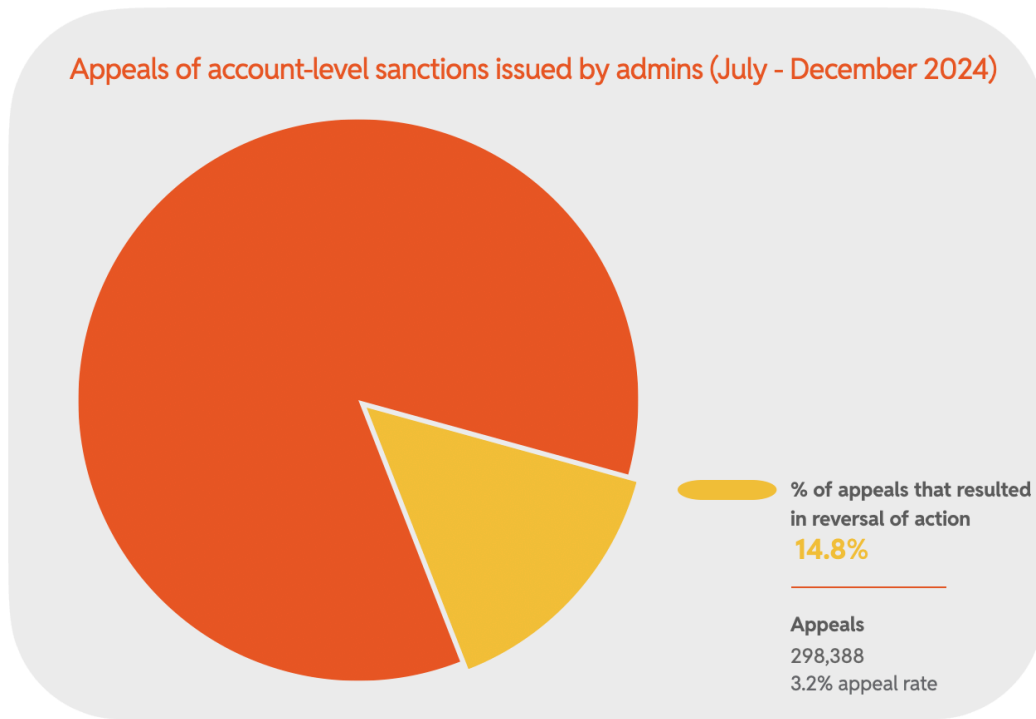
Chart 28 : Appeals of account-level sanctions issued by admins by reason (July - December 2024)

Appeals of account-level sanctions issued by admins by reason (July – December 2024)

Reason	Appeals	% of appeals that resulted a reversal of action
Ban evasion	65,521	0.4%
Harassment	57,357	19.0%
Violent content	55,373	22.3%
Hateful content	53,352	20.6%
Non-consensual intimate media	24,516	27.1%
Spam	15,647	0.3%
Minor sexualization	11,466	13.2%
Prohibited goods	2,961	14.4%
Other Content Manipulation	2,690	0.9%
Personally identifiable information (PII)	2,151	20.1%
Other	7,354	

Appeals
% of appeals that resulted a reversal of action

Legal Removals

This section covers legal removal requests sent to Reddit from governments, law enforcement agencies, and private parties, such as lawyers or NGOs from around the world between July and December 2024.

Note: A single legal removal request may identify several pieces of content (e.g., posts, comments). In this section, we report on both the number of requests and the total number of pieces of content identified in those requests.

Government and Law Enforcement Requests to Remove Content

This section covers legal requests submitted by government and law enforcement agencies to remove content on Reddit (either via court order or some other type of request).

Government and law enforcement officials may seek the removal of content for a variety of reasons, including alleged violations of local law. Reddit scrutinizes each request to determine its legal sufficiency. If there are any issues, we may push back, seek more context, or deny the request in whole or in part for any number of reasons, including that the request is overbroad or inconsistent with international law.

Process-wise, all reported content is first reviewed against the Reddit Rules, and any violations are actioned by the appropriate internal team. The Reddit Rules are applied universally regardless of how we become aware of violating content or who submits a report. If there are no underlying Reddit Rule violations, we evaluate the legal request under both local and international law, including against human rights standards. In cases where Reddit determines that the reported content appears to violate local law, Reddit may restrict access to (aka "geoblock") the content in the relevant country. Users in those countries will encounter a notice and explanation when trying to access the content. Additionally, the impacted user(s) will receive a Private Message that notifies them directly about the situation. For more information about our process, please refer to this Help Center article.

In the second half of 2024, Reddit received 122 government or law enforcement agency requests from 18 countries to remove content from the platform, amounting to a 23% decrease since the previous report. The top requesting countries included the United Arab Emirates (24), India (17), Russia (15), and the United Kingdom (13). Collectively, these four countries submitted 56% of all global government and law enforcement removal requests during this reporting period.

The majority (71%) of the content identified in these requests was removed for Reddit Rules violations. A small percentage of content (7%) was restricted locally in the requester's country based on violations of local law.

Trends

Since last report:

- 23% decrease in the number of government and law enforcement removal requests
- 14% decrease in the volume of content reported in these requests

- 7% decrease in the overall action rate on removal requests received (considering both Reddit Rules removals and geoblocking actions)

Notable Requests

- **Germany**: We received a removal request from the Hamburg Media Authority reporting 49 pieces of content that allegedly violated § 86 of the German Criminal Code (promotion of illegal organizations). Six pieces of content were removed for Reddit Rule violations, one post was deleted by the user, and 16 historical World War II memorabilia posts were geoblocked in Germany.
- **India**: We temporarily geo-restricted access to two posts in India in response to an Emergency Section 69A Blocking Order issued by the Ministry of Electronics and Information Technology (MEITY). The posts shared CCTV footage of a man desecrating a Hindu god in a temple. The geo-restrictions were later lifted following an unblocking directive from MEITY. This was the first such unblocking directive received from India.
- **Panama:** We received our first removal request from Panama law enforcement, reporting a single post for alleged defamation and harassment of a Germany-based business and its employees. The report cited potential violations of Panama laws as well as a general reference to EU regulations. No action was taken on the reported content, as generally good faith criticism is allowed on Reddit.
- **Singapore:** In response to two requests from the Infocomm Media Development Authority ("IMDA") reporting "egregious content" allegedly in violation of local law, we removed two posts for violating Rule 3 (posting of personal information).
- **Turkey:** We geo-restricted access to one subreddit in Turkey in response to a request from the Information and Communication Technologies Authority (BTK) under Article 8 of Law No. 5651. The subreddit was flagged for containing explicit adult content.
- **United Arab Emirates:** We received 24 reports from the Telecommunications and Digital Government Regulatory Authority during the reporting period, resulting in 204 accounts that provided escort/sexual services being banned for violating Reddit Rule 7 (our policy against transactions of prohibited goods or services).

Fraudulent Government and Law Enforcement Removal Requests

Reddit protects the rights of our users to create, consume, and share a wide variety of content on the platform. We take this responsibility seriously and an important part of this duty is to scrutinize each legal removal request that identifies user content to ensure validity and legitimacy.

Between July and December 2024, we identified seven fraudulent requests submitted by individuals claiming to be government or law enforcement officials and targeting non-violative

content on Reddit. In one example, the requester's email address was spoofed, claiming to be the Electoral Commission of South Africa (IEC). In another request, the reporter claimed to be from the Judicial Documentation Center in Colombia and provided inauthentic documents. The remaining five requests came from a single email domain allegedly belonging to the municipal government of Moyahua de Estrada, a town in the state of Zacatecas, Mexico. All five requests were unique in terms of report reasons and content reported: in two requests, the reporter claimed to be a Government official; in another two requests, they claimed to be from the Mexican Police Department; and in the fifth request, they submitted a fraudulent court order claiming to be a deputy secretary from the Judicial District of Moyahua. Ultimately, we rejected all of these requests. We continue to keep an eye out for bogus requests to protect our users from bad actors.

Chart 29: Government and Law Enforcement Content Removal Requests (July - December 2024)

Government and Law Enforcement Content Removal Requests (July – December 2024)
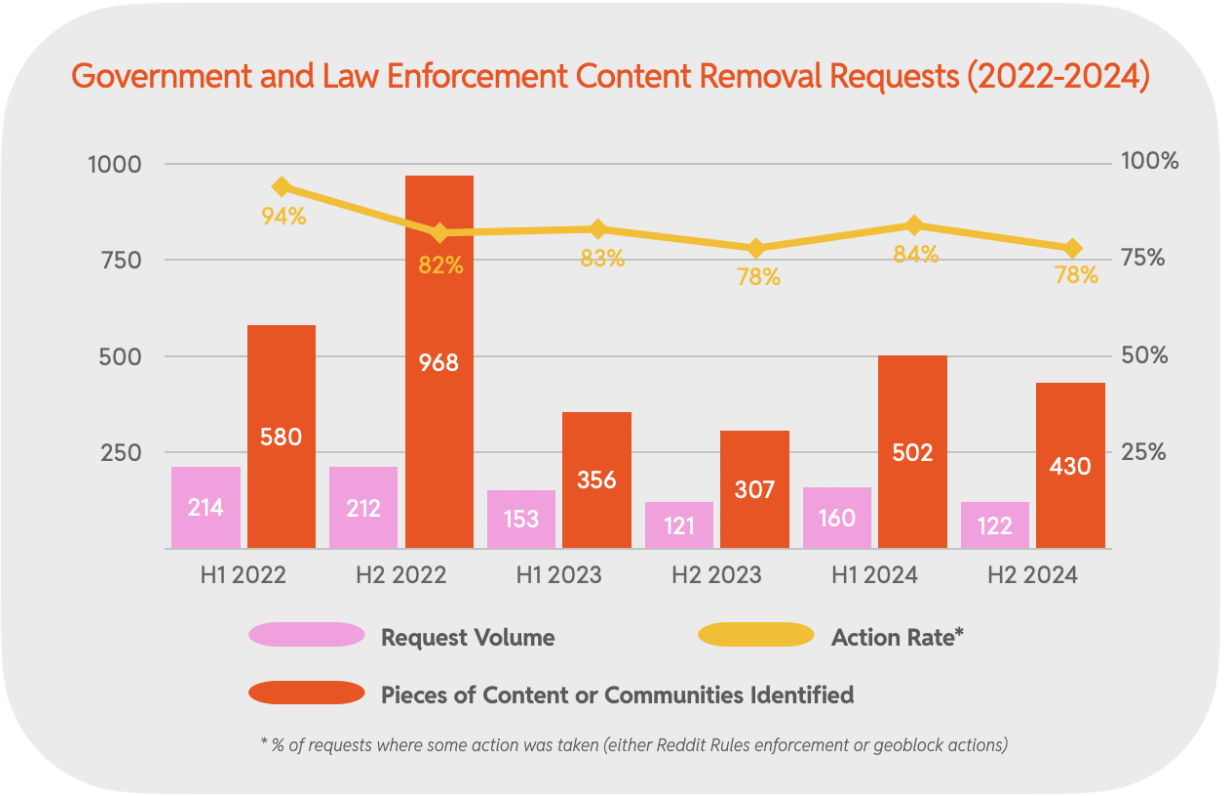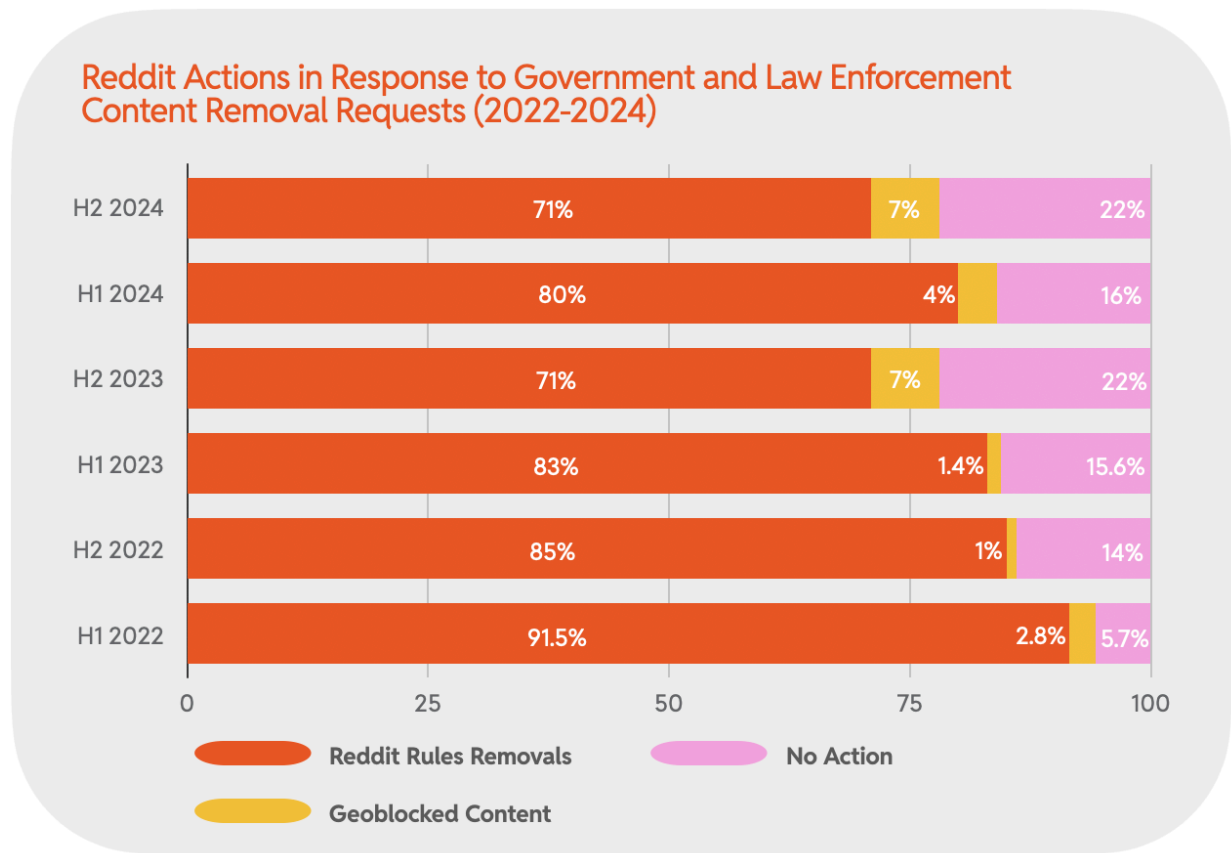
Country	Requests	Action Rate*	Pieces of Content or Communities Identified	% Reddit Rules Violations	% Geoblocked Content	No Action**
Australia	6	50%	10	50%	0%	50%
Brazil	3	100%	3	100%	0%	0%
Canada	1	100%	1	100%	0%	0%
Denmark	3	100%	9	100%	0%	0%
France	1	0%	2	0%	0%	100%
Germany	8	48%	52	8%	40%	52%
India*	17	31%	42	14%	17%	69%
South Korea	6	100%	7	100%	0%	0%
Netherlands	3	100%	22	100%	0%	0%
New Zealand	6	11%	17	12%	0%	88%
Norway	1	100%	1	100%	0%	0%
Panama	1	0%	1	0%	0%	100%
Russia**	15	26%	15	27%	0%	73%
Singapore	3	100%	3	100%	0%	0%
Turkey	6	100%	6	67%	33%	0%
United Arab Emirates	24	99.5%	205	99.5%	0%	0.5%
United Kingdom	13	85%	27	85%	0%	15%
United States	5	100%	7	100%	0%	0%
Total	**122**	**78%**	**430**	**71%**	**7%**	**22%**

* % of requests where some action was taken (either Reddit Rules violations or geoblock actions)

** Reasons for No Action include incomplete requests or requests where we asked for more information and the requestor did not respond or follow-up.

*** We excluded a substantial number of URLs (261) identified by Gov/LE in India via two copyright requests in order to prevent distortion of the graph and ensure accurate representation of other valid requests. In both cases, we informed the requester about the correct reporting procedures, clarifying that the copyright holder must submit the appropriate DMCA/copyright notice.

**** We received 73 duplicate requests from Roskomnadzor during this period. Duplicate requests are identical requests submitted by the same agency more than once during the same reporting period. We didn't include these numbers in our overall tally because duplicate requests are not unique requests and inclusion in the above table would artificially inflate the numbers.

Chart 30: Government and Law Enforcement Content Removals by Content Type (July – December 2024)

Government and Law Enforcement Content Removals by Content Type (July - December 2024)

Type of Reported Content	Removed for Reddit Rules Violations	Access Restricted in Requesting Country
Post	74	27
Comment	1	0
User	221	0
Subreddit	8	3
Media URL	1	0
Total	**305**	**30**

Chart 31 : Reddit Actions in Response to Government and Law Enforcement Content Removal Requests (July – December 2024)

Reddit Actions in Response to Government and Law Enforcement Content Removal Requests (July - December 2024)

Reddit Rules Violation Removals
305 pieces of content
71%

Geoblocked Content
30 pieces of content
7%

No Action
95 pieces of content
22%
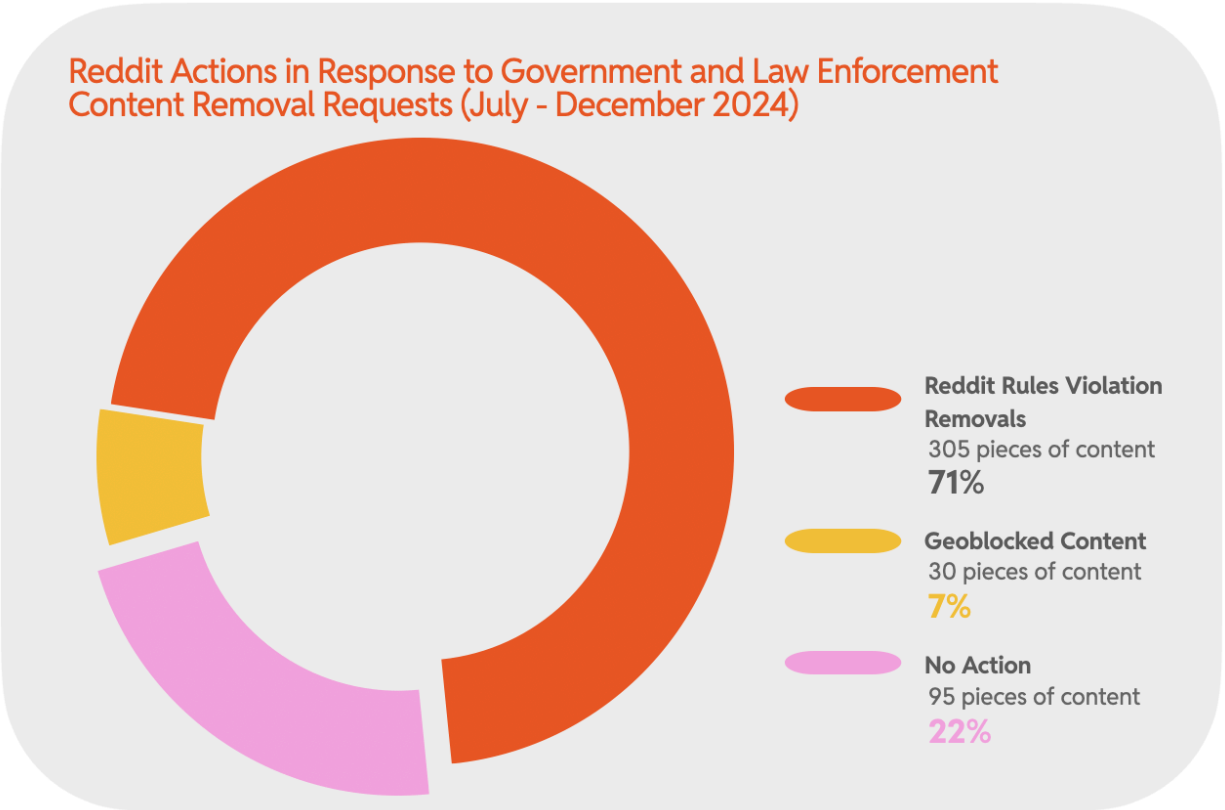
Chart 32 : Government and Law Enforcement Content Removal Requests (2022-2024)

Government and Law Enforcement Content Removal Requests (2022-2024)

Period	Request Volume	Pieces of Content or Communities Identified	Action Rate*
H1 2022	214	580	94%
H2 2022	212	968	82%
H1 2023	153	356	83%
H2 2023	121	307	78%
H1 2024	160	502	84%
H2 2024	122	430	78%

Request Volume   Action Rate*

Pieces of Content or Communities Identified

* % of requests where some action was taken (either Reddit Rules enforcement or geoblock actions)

Chart 33 : Reddit Actions in Response to Government and Law Enforcement Content Removal Requests (2022-2024)

Reddit Actions in Response to Government and Law Enforcement Content Removal Requests (2022-2024)

	Reddit Rules Removals	Geoblocked Content	No Action
H2 2024	71%	7%	22%
H1 2024	80%	4%	16%
H2 2023	71%	7%	22%
H1 2023	83%	1.4%	15.6%
H2 2022	85%	1%	14%
H1 2022	91.5%	2.8%	5.7%

Child Sexual Abuse Material

We have zero tolerance for content or interactions that involve the sexual exploitation of minors. We use a combination of automated methods (including hash-matching technology, which applies a unique digital fingerprint to each media file to help identify violative content uploaded to Reddit), human review, and community reports to detect activities potentially related to child sexual exploitation on Reddit. When we find child sexual abuse material ("CSAM") on the platform, it is removed immediately and the offending user is permanently suspended from Reddit. We also take the steps required by U.S. law to report the relevant users/content to the National Center for Missing and Exploited Children (NCMEC), and preserve relevant account data.

Between July and December of 2024, we submitted 113,568 CyberTipline reports to NCMEC, a decrease of 48.6% from the first half of 2024. This notable reduction is largely attributed to improvements of our detection and blocking capabilities to mitigate against attempts to disseminate CSAM content both on and off of Reddit.

Reddit removed 195,605 pieces of content in response to minor sexualization reports submitted between July and December of 2024. A single enforcement action against an account may impact several pieces of content.

We remain steadfastly committed to preventing and disrupting the sexual exploitation of children. For more information on our efforts to combat this type of violative content, please refer to our article on How Reddit Fights Child Sexual Exploitation.

Chart 34 : CSAM Report Sources (July - December 2024)

CSAM Report Sources (July - December 2024)

- User Reports
  44.6%
- Internal Detection Methods
  49.1%
- CSAM: Image Hash Matches
  6.1%
- CSAM: Video Hash Matches
  0.2%
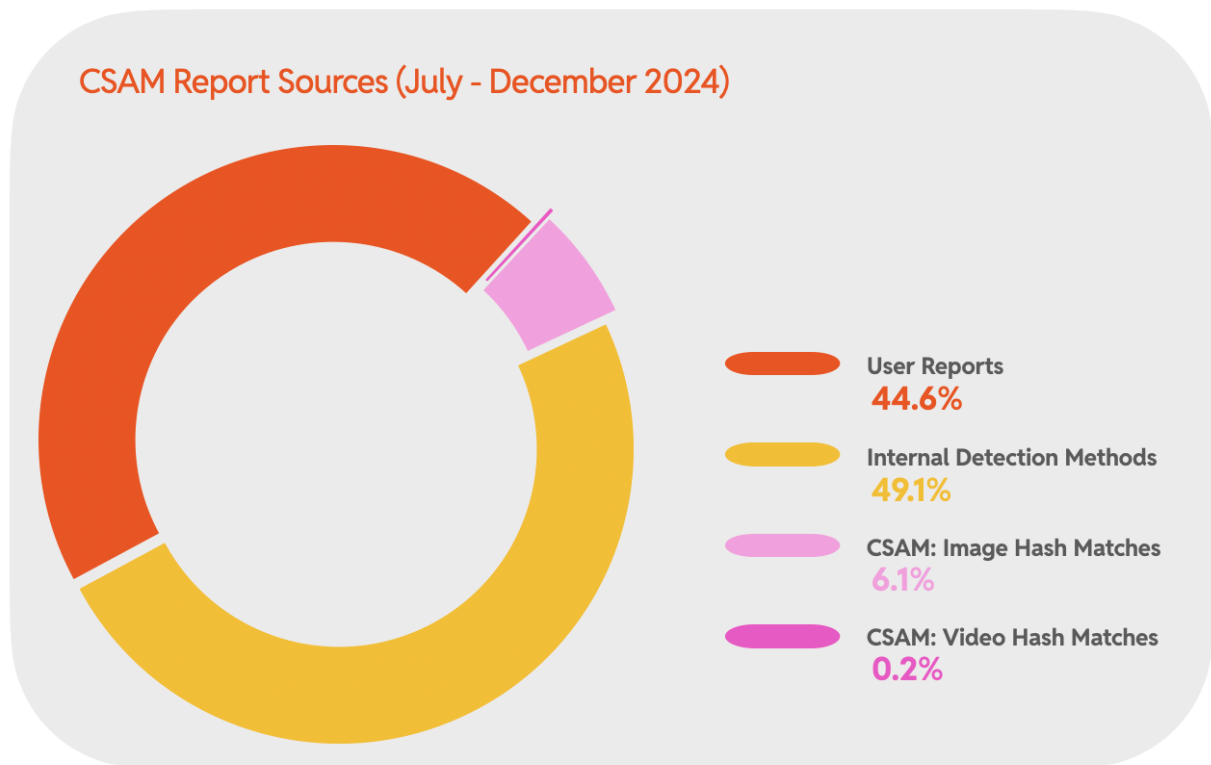
Chart 35 : Cybertip Report Volume Trending

Cybertip Report Volume Trending

Period	Report Volume
H1 2022	12,349
H2 2022	40,243
H1 2023	156,553
H2 2023	133,588
H1 2024	221,029
H2 2024	113,568

Report Volume
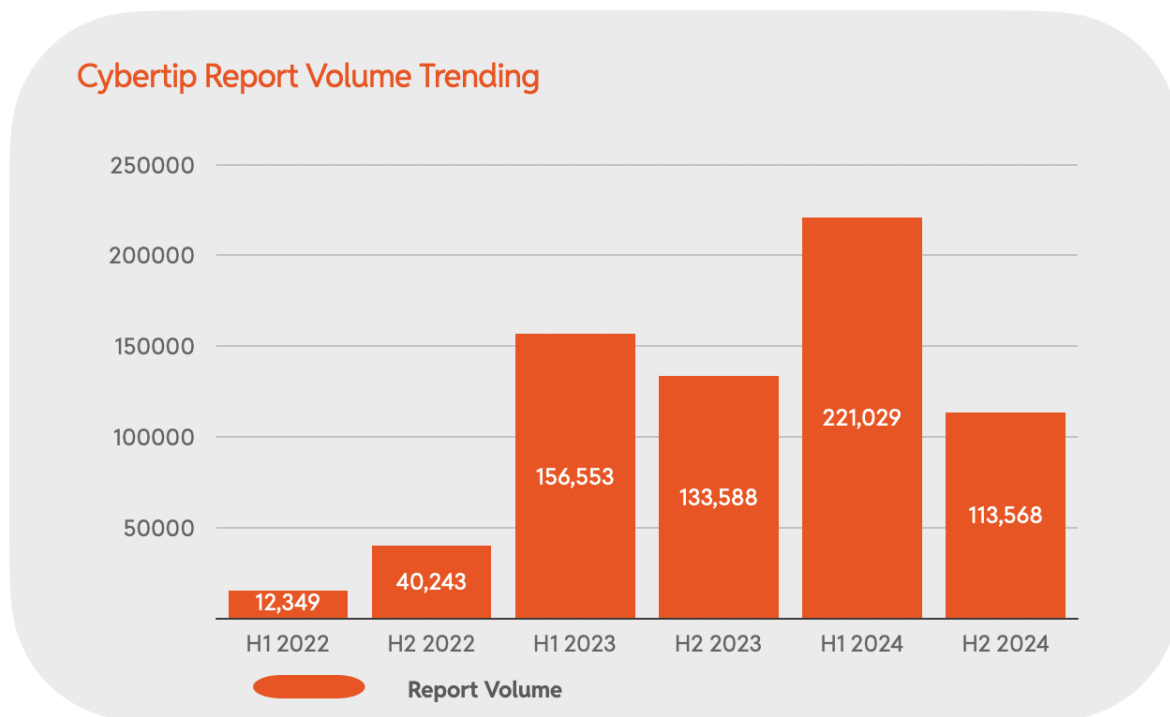
Terrorist Content Removals

Reddit has zero tolerance for the dissemination of terrorist content on our platform. When we become aware of violative content, we remove it and take appropriate action against the account that posted it.

The Reddit Rules explicitly prohibit content that glorifies, incites or calls for violence or physical harm, including content that promotes or supports the activities of terrorists or designated terrorist organizations. Violative content includes: material posted by terrorists or designated terrorist organizations and their supporters, expressions of affiliation or support for terrorists or designated terrorist organizations, and glorification of terrorist acts. It also includes content that solicits or incites a person or group to participate in, commit, or contribute to terrorist activities.

Reddit uses a combination of automated technologies, user/community/external reports, and internal escalation processes to identify or flag potentially violative terrorist content on our platform. In the second half of 2024, Reddit removed 2,399 pieces of terrorist content from the platform, resulting in 323 accounts being permanently suspended and three subreddits being banned.

Between July and December 2024, 96% of potentially violative terrorist content reviewed by admins was flagged by automation, resulting in a 85% removal rate. The remaining 4% of potentially violative terrorist content reviewed by admins was reported by users or government/law enforcement agencies, and resulted in a 99% removal rate.

More information about how Reddit fights the dissemination of terrorist content is available here.

Chart 36 : Terrorist Content Report Sources (July - December 2024)

Terrorist Content Report Sources (July - December 2024)

Source	% of Reports/Flags	Removal Rate*
Flagged by Automation	96%	85%
Flagged by Human**	4%	99%

* Reddit Rules Violations only

** includes user/community/external reports and/or internal escalation processes

Chart 37 : Terrorist Content Report Sources (2023-2024)
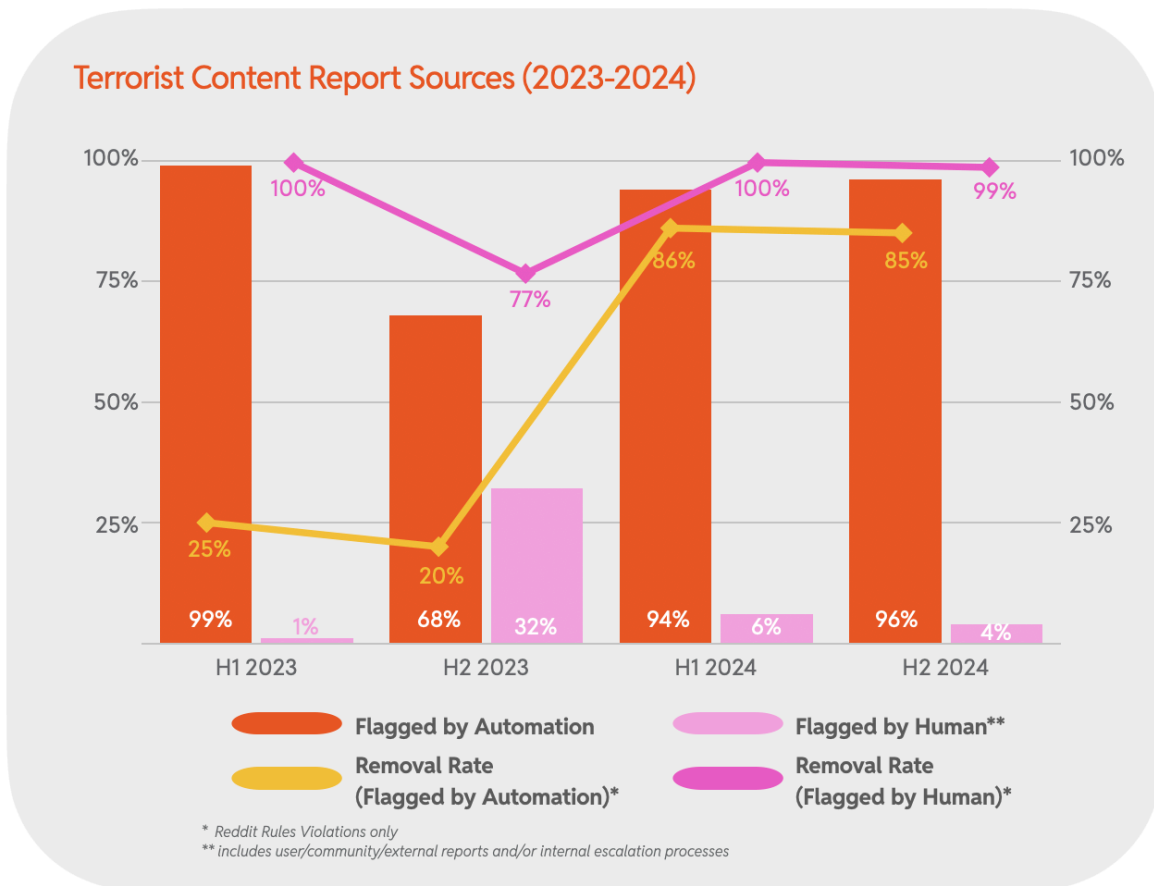
Legal Requests Submitted by Private Parties to Remove Content

Reddit also receives legal requests from private parties to remove content. Examples include requests from businesses, private individuals, or non-governmental organizations (or lawyers/solicitors writing on their behalf) to remove content they believe is defamatory or otherwise violates their private legal rights.

As described above, all content identified in these requests is first reviewed under the Reddit Rules, and violative content is removed globally. When there are no underlying Rules violations, but the content appears to violate local law(s), Reddit may restrict access to (aka "geoblock") the content in the country where it is alleged to be illegal. In these cases, users in that country will encounter a notice and explanation when trying to access the content.

In the second half of 2024, Reddit received 126 legal demands from private parties (including NGOs) seeking the removal of content, a 12% decrease compared to the last reporting period. The highest volume of requests came from the United States (44), the United Kingdom (28), and Germany (11). We removed 41% of content identified in these requests for violating the Reddit Rules and declined to action 58% of content identified in these requests. We decline to take action if the reported content does not violate our Rules or local law, or the legal request is somehow incomplete (e.g., we asked for more information from the requester and they didn't follow-up). Finally, a small percentage of content (1%) was restricted locally in the requester's country based on violations of local law.

Note: This section does not include requests from users to remove or delete their own content under the EU General Data Protection Regulation or the California Consumer Privacy Act.

Trends

Since last report:

- 12% decrease in private party legal requests since the last reporting period
- 53% increase in pieces of content removed for Reddit Rules violations in response to private party legal requests
- 21% decrease in the pieces of content reported via private party legal requests that resulted in no action

Notable Requests

- **Non-governmental organizations:** We received 21 requests from various NGOs (19 from the UK, one from Japan, and one from New Zealand), related to violations of Rule 3, which prohibits non-consensual intimate media (NCIM). These reports resulted in the removal of 46 pieces of content.
- **Philippines:** We received a request from a law firm in the Philippines on behalf of a local business identifying a post and three comments shared on a popular job posting subreddit. The allegedly defamatory content described negative experiences with the prospective employer. Given the content didn't violate the Reddit Rules, we pushed back on the request (which also sought the disclosure of user information). This was the first time that we received such a request from the Philippines since 2022.
- **Turkey:** We geoblocked three posts in Turkey in response to a court order. The posts contained NSFW images of the complainant (a social media figure) and the order cited

violation of personal rights under Article 9 of Law No. 5651. More details about the legal removal order are available in the Lumen Database.

Fraudulent and/or Inauthentic Private Party Legal Removal Requests

As mentioned above, an important part of our process is to carefully review each and every legal removal request to ensure validity and legitimacy. Between July and December 2024, we identified five private party legal removal requests from a supposed law firm in India. All five requests targeted a negative business review on Reddit. The law firm's website and photos appeared AI-generated and the listed lawyers had no online presence. Furthermore, the name of the person submitting the requests was not referenced anywhere on the website. No action was taken on the identified content.

Chart 38 : Private Party Legal Removal Requests (July - December 2024)

Private Party Legal Removal Requests (July - December 2024)

Country	Requests	Action Rate*	Pieces of Content or Communities Identified	% Reddit Rules Violations	% Geoblocked Content	No Action**
Australia	4	7%	15	7%	0%	93%
Belgium	1	0%	1	0%	0%%	100%
Brazil	2	33%	3	33%	0%	67%
Canada	7	20%	20	20%	0%	80%
Denmark	1	0%	1	0%	0%	100%
France	1	0%	1	0%	0%	100%
Germany	11	46%	40	46%	0%	54%
Greece	1	0%	20	0%	0%	100%
Hungary	2	100%	2	100%	0%	0%
India	3	0%	10	0%	0%	100%
Ireland	1	0%	1	0%	0%	100%
Italy	2	0%	5	0%	0%	100%
Japan	1	100%	1	100%	0%	0%
Netherlands	2	25%	4	25%	0%	75%
New Zealand	1	100%	1	100%	0%	0%
Philippines	1	0%	4	0%	0%	100%
Portugal	1	0%	1	0%	0%	100%
Serbia	1	100%	1	100%	0%	0%
Singapore	1	0%	2	0%	0%	100%
Spain	1	0%	1	0%	0%	100%
Thailand	1	100%	9	100%	0%	0%
Turkey	8	80%	15	60%	20%	20%
United Kingdom	28	88%	58	88%	0%	12%
United States	44	29%	77	29%	0%	71%
Total	**126**	**42%**	**293**	**41%**	**1%**	**58%**

* % of requests where some action was taken (either Reddit Rules violations or geoblock actions)
** Reasons for no action include incomplete requests, duplicate requests, or requests where we asked for more information and the requester did not respond or follow-up.

Chart 39 : Reddit Actions in Response to Private Party Legal Removal Requests (July - December 2024)

Reddit Actions in Response to Private Party Legal Removal Requests
(July - December 2024)

Reddit Rules Removals
121 pieces of content
41%

No Action
168 pieces of content
58%

Geoblocked Content
3 pieces of content
1%
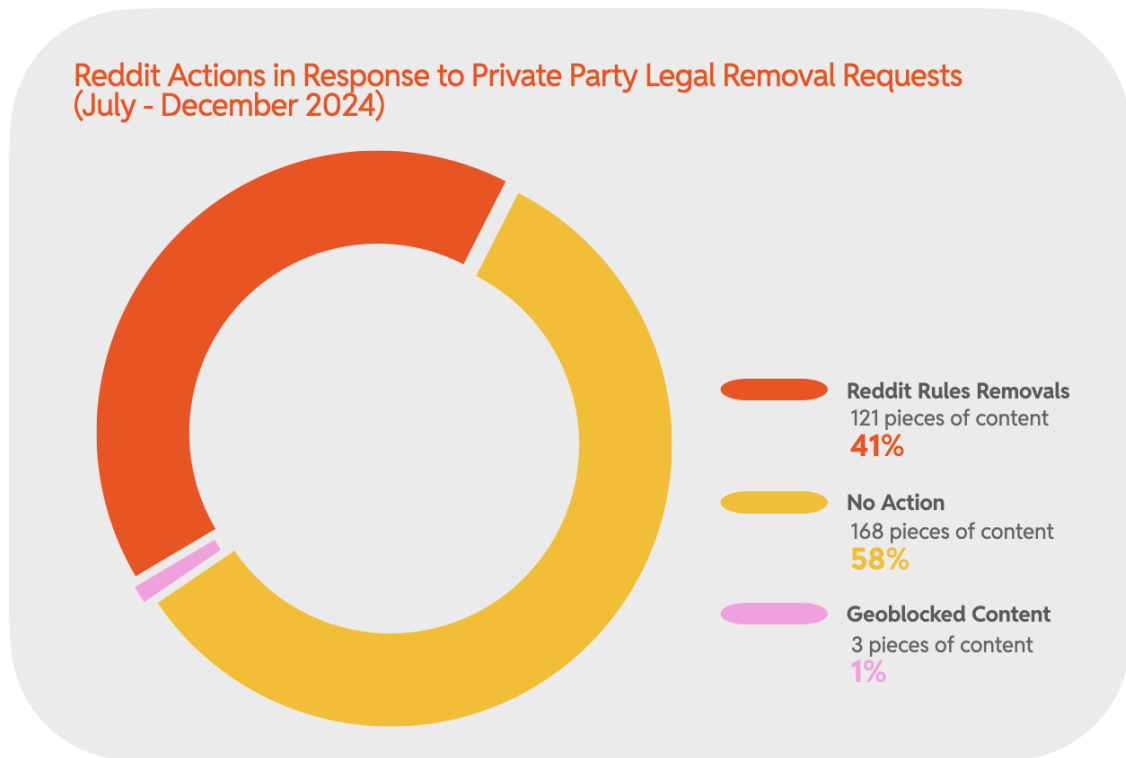
Copyright Removals

Reddit's Copyright Policy prohibits users from making unauthorized use of another's copyrighted work in a way that infringes the copyright owner's rights. We follow a notice-and-takedown process that is consistent with the U.S. Digital Millennium Copyright Act (DMCA). When Reddit receives a valid copyright takedown notice, we remove the violative content identified in the notice and notify the account holder where appropriate. For more information, please visit our Copyright Policy.

This section covers the volume of content removed from Reddit in response to valid copyright takedown notices, as well as the volume of content we declined to remove because the notices were invalid. We also include data about content we reinstated after the original poster submitted a valid appeal or the rightsholder withdrew its copyright takedown notice.

From July to December 2024, we received 54,110 copyright takedown notices, representing a 3% decrease compared to the last reporting period. We actioned, in whole or in part, 40,527 of these notices, resulting in a 74% notice actionability rate. The notices requested the removal of

459,697 pieces of content, which was 4% more than the last reporting period. We removed 229,226 pieces of content in response to these notices, representing a 49% content actionability rate and a 28% decrease in the total amount of content removed from Reddit since the last report. The main driver of this decrease was a high volume of duplicate copyright takedown notices received (i.e. the same pieces of content reported more than once during the reporting period).

Chart 40: Copyright Takedown Notices (July - December 2024)

Copyright Takedown Notices (July - December 2024)

	Number of Notices	Notices Actioned in Whole or in Part	Notice Actionability	Content Reported	Content Removed	Content Actionability
July - December 2024	54,110	40,527	74%	459,697	229,226	49%
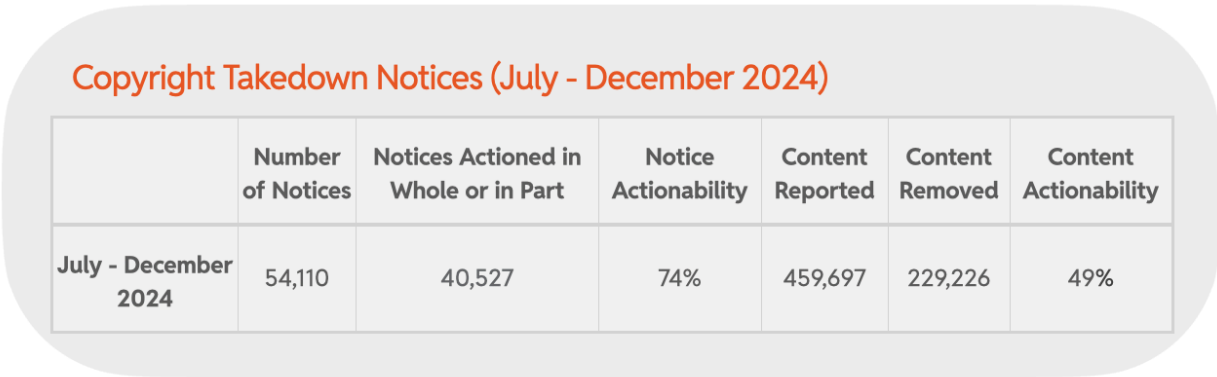
Chart 41 : Copyright Takedown Notices Trending

Copyright Takedown Notices Trending

	H1 2022	H2 2022	H1 2023	H2 2023	H1 2024	H2 2024
Number of Notices	71,414	77,673	83,937	67,493	56,210	54,110
Content Reported	738,010	930,442	949,208	779,628	419,948	459,697
Content Actionability	76.5%	80.1%	71%	69%	76.5%	49%

Legend: Number of Notices, Content Actionability, Content Reported
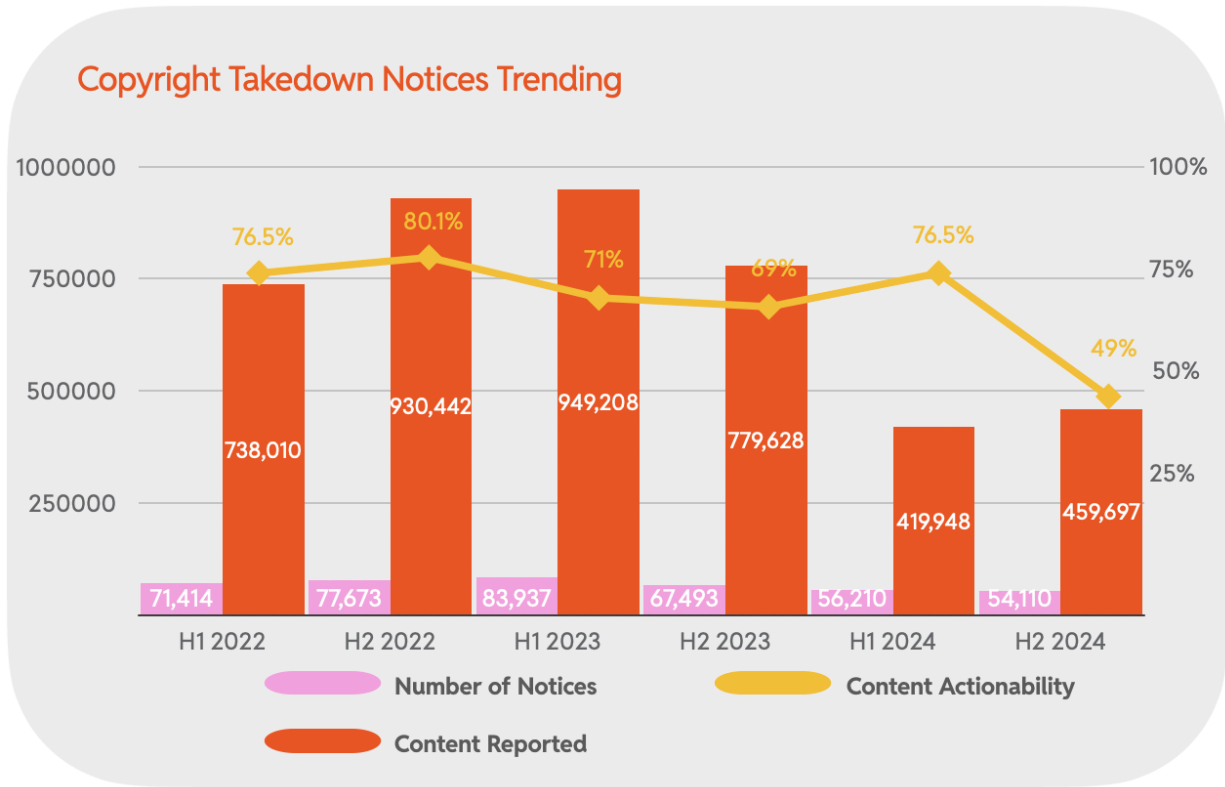
Copyright Repeat Violator Bans

In appropriate circumstances, Reddit bans user accounts that repeatedly violate our Copyright Policy. Reddit may also ban subreddits after multiple removals of violative content or where it is clear that the subreddit is dedicated to sharing violative content.

From July to December 2024, Reddit banned 1,813 user accounts for repeat Copyright Policy violations, an increase of 139% compared to the first half of 2024. Reddit also banned 181 subreddits during this reporting period, a decrease of 38% compared to last report.

Invalid Copyright Takedown Notices

When Reddit receives an invalid copyright takedown notice, we reject the notice and do not take any related action on the identified content.

A copyright takedown notice may be invalid for many reasons, including:

- Failing to include all the required elements of a copyright takedown notice
- Confusing other Reddit Rules issues for copyright infringement, such as privacy violations or harassment
- Targeting content that uses a copyrighted work in a manner allowed by copyright law, such as fair use in the United States

From July to December 2024, Reddit rejected 17,065 invalid copyright takedown notices (amounting to a 31% notice rejection rate) and did not take any related action on 98,620 pieces of content.

For more information about copyright takedown notices, please visit our Copyright Policy.

Notable Requests

- **Fair Use:** The rightsholder for a major televised sporting event submitted a copyright takedown notice seeking the removal of a video from Reddit, and identified their copyrighted work as a full broadcast. The video posted to Reddit used AI to significantly transform and parody a short clip taken from the original broadcast. We declined to remove this content because we believe it makes fair use of the broadcast.
- **Missing Required Element:** We received a request from an online business to remove a negative customer review on Reddit. Since the request did not describe a copyrighted work, and criticism of businesses & services is allowed on Reddit (provided of course the content does not violate the Reddit Rules), we rejected the request.

Chart 42 : Content identified in copyright takedown notices that we declined to remove (July – December 2024)
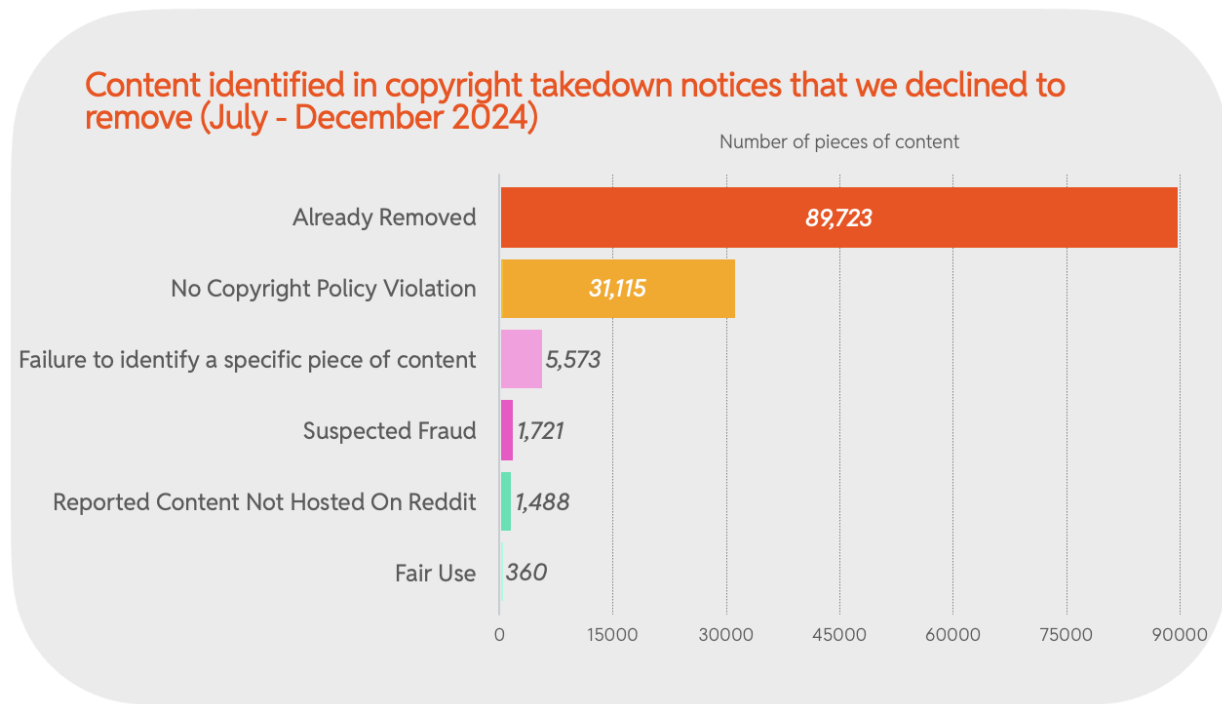
Copyright Appeals and Withdrawals

Reddit receives appeals, including counter notices under the DMCA, from users whose content has been removed in response to a copyright takedown notice. A valid appeal usually results in the reinstatement of the content to Reddit. More information on counter notices can be found here.

Reddit may also restore content that was removed as a result of a valid copyright takedown notice if the party who submitted the notice withdraws their claim of copyright infringement. Someone might withdraw their claim of copyright infringement after they resolved the issue directly with the user who posted the reported content, or because they reported the content by mistake.

Reddit processes valid appeals (including counter notices) and withdrawal requests, and rejects those that are invalid.

From July to December 2024, Reddit reviewed 519 appeals (an 13% increase from the last report) and 12 withdrawal requests. 83 of these appeals were valid and resulted in the restoration of 1,023 pieces of content to Reddit, amounting to a 103% increase compared to the

last report. All 12 withdrawal requests were processed, resulting in the restoration of 18 pieces of content to Reddit.

Trademark Removals

Reddit's Trademark Policy prohibits users from making unauthorized use of another's trademark in a way that may confuse or mislead others about the source of goods or services, or affiliation with the trademark owner. We process trademark takedown notices following a notice-and-takedown procedure. When Reddit receives a valid trademark takedown notice, we remove the violative content identified in the notice and notify the account holder where appropriate. For more information, please visit our Trademark Policy.

This section covers the volume of content removed from Reddit in response to valid trademark takedown notices, as well as the volume of content we declined to remove because the notices were invalid.

From July to December 2024, Reddit received 615 trademark takedown notices, a decrease of 26% compared to the last report. These notices requested the removal of 5,565 pieces of content, a decrease of 4.5% compared to the last report. Reddit actioned, either in whole or in part, 19 notices (a 3.1% notice actionability rate), and removed 185 pieces of content (a 3.3% content actionability rate).

The 58% decrease in our notice actionability rate from the last report was largely due to a high number of invalid or unactionable trademark takedown notices, including 117 notices reporting content that had already been removed.

Chart 43 : Trademark Takedown Notices (July - December 2024)

Trademark Takedown Notices (July - December 2024)

	Number of Notices	Notices Actioned in Whole or in Part	Notice Actionability	Content Reported	Content Removed	Content Actionability
July - December 2024	615	19	3%	5,565	185	3.3%

Chart 44 : Trademark Takedown Notices Trending

Trademark Takedown Notices Trending

	H1 2022	H2 2022	H1 2023	H2 2023	H1 2024	H2 2024
Number of Notices	354	431	359	408	836	615
Content Reported	4,394	4,310	5,392	5,636	5,830	5,565
Content Actionability*	10%	5%	1.2%	10%	2.7%	3.3%

Number of Notices
Content Actionability*
Content Reported

* % of content reported that resulted in removal under our Trademark Policy
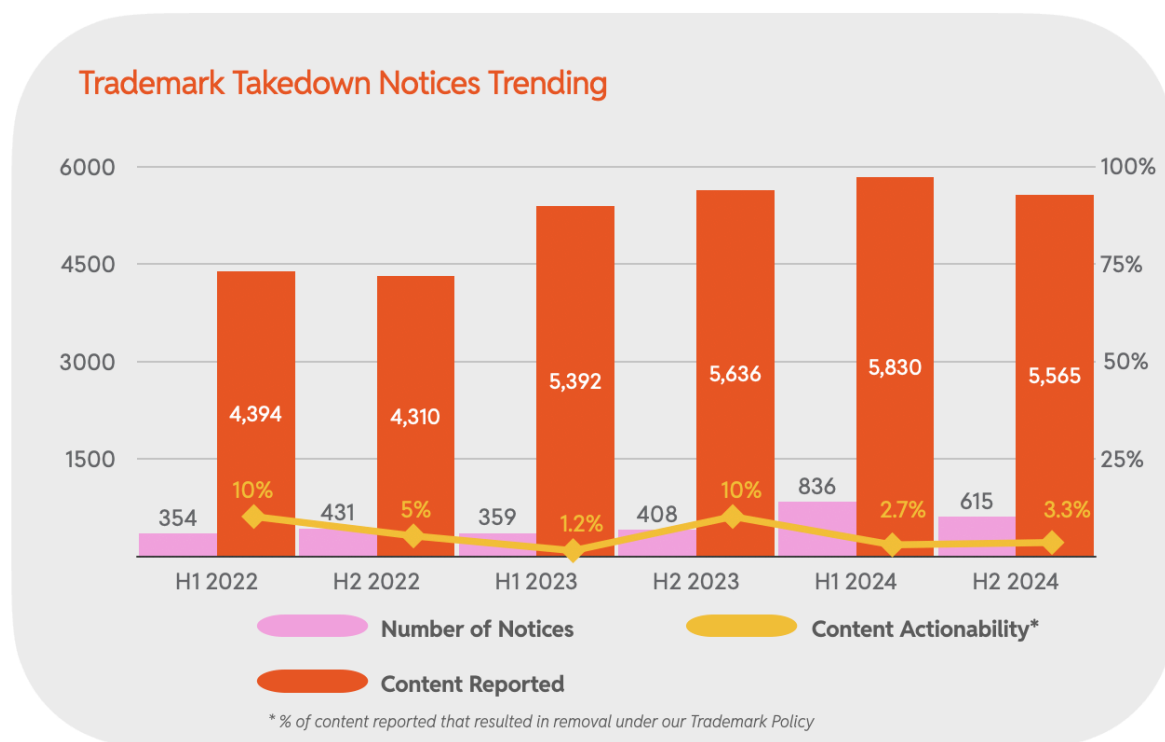
Trademark Repeat Violator Bans

Under certain circumstances, Reddit may ban user accounts that repeatedly violate Reddit's Trademark Policy. We may also ban subreddits after multiple removals of violative content or where it is clear that the subreddit is dedicated to sharing violative content.

From July to December 2024, Reddit banned two user accounts for repeatedly violating our Trademark Policy. We did not ban any subreddits for repeated violations of our Trademark Policy during this period. Subreddits and users reported in trademark takedown notices who were actioned for violating other Reddit Rules (instead of the Trademark Policy) are not included in this section of the report.

Invalid Trademark Notices

When Reddit receives an invalid trademark takedown notice, we reject the notice and decline to remove the reported content.

From July to December 2024, we rejected 596 trademark takedown notices and declined to remove 5,380 pieces of content because the notices were invalid.

A notice may be invalid for many reasons, including:

- Failing to include information sufficient to assess whether or not a trademark policy violation has occurred, such as failing to identify a valid, registered trademark
- Reporting content that does not make use of the trademark
- Targeting content that makes a "fair use" of the claimant's trademark, as allowed by trademark law
- Reporting content for a different class of goods/services than the trademark is registered to protect
- Confusing other policy issues for trademark, such as copyright infringement, impersonation, privacy, or harassment

Notable Requests

- **Criticism**: We received a large number of trademark takedown notices from a company providing academic consulting services. The notices reported posts with reviews and questions about the consulting service and whether they provided good value. The company asserted that these posts were causing marketplace confusion. After review we determined that the posts were only using the reporter's trademark to discuss and criticize the brand, which does not violate our Trademark Policy.
- **Fair Use**: The Calgary city government submitted a trademark takedown notice seeking the removal of a Reddit image post that they claimed used its trademarked logo. The image used was the city website altered in a way that provided clear commentary on a city program through satire. We declined to remove the content because we believe the image made fair use of the city's logo.
- **Non-Violative Use**: A musician submitted a trademark takedown notice seeking to remove an image that a user shared of what they believed to be an official record in a local store. The reporter claimed that the record in the image was infringing on the artist's trademark rights. After review we determined that the user, by sharing a picture of the record, did not use the reporter's trademark in a way that violates our Trademark Policy. Accordingly, we declined to remove the content.

Trademark Appeals and Withdrawals

Reddit receives appeals from user accounts whose content (posts and comments) has been removed in response to a trademark takedown notice. A valid appeal usually results in the reinstatement of the content to Reddit.

Reddit may also restore content that was removed as a result of a valid trademark takedown notice if the party who submitted the notice withdraws their claim of trademark infringement. Someone might withdraw their claim of trademark infringement after resolving the issue directly with the user who posted the reported content, or because they reported the content by mistake.

Reddit processes valid appeals and withdrawal requests, and rejects those that are invalid.

From July to December 2024, Reddit didn't receive any trademark appeals or withdrawal requests.

Account Information Requests

This section covers the volume of global information requests received during the second half of 2024, along with our rate of disclosure and other insights.

At Reddit, we believe that privacy is a right. By default, we collect and retain limited information for most accounts as outlined in our Privacy Policy.

Reddit receives a variety of requests for account information, including legal process (e.g., a warrant or court order) related to government and law enforcement investigations, private party legal requests related to civil litigation or criminal defense, and user requests for their own data under applicable privacy regulations.

Legal Requests for Account Information

Reddit may disclose specific account information in response to valid legal requests from government and law enforcement agencies or private parties (e.g., civil litigants and criminal defendants) when required by law and in certain emergency situations. A specialized Reddit team carefully reviews every information request for procedural validity and legal sufficiency, and objects when appropriate.

User Notice

To promote due process and maximize transparency, Reddit attempts to notify our users when their account data is subject to legal information requests before any disclosures are made (i.e., pre-production notice), unless we are legally prohibited from doing so, or under certain other counterproductive circumstances (e.g., exigent emergency situations, child safety matters).

If Reddit is legally prohibited from providing pre-production notice of an information request, we will attempt to notify the user upon expiration of the legally enforced non-disclosure period (i.e., post-production notice).

For more information regarding user notice, please refer to Reddit's Guidelines for Law Enforcement.

Government and Law Enforcement Agency Requests for Account Information

Reddit receives legal requests for the disclosure of account information from global government and law enforcement agencies on a regular basis. These requests are typically one of two varieties: non-emergency disclosure requests or exigent emergency disclosure requests.

- Non-emergency information requests require the issuance of formal legal process, such as a warrant or court order, which is then submitted to Reddit for processing.
- Emergency disclosure requests involving threats of imminent death or serious bodily harm do not require formal legal process due to their exigent nature, but must be submitted in accordance with applicable law (e.g., 18 USC § 2702(c)(4)).

Non-emergency Government and Law Enforcement Agency Requests for Account Information

Reddit carefully reviews each request for compliance with applicable laws. If we determine that a request is not legally valid (e.g., missing legal requirements; seeking information outside the scope of the issued legal process), Reddit will challenge or reject it. If we consider the request to be overbroad or unclear, we will ask the requesting entity to modify or refine the request.

All requests for account information must be narrowly tailored, identify the account(s) at issue (e.g., u/name or email address), and specify the information sought (e.g., IP addresses).

Between July and December 2024, Reddit received 1,057 non-emergency legal requests for account information from global government and law enforcement agencies, an increase of 6% compared to the prior report. This is the highest volume of information requests that Reddit has received in a single reporting period.

Reddit received information requests from a total of 31 countries, including our first request from Lichtenstein.

Reddit disclosed account information in response to 782 (74%) of these global legal requests, an increase of 13% in the number of requests resulting in disclosure compared to the prior report. These disclosures included data from 1,402 accounts.

The U.S., our largest requesting jurisdiction, accounted for 692 requests (65%) of global volume, and Reddit disclosed data (in whole or in part) in response to 592 (86%) of them.

Chart 45: Global Government and Law Enforcement Agency non-emergency request volumes and disclosure rate (July - December 2024)

Global Government and Law Enforcement Agency non-emergency request volumes and disclosure rate (July - December 2024)

Country	Requests	Disclosure rate*	Account Identifiers** cited	Accounts disclosed***	Subreddit info**** requested	Subreddit info**** disclosed
Argentina	1	0%	2	0	0	0
Australia	19	11%	51	2	0	0
Austria	3	0%	4	0	1	0
Brazil	8	25%	13	2	6	0
Canada	11	27%	14	5	0	0
Denmark	2	0%	2	0	1	0
France	3	33%	4	1	0	0
Germany	154	64%	300	133	4	0
Greece	2	0%	3	0	0	0
Hungary	4	0%	9	0	0	0
Iceland	1	0%	1	0	0	0
India	31	16%	47	5	3	0
Ireland	1	0%	1	0	0	0
Italy	4	0%	4	0	0	0
Liechtenstein	1	0%	2	0	0	0
Malaysia	1	0%	1	0	0	0
Malta	1	0%	3	0	0	0
Mexico	1	0%	1	0	0	0
Nepal	1	0%	1	0	0	0
Netherlands	1	0%	1	0	0	0
New Zealand	2	100%	2	2	0	0
Norway	4	0%	4	0	0	0
Panama	1	0%	1	0	0	0
Poland	3	0%	3	0	0	0
Romania	1	0%	1	0	0	0
Singapore	4	0%	5	0	0	0
Spain	3	0%	3	0	0	0
Sweden	2	0%	2	0	0	0
Switzerland	1	0%	1	0	0	0
United Kingdom	94	81%	112	82	0	0
United States	692	86%	1,579	1,170	24	0
TOTAL	1057	74%	2177	1402	39	0

*Disclosure may refer to partial or full disclosure of the requested account data. If Reddit disclosed any data in response to a request, it is counted in the disclosure rate. The disclosure rate is calculated using the total number of requests rather than the total number of identifiers cited.

** Legal requests must specify an identifier (Reddit usernames, email addresses, phone numbers, etc.) for which data is sought. In some cases, an identifier (such as an email address) may be connected to multiple usernames. Inclusion of an alternate identifier does not mean Reddit is able to search by it.

*** If Reddit disclosed non-public account information (in whole or in part) in response to a legal request, that account is counted in the Accounts Disclosed column.

**** Subreddit requests seek information about a community, rather than an individual account. Often, such requests are over broad or otherwise subject to challenge. Where such requests seek information about the mods of a specific subreddit, we generally seek to limit disclosure to a list of moderator usernames, which is publicly available in most cases and does not require legal process to obtain.

Chart 46 : Global Government and Law Enforcement Agency non-emergency request trending

Global Government and Law Enforcement Agency non-emergency request trending
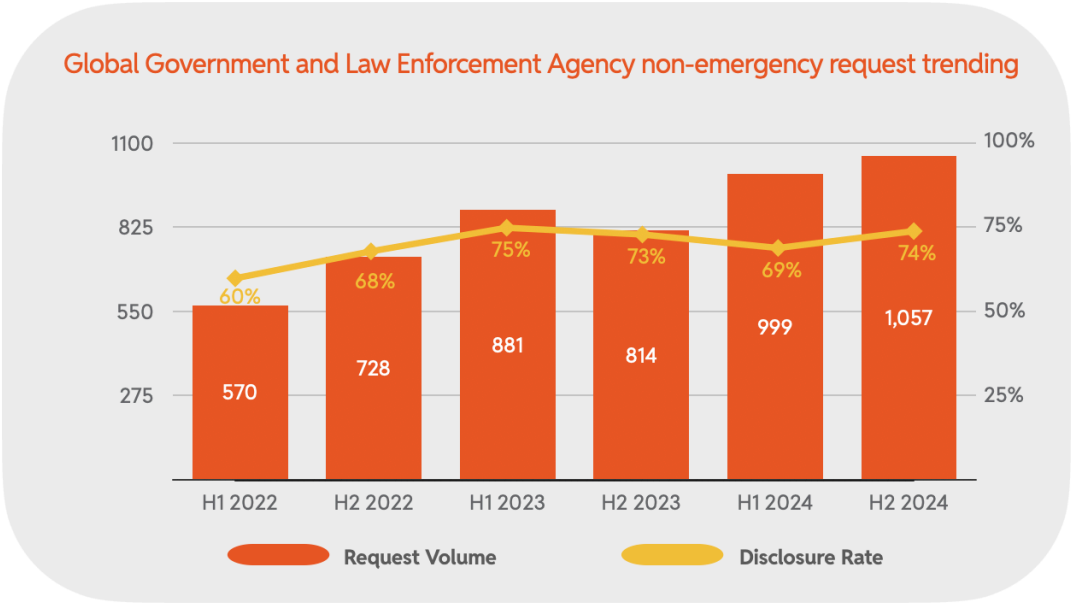
Types of Investigations

The following table includes details about the types of investigations associated with these requests as noted by law enforcement to provide more context into the purported reasons for global requests for account information.

Investigation Types for Global Government and Law Enforcement Agency non-emergency requests (July - December 2024)

Type of Investigation	Global Requests
Child Safety (i.e. sexual exploitation of children)	488
Violent crimes (i.e. murder, armed robbery, sexual assault, etc.)	60
Non Consensual Intimate Media (NCIM)	56
Non-violent crimes (i.e. burglary, drugs, defamation, etc.)	52
Cybercrime (i.e. fraud, doxxing, illegal gambling, etc.)	30
Self-harm	10
National security related investigations (i.e. terrorism)	9
Other/unknown investigation types	352

User Notice for Government and Law Enforcement Agency Requests

Reddit attempts to notify users about legal requests seeking disclosure of their account information unless prohibited from doing so by law, or under limited exceptions where notice would be counterproductive. However, government and law enforcement requests are often subject to non-disclosure orders (NDOs) or other prohibitions that restrict or delay our ability to provide user notice. In those cases, we push back when an NDO does not specify an expiration or otherwise impedes on redditors' rights.

Between July and December 2024, Reddit provided user notice to 415 users in response to global government and law enforcement requests.

Chart 48 : User Notice* for Government and Law Enforcement Agency Requests (July - December 2024)

User Notice* for Government and Law Enforcement Agency Requests (July - December 2024)

Notice Type	Number of Legal Requests	Number of Users Notified
Pre-production notice	101	146
Post-production notice	121	269

*User notice may apply to legal process received outside of the current reporting period.

Non-emergency U.S. Legal Process Types

The majority of global requests to disclose account information continue to originate from U.S. government and law enforcement agencies.

The type of U.S. legal process served on Reddit determines the categories of historical data that Reddit may be compelled to disclose. In general:

- U.S. subpoenas may compel disclosure of basic subscriber information (BSI), which include :
    - the account holder's email address (if any);
    - IP logs (including registration IP);
    - phone number (if any); and
    - financial information associated with Reddit's Gold and Contributor Program (if any).
- U.S. court orders may compel disclosure of BSI and other non-content records about the account, such as account preferences and communication header information (e.g., the to/from fields of a Private Message or the participant list for a chat discussion).
- U.S. search warrants may compel disclosure of BSI, other non-content records, and the contents of communications (e.g., information about a user's votes, posts, comments, PMs, chats, and other information regarding the substance of a user's communications).

In addition to U.S. legal process that may compel the one-time disclosure of historical data (listed above), U.S. pen register / trap and trace (PRTT) orders may compel multiple ongoing disclosures of IP logs and communication headers for a strictly defined and limited period of time. PRTT orders may not compel disclosure of the content of communications.

For more information regarding the types of data collected by Reddit, please refer to our Privacy Policy.

Chart 49 : U.S. Government and Law Enforcement Agency non-emergency disclosure requests by type of legal process (July - December 2024)

U.S. Government and Law Enforcement Agency non-emergency disclosure requests by type of legal process (July - December 2024)

Type of Legal Process	U.S. Subpoenas	U.S. Court Orders	U.S. Search Warrants	U.S. Pen Register / Trap and Trace Orders	Total
Number of Requests	437	21	234	0	**692**
Disclosure* rate	83%	67%	92%	0%	**86%**
Account identifiers cited**	993	100	486	0	**1579**
Accounts disclosed*	561	75	534	0	**1170**
Subreddit info** requested**	18	0	6	0	**24**
Subreddit info** disclosed**	0	0	0	0	**0**

* Disclosure may refer to partial or full disclosure of the requested account data. If Reddit disclosed any data in response to a request, it is counted in the disclosure rate. The disclosure rate is calculated using the total number of requests rather than the total number of identifiers cited.

** Legal requests must specify an identifier (Reddit usernames, email addresses, phone numbers, etc.) for which data is sought. In some cases, an identifier (such as an email address) may be connected to multiple usernames. Inclusion of an alternate identifier does not mean Reddit is able to search by it.

*** If Reddit disclosed non-public account information (in whole or in part) in response to a legal request, that account is counted in the Accounts Disclosed column.

**** Subreddit requests seek information about a community, rather than an individual account. Often, such requests are over broad or otherwise subject to challenge. Where such requests seek information about the mods of a specific subreddit, we generally seek to limit disclosure to a list of moderator usernames, which is publicly available in most cases and does not require legal process to obtain.

U.S. Requests under a Mutual Legal Assistance Treaty (MLAT)

Reddit may receive legal requests under a Mutual Legal Assistance Treaty (MLAT). The MLAT process enables non-U.S. law enforcement agencies to work with U.S. law enforcement to issue legal requests under U.S. law in order to "obtain evidence, information, and testimony abroad in a form admissible in the courts of" their own country. This means that any disclosed data may be shared with non-U.S. law enforcement in the context of a criminal investigation or related proceeding. Requests received under MLAT are subject to the same scrutiny and user notice policies as all other U.S. requests.

Of the 692 U.S. requests received between July and December 2024, two requests explicitly stated that they were issued pursuant to an MLAT.

Chart 50 : U.S. Government and Law Enforcement Agency non-emergency MLAT requests (July - December 2024)

U.S. Government and Law Enforcement Agency non-emergency MLAT requests (July - December 2024)

Type of Legal Request	Court Order	Search Warrant
Requests received	2	0
Disclosure rate*	100%	0
MLAT Countries	Greece India	0
Account Identifiers** cited	15	0
Accounts disclosed***	3	0
Subreddit info**** requested	0	0
Subreddit info**** disclosed	0	0

* Disclosure may refer to partial or full disclosure of the requested account data. If Reddit disclosed any data in response to a request, it is counted in the disclosure rate. The disclosure rate is calculated using the total number of requests rather than the total number of identifiers cited.

** Legal requests must specify an identifier (Reddit usernames, email addresses, phone numbers, etc.) for which data is sought. In some cases, an identifier (such as an email address) may be connected to multiple usernames. Inclusion of an alternate identifier does not mean Reddit is able to search by it.

*** If Reddit disclosed non-public account information (in whole or in part) in response to a legal request, that account is counted in the Accounts Disclosed column.

**** Subreddit requests seek information about a community, rather than an individual account. Often, such requests are over broad or otherwise subject to challenge. Where such requests seek information about the mods of a specific subreddit, we generally seek to limit disclosure to a list of moderator usernames, which is publicly available in most cases and does not require legal process to obtain.

U.S. Requests - State Breakdown

U.S. information requests are issued pursuant to federal or state/local law. We provide this breakdown to help contextualize where these requests come from, particularly because U.S. states (and the District of Columbia) have their own laws for obtaining account information, which often differ from Federal standards. Additionally, we provide details about the disclosure of the content of communications for U.S. legal requests because of their inherent constitutional (e.g., potential First Amendment) implications.
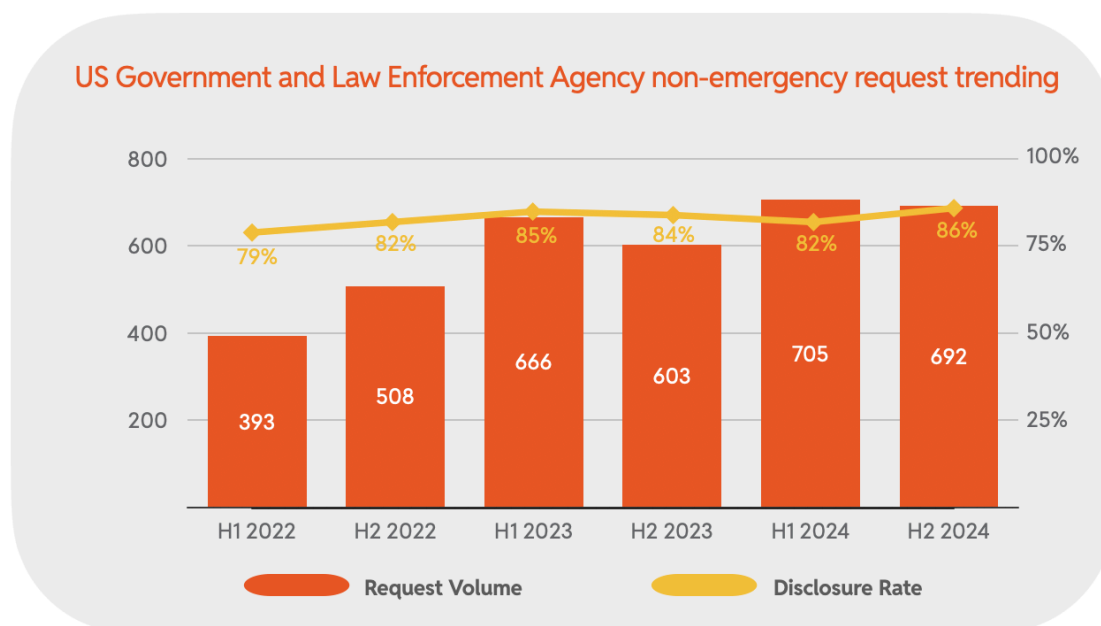
Between July and December 2024, Reddit disclosed account information (in whole or in part) in response to 84% of U.S. federal requests, and 86% of U.S. state/local requests. Reddit received the most U.S. federal requests from agency offices located in California (44), Virginia (35), and the District of Columbia (28); the most state & local government and law enforcement requests originated from Florida (44), Texas (37), and Georgia (29).

Chart 51 : U.S. State/Territory Requests (July - December 2024)

U.S. State/Territory Requests (July - December 2024)

Originating State/Territory	U.S. Federal* Requests	U.S. Federal* Requests: Non-Content Only Disclosures	U.S. Federal* Requests - Content** Disclosures	State/local Requests	State/local Requests: Non-Content Only Disclosures	State/local Requests - Content** Disclosures
Alabama	2	2	0	3	1	2
Alaska	1	0	1	0	0	0
Arizona	8	4	1	8	0	7
Arkansas	1	1	0	3	2	1
California	44	37	1	26	3	22
Colorado	3	1	1	1	0	1
Connecticut	4	3	0	1	0	1
Delaware	1	1	0	2	2	0
District of Columbia	28	24	1	0	0	0
Florida	15	11	1	44	17	16
Georgia	1	1	0	29	27	0
Guam	0	0	0	0	0	0
Hawaii	4	1	0	2	0	2
Idaho	0	0	0	0	0	0
Illinois	7	6	0	9	2	7
Indiana	3	3	0	8	1	7
Iowa	1	1	0	6	2	4
Kansas	0	0	0	4	2	1
Kentucky	2	2	0	6	2	4
Louisiana	4	2	0	2	0	2
Maine	1	1	0	8	8	0
Maryland	9	7	1	10	6	3
Massachusetts	9	8	0	10	5	4
Michigan	6	5	1	9	0	7
Minnesota	3	3	0	18	10	7
Mississippi	3	3	0	3	1	1
Missouri	3	3	0	8	4	3
Montana	0	0	0	7	0	5
Nebraska	0	0	0	1	1	0
Nevada	3	2	0	4	2	2
New Hampshire	0	0	0	6	1	4
New Jersey	1	0	1	15	7	3
New Mexico	1	1	0	1	0	1
New York	25	18	2	8	5	0
North Carolina	4	3	1	7	1	6
North Dakota	0	0	0	1	0	1

Chart 52 : U.S. Government and Law Enforcement Agency non-emergency request trending

US Government and Law Enforcement Agency non-emergency request trending

	H1 2022	H2 2022	H1 2023	H2 2023	H1 2024	H2 2024
Request Volume	393	508	666	603	705	692
Disclosure Rate	79%	82%	85%	84%	82%	86%

Notable Non-emergency Information Requests

We take pride in protecting user privacy and freedom of speech by carefully scrutinizing all information requests, particularly in the context of legal requests to unmask anonymous account holders. The following represent some notable examples where we took action based on these principles between July and December 2024:

- **U.S.** - In June 2024, we received a subpoena from U.S. federal law enforcement seeking information about accounts that discussed being victims of a crime. The legal demand included a non-disclosure order prohibiting Reddit from notifying the account holders. To prevent potential ongoing harm, Reddit was obligated to turn over account information while we filed a legal challenge to the non-disclosure order to allow us to notify the users. In December 2024, law enforcement agreed to lift the non-disclosure order, and the users were notified.

- **U.S.** - In August 2024, we received a search warrant from a city police department in Arizona seeking information about both the suspected perpetrator and the victim of a crime. A blanket non-disclosure order (NDO) accompanied the search warrant, preventing us from providing user notice even to the apparent victim. We contacted law enforcement to express our concerns about the overbroad NDO, and were ultimately successful in having the order's scope narrowed so we could notify the victim before providing their account details to law enforcement.

- **U.S.** - In November 2024, we received a subpoena from U.S. federal law enforcement seeking information about accounts that discussed working at businesses under investigation in a high profile bribery scheme. Although we ultimately complied with the request, we were successful in pushing to first notify the users about the legal request prior to disclosure of their records.

National Security Requests

U.S. law prohibits us from reporting exact numbers of National Security Letters (NSLs) or Foreign Intelligence Surveillance Act (FISA) orders received. The U.S. FREEDOM ACT of 2015 (50 U.S.C. § 1874) sets forth large bands of numbers that a company must use if it wants to report on the receipt of national security legal requests. Furthermore, companies are required to use even larger bands to differentiate between receipt of NSLs and FISA orders.

These reporting rules may work for larger companies that receive large numbers of national security requests, but they do little to provide meaningful transparency for smaller companies like Reddit that receive few, if any, national security requests. These disclosure rules undermine the effectiveness of this section of our transparency report and diminish the trust our communities place in platforms like ours.

Chart 53 : U.S. National Security request volumes (July - December 2024)

U.S. National Security request volumes (July - December 2024)

Year	Report Period	Number of Requests	Account Identifiers* Cited
2024	Jul-Dec	250-499	250-499
	Jan-Jun	0-249	0-249
2023	Jul-Dec	0-249	0-249
	Jan-Jun	0-249	0-249
2022	Jul-Dec	0-249	250-499
	Jan-Jun	0-249	0-249
2021	Jul-Dec	0-249	0-249
	Jan-Jun	0-249	0-249
2020	Jul-Dec	0-249	0-249
	Jan-Jun	0-249	0-249
2019	Jul-Dec	0-249	0-249
	Jan-Jun	0-249	0-249
2018	Jul-Dec	0-249	0-249
	Jan-Jun	0-249	0-249

Legal requests may specify alternate identifiers (such as email addresses, phone numbers, etc.) rather than Reddit usernames to identify accounts for which data is sought. In some cases, an identifier (such as an email address) may be connected to multiple usernames. Inclusion of an alternate identifier does not mean Reddit is able to search by it.

Requests Under U.S. CLOUD Act

The U.S. Clarifying Lawful Overseas Use of Data Act (CLOUD Act) changed U.S. law to allow foreign jurisdictions who meet certain requirements to more easily obtain user data from U.S. companies with legal process.

In the absence of the CLOUD Act, U.S. law requires non-U.S. government and law enforcement agencies to use the Mutual Legal Assistance Treaty or Letters Rogatory process to obtain information from U.S. providers. The intent of the CLOUD Act is to permit these agencies to enter into bilateral agreements with the United States, under which foreign governments that maintain adequate protections for privacy and civil liberties may obtain direct access to electronic evidence in order to fight serious crime, including matters of national security and terrorism.

To date, Reddit has not received any requests under the U.S. CLOUD Act.

Emergency Disclosure Requests

During emergencies, law enforcement may submit Emergency Disclosure Requests (EDRs) seeking disclosure of limited account information to assist with preventing or mitigating the exigent situation without first obtaining legal process to compel disclosure, as is required under ordinary circumstances. Under U.S. law, Reddit may grant such requests if we form a good faith belief based on information provided by law enforcement that disclosure is necessary to prevent imminent death or serious bodily harm to a person.

Reddit evaluates these requests on a case-by-case basis. We may request additional information from law enforcement for a variety of reasons, including to further contextualize the nature of the emergency, clarify overly-broad requests, or validate the identity of the law enforcement official that is seeking data. Requests that do not meet the emergency disclosure threshold may be denied, and the requester may be directed to obtain non-emergency legal process, such as a subpoena or warrant.

In the second half of 2024, Reddit received 194 EDRs from law enforcement agencies around the world (down 11% compared to last report), and disclosed limited account information in response to 81 (42%) of those requests (up 3% from last report).

During this period, Reddit received EDRs from 18 different countries and disclosed limited account information in response to requests from 12. We also received our first-ever EDRs from Bosnia-Herzegovina and Nepal.

Chart 54 : Emergency Disclosure Request volumes and disclosure rate (July - December 2024)

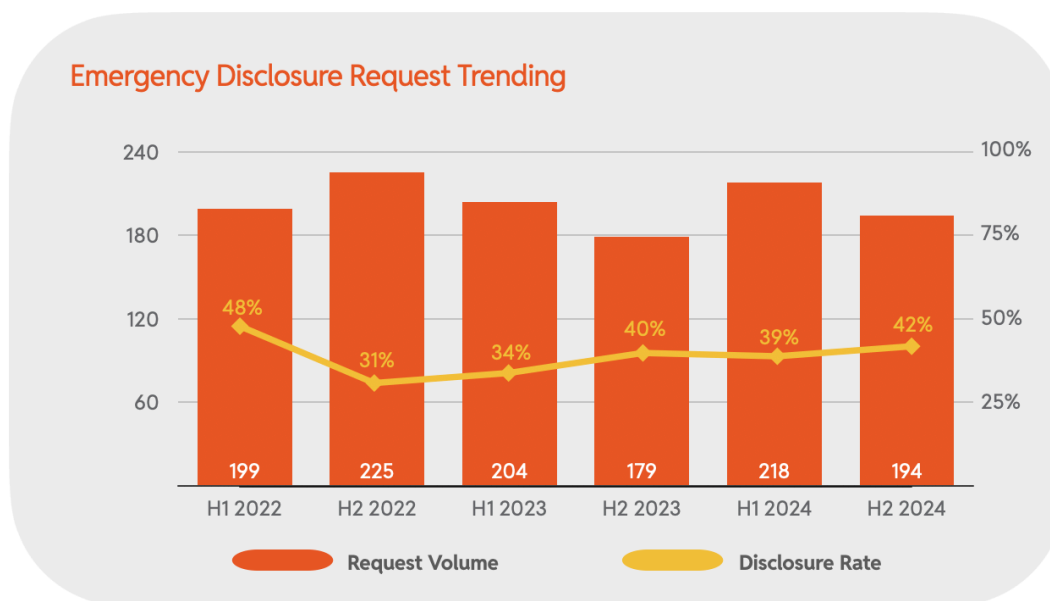## Emergency Disclosure Request volumes and disclosure rate (July - December 2024)

Country	Number of Requests	Disclosure* Rate	Account Identifiers** Cited
Austria	2	0%	2
Bosnia Herzegovina	1	100%	1
Brazil	1	0%	1
Canada	10	40%	10
Denmark	2	100%	2
Estonia	1	100%	1
France	19	53%	17
Germany	8	25%	8
India	3	33%	3
Ireland	1	0%	1
Malta	1	0%	2
Nepal	1	0%	1
New Zealand	2	100%	2
Norway	2	100%	2
Poland	4	0%	4
Romania	1	0%	1
Singapore	4	50%	4
Switzerland	1	0%	1
United Kingdom	8	50%	8
United States	122	41%	126
Total	**194**	**42%**	**198**

*Disclosure may refer to partial or full disclosure of the requested account data. If Reddit disclosed any data in response to a request, it is counted in the disclosure rate. The disclosure rate is calculated using the total number of requests rather than the total number of identifiers cited.

** Emergency requests must specify an account identifier for which data is sought. In some cases, an identifier (such as an email address) may be connected to multiple usernames. Inclusion of an alternate identifier does not mean Reddit is able to search by it.

Chart 55 : Emergency Disclosure Request Trending

Emergency Disclosure Request Trending

	H1 2022	H2 2022	H1 2023	H2 2023	H1 2024	H2 2024
Request Volume	199	225	204	179	218	194
Disclosure Rate	48%	31%	34%	40%	39%	42%

Request Volume • Disclosure Rate

Fraudulent Information Requests

Fraudulent Non-emergency Information Requests

As previously noted, Reddit carefully reviews all legal requests for account information to ensure that, among other things, they are properly issued and submitted by legitimate and authorized law enforcement agencies. If we identify fraudulent requests, we reject them and notify the appropriate authorities.

Between July and December 2024, Reddit identified 11 fraudulent non-emergency legal requests purported to be from legitimate government or law enforcement agencies around the globe. We were able to independently verify that the requests were fraudulent, and subsequently rejected them.

Fraudulent Emergency Disclosure Requests

Emergency disclosure requests require companies like Reddit to enact a high degree of vigilance and scrutiny, as they neither follow a standard format nor include the same level of oversight as formal legal process. Over the past few years, the tech industry has faced an increase in targeted attempts to obtain account information through fraudulent EDRs and impersonation of law enforcement officials. If we receive a fraudulent EDR, we reject it and report the fake request to law enforcement for further investigation.

Between July and December 2024, Reddit identified nine fraudulent emergency requests. We were able to independently verify that the requests were fraudulent, and subsequently rejected them.

Preservation Requests

In addition to requesting the disclosure of account information, government and law enforcement entities also send legal requests directing Reddit to temporarily save certain account information. These preservation requests are ordinarily issued in anticipation of obtaining legal process (e.g., a subpoena, court order, or warrant) and require companies like Reddit to make a copy of the existing account information to ensure the data is not edited, altered, or destroyed in the meantime. Notably, preservation requests can only require retention of information already in the account when the request is received; a preservation request cannot compel Reddit to preserve new data on an ongoing basis, or capture data that is no longer contained in the account. A legally valid preservation request may result in account information being retained beyond Reddit's standard retention period.

Independent of whether Reddit preserves data pursuant to a preservation request, we will not disclose the preserved information to law enforcement unless and until Reddit receives valid legal process. After the requested preservation period lapses, Reddit purges the preserved data unless it receives a request to extend the preservation.

From July to December 2024, Reddit received 561 preservation requests from government and law enforcement agencies across the globe, representing an increase of 2% from the prior six month period.

Chart 56 : Preservation request volumes (July - December 2024)

Preservation request volumes (July - December 2024)

Country	Number of Requests Received	Account Identifiers* Cited
Argentina	2	2
Australia	2	11
Canada	14	18
Denmark	1	1
Germany	1	1
Hungary	2	2
Ireland	9	10
Mexico	1	2
New Zealand	3	4
United Kingdom	1	1
United States	525	1386

* Legal requests may specify alternate identifiers (such as email addresses, phone numbers, etc.) rather than Reddit usernames to identify accounts for which data is sought. In some cases, an identifier (such as an email address) may be connected to multiple usernames. Inclusion of an alternate identifier does not mean Reddit is able to search by it.

Private Party Requests for Account Information

While government and law enforcement agencies submit the vast majority of the legal requests for account information that we receive, private parties also send Reddit legal process (e.g., subpoenas) seeking disclosure of information for use in criminal defense or civil litigation.

Reddit carefully reviews each request for compliance with applicable laws and regulations. If we determine that a request is invalid, overbroad, or in violation of applicable laws, Reddit will object to or challenge the request.

Between July and December 2024, Reddit received 37 private party requests for account information (an increase of 23%) from 5 different countries. Of these, 33 requests originated from the United States (an increase of 65%). Reddit disclosed account information in response to 19% (6 in the U.S.) of these global requests, down 4% from the prior report.

Chart 57 : Private Party information request volumes and disclosure rate (July - December 2024)

Private Party information request volumes and disclosure rate (July – December 2024)

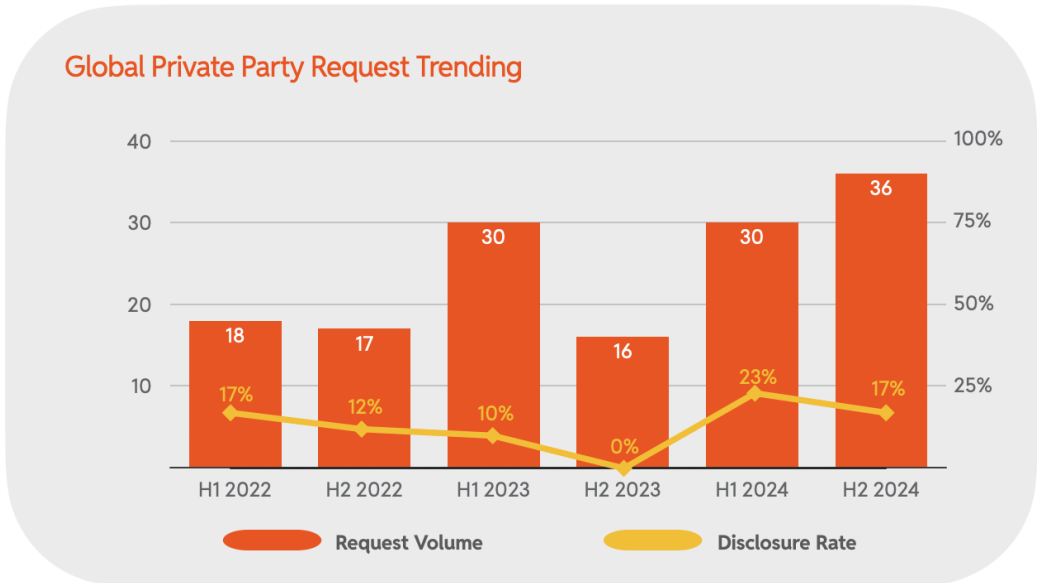| Type of Private Party Request	Brazil	Canada	Germany	Ireland	United States
Civil Litigation Requests	1	1	0	0	30
Criminal Defense Requests	0	0	0	0	2
Other Private Party Requests	0	0	1	1	1
Disclosure Rate*	0%	100%	0%	0%	18%
Account Identifiers** Cited	1	1	1	1	159
Accounts Disclosed***	0	1	0	0	44
Subreddit info**** requested	0	0	0	0	10
Subreddit info**** disclosed	0	0	0	0	0

* Disclosure may refer to partial or full disclosure of the requested account data. If Reddit disclosed any data in response to a request, it is counted in the disclosure rate. The disclosure rate is calculated using the total number of requests rather than the total number of identifiers cited.

** Legal requests may specify alternate identifiers (such as email addresses, phone numbers, etc.) rather than Reddit usernames to identify accounts for which data is sought. In some cases, an identifier (such as an email address) may be connected to multiple usernames. Inclusion of an alternate identifier does not mean Reddit is able to search by it.

*** If Reddit disclosed non-public account information (in whole or in part) in response to a legal request, that account is counted in the Accounts Disclosed column.

**** Subreddit request seeks information about a community, rather than an individual account. When subreddit information is disclosed, it is generally limited to a list of moderator usernames. In most cases, moderator information is publicly available and doesn't require legal process to obtain.

Chart 58 : Global Private Party Request Trending

Global Private Party Request Trending

	H1 2022	H2 2022	H1 2023	H2 2023	H1 2024	H2 2024
Request Volume	18	17	30	16	30	36
Disclosure Rate	17%	12%	10%	0%	23%	17%

User Notice for Private Party Requests

In cases where Reddit receives a valid private party request that requires Reddit to provide responsive data, Reddit will attempt to notify impacted users prior to disclosing data. Reddit does not typically provide user notice regarding invalid or otherwise inactionable private party requests.

Between July and December 2024, Reddit provided user notice to 33 users in response to private party requests. We provided pre-production notice for two private party requests, and account data was disclosed in response to both requests.

Chart 59 : User Notice* for Private Party Requests (July - December 2024)

User Notice* for Private Party Requests (July - December 2024)

Notice Type	Number of Legal Requests	Number of Users Notified
Pre-production notice	2	33
Post-production notice	0	0

*User notice may apply to legal process received outside of the current reporting period

User Access Requests

Reddit users can request a copy of their own Reddit account information (known as "access requests"). These requests may include EU General Data Protection Regulation ("GDPR") data subject access requests and California Consumer Privacy Act ("CCPA") consumer information requests. Reddit responds to access requests from across the globe and does not limit requests to these jurisdictions.

In the second half of 2024, Reddit received 23,756 access requests, amounting to a 72.2% decrease compared to the first half of 2024. The surge in access requests in the first half of 2024 was primarily driven by requests related to a decentralized autonomous organization that targeted the collection of Reddit user data; the situation stabilized during the second half of the year.

The below tables show the global distribution of user access requests for the second half of 2024.

For more information on this process, please refer to our Privacy Policy.

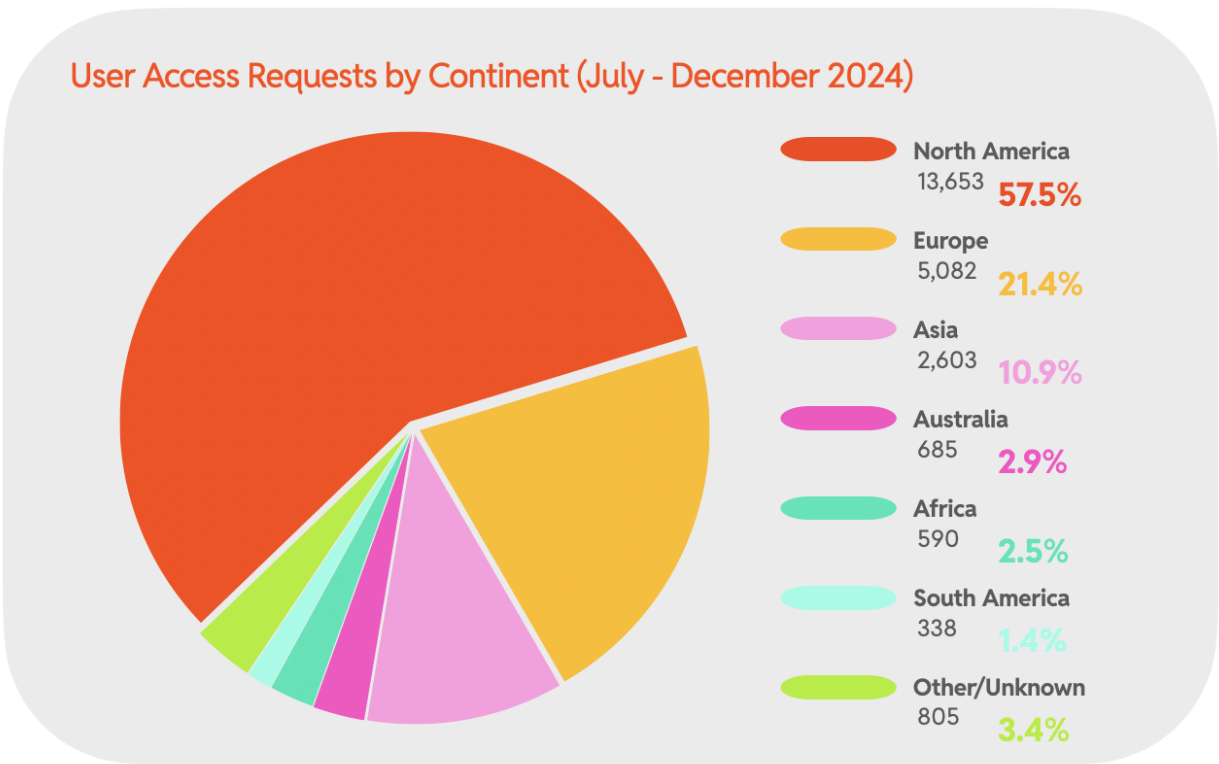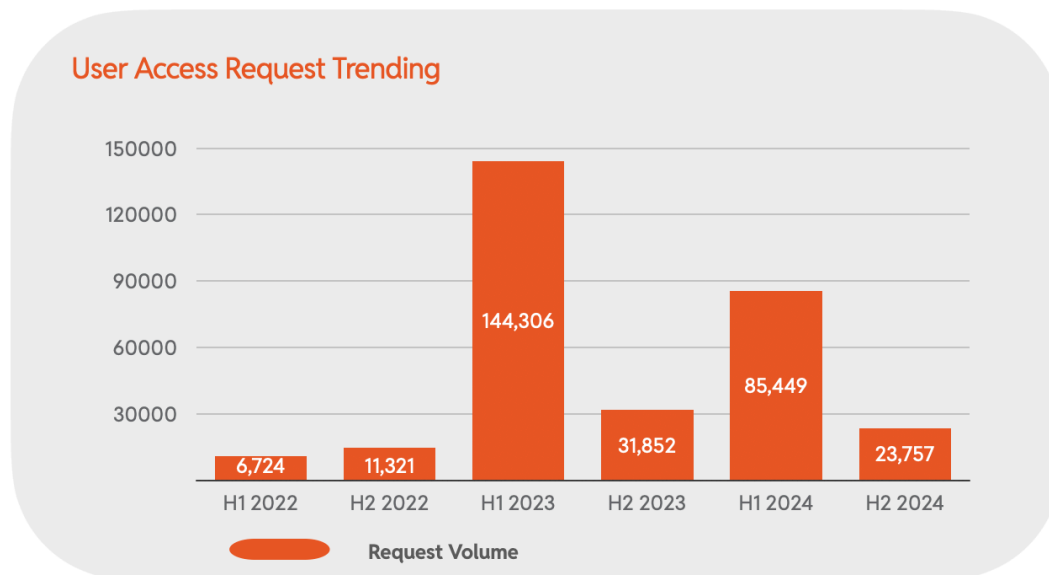*Chart 60 : User Access Requests by Continent (July - December 2024)*

User Access Requests by Continent (July - December 2024)

Continent	Count	Percent
North America	13,653	57.5%
Europe	5,082	21.4%
Asia	2,603	10.9%
Australia	685	2.9%
Africa	590	2.5%
South America	338	1.4%
Other/Unknown	805	3.4%

Chart 61 : User Access Request Trending

User Access Request Trending

Appendix

Links to previous Transparency Reports (HERE)

- Transparency Report : Jan - Jun 2024 (LINK) (PDF)

- Transparency Report : Jul - Dec 2023 (LINK) (PDF)

- Transparency Report : Jan - Jun 2023 (LINK) (PDF)

- Transparency Report : Jan - Dec 2022 (LINK) (PDF)

- Transparency Report* : Jul - Dec 2022 (LINK) (PDF)

- Transparency Report : Jan - Dec 2021 (LINK) (PDF)

- Transparency Report : Jan - Dec 2020 (LINK) (CSV)

- Transparency Report : Jan - Dec 2019 (LINK)

- Transparency Report : Jan - Dec 2018 (LINK)

- Transparency Report : Jan - Dec 2017 (LINK)

- Transparency Report : Jan - Dec 2016 (HTML)

- Transparency Report : Jan - Dec 2015 (HTML)

- Transparency Report : Jan - Dec 2014 (HTML) (PDF)

Legal Requests only

Link to Quarterly Security Reports

- Q4 2024

- Q3 2024

- Q2 2024

- Q1 2024

- Q4 2023

- Q3 2023

- Q2 2023

- Q1 2023

- Q4 2022

- Q3 2022

- Q2 2022

- Q1 2022

- Q3 2021

- Q2 2021

- Q1 2021

Data available for download

Transparency Report: July - December 2024 (PDF)