



GLOBAL TRANSPARENCY REPORT

H2 2024



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At X, our purpose is to serve the public conversation, ensuring a safe environment where everyone can participate freely. The data and insights in this report demonstrate the incredible amount of hard work that goes into keeping X a truly safe platform for all. We are committed to transparency about our policies, content moderation systems, and enforcement philosophy.

This Global Transparency Report covers X Safety Enforcement for the period of **July to December 2024.**



X RULES ENFORCEMENT

Our mission at X is to promote and protect the public conversation. We believe X users have the right to express their opinions and ideas. We also believe it is our responsibility to keep users on our platform safe from content that violates our Rules. Violence, harassment, and other similar types of behavior discourage people from expressing themselves, and ultimately diminish the value of global public conversation.

Our policies and enforcement principles are grounded in human rights, and we take an extensive and holistic approach towards freedom of expression by investing in developing a broader range of remediations, with a particular focus on education, rehabilitation, and deterrence. These beliefs are the foundation of **Freedom of Speech, not Freedom of Reach** - our enforcement philosophy which means we restrict the reach of posts, when appropriate, to make the content less discoverable as an alternative to removal. The **X Rules** are publicly accessible on our Help Center.

When determining whether to take enforcement action, we may consider a number of factors, including (but not limited to) whether:

- The behavior is directed at an individual, group, or protected category of people;
- The report has been filed by the target of the abuse or a bystander;
- The user has a history of violating our policies;
- The severity of the violation; and
- The content may be a topic of legitimate public interest.

To enforce the X Rules, we use a combination of machine learning and human review. These systems either take action automatically, or surface content to human moderators based on user reports and/or proactive detection methods.

Our human moderators use important context to make decisions about potential violations. This work is led by an international, cross-functional team with 24-hour coverage and the ability to cover multiple languages. We also have an appeals process for any potential errors that may occur.

USER REPORTS AND TOTAL ENFORCEMENT ACTIONS

(EXCLUDING SPAM AND PLATFORM MANIPULATION)

We strive to create an environment where users feel empowered to express themselves. When abusive behavior occurs, we make it easy for users to report violations of **X Rules** or local laws. Below, you'll find the total number of global user reports from July to December 2024, excluding Spam and Platform Manipulation, which is broken out separately below.

USER REPORTS ¹

181,701,993

POLICY AREA	TOTAL	% OF TOTAL REPORTS
Abuse and Harassment	69,006,045	37.98%
Child Sexual Exploitation	11,189,741	6.16%
Hateful Conduct	56,644,189	31.17%
Illegal or Certain Regulated Goods and Services	14,870	0.01%
Misleading and Deceptive Identities	2,601,101	1.43%
Non-Consensual Nudity	76,392	0.04%
Private Content	8,979,107	4.94%
Suicide and Self Harm	2,834,608	1.56%
Violent and Hateful Entities	6,318,539	3.48%
Violent Content	23,961,009	13.19%

1. We observed a rise in reports of child sexual exploitation and non-consensual nudity, driven by an increase in inauthentic and malicious user reporting activity, in violation of X Authenticity policy.



ENFORCEMENT ACTIONS

When we take **enforcement actions**, we may do so either on a specific piece of content (e.g., an individual post or direct message) or on an account. Below is a summary table of our automated and manual rule enforcement actions and post violation rates which depict the percentage of all posts that were actioned for violating one of the **X Rules** during the covered time period. This data may include potential false positives and does not attempt to account for false negatives.

TOTAL ACCOUNT SUSPENSIONS	4,191,171
TOTAL POSTS REMOVED OR LABELED	10,131,247
OVERALL POSTS VIOLATION RATE	0.0178%

POLICY AREA	ACCOUNT SUSPENSIONS	POSTS REMOVED OR LABELED	POST VIOLATION RATE
Abuse and Harassment	937,892	1,489,317	0.0030%
Child Sexual Exploitation	1,790,852	2,781	0.0004%
Hateful Conduct	2,326	6,068,219	0.0075%
Illegal or Regulated Goods & Services	554,229	493,690	0.0013%
Misleading and Deceptive Identities	722,557	76	0.0009%
Non-Consensual Nudity	51,449	143,813	0.0002%
Private Content	2,188	32,543	0.0000%
Suicide and Self Harm	1,588	64,732	0.0001%
Violent and Hateful Entities	38,224	103	0.0000%
Violent Content	89,866	1,835,973	0.0024%



POLICY AREA BREAKDOWNS

In the following pages, we break down our enforcement actions by policy area over a six-month period from July to December 2024. It is further broken down into the specific actions taken, and if they were performed through automated or human review.

CHILD SEXUAL EXPLOITATION

At X, we have zero tolerance for child sexual exploitation and are committed to removing media that features or promotes child sexual exploitation. We also suspend users who engage with that content to prevent the normalization of any kind of child sexual exploitation material. Along with taking action under our Rules, we also work closely with the National Center for Missing and Exploited Children (NCMEC).

We send a mix of automated and human reviewed reports to NCMEC. We will never stop using the full extent of our capabilities to eliminate these harmful practices.

Read our comprehensive policy that outlines how we make our platform inhospitable for those who seek to exploit minors in any way [here](#).

	TOTAL ACTIONS	AUTOMATED	HUMAN
NCMEC Report	313,917	45,616	268,301
Accounts Suspended ²	1,790,852	1,732,324	58,528
Content Removed ³	2,781	1,398	1,383

² Accounts suspended for engaging with (liking, replying, bookmarking, etc.) Child Sexual Abuse Media are not reportable to NCMEC.

³ This data includes certain violations where the content is removed for child sexual exploitation, but the account is not immediately suspended. This data does not currently include content removed for other Child Safety policy violations, such as physical child abuse media or media of minors in physical altercations.

ABUSE, HARASSMENT, AND HATEFUL CONDUCT

At X, we are committed to a respectful community. We prohibit direct attacks based on race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease. We take swift action against any violations to ensure a safe space for everyone. Read more [here](#).

Additionally, we prohibit ongoing behavior and content that targets others with abuse or harassment, or encourages other people to do so. Our policies are designed to ensure everyone can engage safely and respectfully, as defined [here](#).

	TOTAL ACTIONS	AUTOMATED	HUMAN
Accounts Suspended	940,218	340	939,878
Content Removed	1,114,206	3,571	1,110,635
User Informed Labels	6,443,330	5,082,160	1,361,170

PLATFORM MANIPULATION AND SPAM

We want X to be a place where people can make human connections, find reliable information, and express themselves freely and safely. To make that possible, we do not allow spam or other types of platform manipulation. We define platform manipulation as using X to engage in bulk, aggressive, or deceptive activity that misleads others and/or disrupts their experience through inauthentic behaviors or content.

Multiple accounts that exhibit a pattern or sole purpose of the above behaviors, or found to be misusing X product features to disrupt others' experiences, may be suspended by X.

Posts may not appear in certain parts of the X product, and/or may not be recommended or amplified by X due to multiple product quality or rule enforcement reasons. [Learn more](#) about the instances when a Post's visibility may be limited.

	TOTAL ACTIONS	AUTOMATED	HUMAN
Accounts Suspended	335,675,897	335,492,554	183,343
User Informed Labels	66,794,137	66,508,088	286,049

VIOLENT AND HATEFUL ENTITIES

At X, we have zero tolerance for threats or promotion of terrorism and violent extremism. We do not allow violent or hateful entities—including terrorist organizations, extremist groups, [perpetrators of violent attacks](#),

or individuals promoting violence—to use our platform. Such content jeopardizes the safety and well-being of targeted individuals. Read more [here](#).

	TOTAL ACTIONS	AUTOMATED	HUMAN
Accounts Suspended	38,224	33,178	5,046
Content Removed	103	0	103

VIOLENT CONTENT

X is a place where people can express themselves, show and learn about what's happening, and debate global issues, often sharing images and videos as part of the conversation. However, healthy conversations can't thrive when Violent Speech is used to deliver a message, and not every participant wishes to be exposed to Violent Media.

As a result, we may remove or reduce the visibility of Violent Content to ensure the safety of our users and prevent the normalization or glorification of violent actions. We also do not allow sharing Violent Content in highly visible places such as profile photos, banners or bio. Read more [here](#).

	TOTAL ACTIONS	AUTOMATED	HUMAN
Accounts Suspended	89,866	32	89,834
Content Removed	1,464,550	920,187	544,363
User Informed Labels	371,423	0	371,423

SUICIDE AND SELF HARM

At X, we are dedicated to supporting mental health and preventing harm. We do not permit content that promotes or encourages suicide or self-harm.

Our policy is designed to provide support and resources for those experiencing self-harming behaviors or suicidal thoughts. Read more [here](#).

	TOTAL ACTIONS	AUTOMATED	HUMAN
Accounts Suspended	1,588	48	1,540
Content Removed	64,732	65	64,667

MISLEADING AND DECEPTIVE IDENTITIES

At X, authenticity is crucial. We do not tolerate the misappropriation of identities or the use of fake identities to deceive others. Our policies are designed to prevent any form of identity fraud or misleading accounts or behaviors on our platform. Read more [here](#).

	TOTAL ACTIONS	AUTOMATED	HUMAN
Accounts Suspended ⁴	722,557	520,424	202,133

4. X accounts must be authentic. Inauthentic accounts are suspended.

NON-CONSENSUAL NUDITY

At X, sharing explicit sexual images or videos of someone without their consent is strictly prohibited, whether the content is AI-generated or organically created. This severe violation of privacy, often referred to as revenge porn, poses serious safety and security risks and can lead to significant physical, emotional, and financial hardship for those affected.

To learn more about our non-consensual nudity policy, read more [here](#).

	TOTAL ACTIONS	AUTOMATED	HUMAN
Accounts Suspended	51,449	0	51,449
Content Removed	143,813	17,450	126,363

PRIVATE CONTENT

At X, protecting privacy is a priority. You may not threaten, publish, or share other people's private information or media without their express authorization and consent. We enforce strict measures to safeguard personal privacy and prevent unauthorized disclosures. Read more [here](#).

	TOTAL ACTIONS	AUTOMATED	HUMAN
Accounts Suspended	2,188	0	2,188
Content Removed	32,543	0	32,543

ILLEGAL OR REGULATED GOODS/SERVICES

You may not use our service for any unlawful purpose or in furtherance of illegal activities. This includes selling, buying, or facilitating transactions in illegal goods or services, as well as certain types of regulated goods or services.

Read more [here](#).

	TOTAL ACTIONS	AUTOMATED	HUMAN
Accounts Suspended	554,229	86,567	467,662
Content Removed	493,690	137	493,553

GOVERNMENT, LEGAL, AND LAW ENFORCEMENT REQUESTS

X fights for free speech and to protect its users. At X, government, legal, and law enforcement requests are managed through our **established guidelines**. We provide clear procedures for law enforcement seeking account information and content removal. For detailed information and to learn about requests to **withhold content**, please **read more**.

Non-public information about X users will not be released to law enforcement except in response to appropriate legal processes such as a subpoena, court order, other valid legal process, or in response to a valid emergency request.

Government and law enforcement authorities may also request the **withholding** of content determined to be illegal in their jurisdiction.

Each request we receive is carefully reviewed for legal sufficiency - we do not take action or

disclose user data when legal requirements are not met. X may file or serve objections for requests that are legally defective, overly broad, and/or appear to impermissibly burden free expression.

For purposes of transparency and due process, X's policy is to notify users about requests to remove their content or requests for their X account information (e.g., prior to disclosure), including with a copy of the request, unless we are prohibited by law from doing so.

INFORMATION AND REMOVAL REQUESTS

This section presents the latest data on government requests for X and Periscope account information globally, including both emergency and non-emergency inquiries.

	TOTAL NUMBER OF REQUESTS	CASES DISCLOSED	DISCLOSURE RATE
TOTAL INFORMATION REQUESTS ⁵	20,925	10,581	50.57%
USA	3,788	2,975	78.54%
Japan	2,607	1,559	59.80%
EU	8,730	4,106	47.03%
UK	806	379	47.02%
All Others	4,994	1,562	31.28%

	TOTAL NUMBER OF REQUESTS	CASES ACTIONED	ACTION RATE
TOTAL REMOVAL REQUESTS	97,006	79,438	81.89%
Turkey	11,107	9,514	85.66%
Japan	69,186	57,867	83.64%
South Korea	1,835	1,649	89.86%
EU	3,831	3,464	90.42%
All Others	11,047	6,944	62.86%

5. We provide certain country-specific reports, which are available at transparency.x.com/en/countries.



COPYRIGHT AND TRADEMARK NOTICES

Respecting intellectual property is crucial. At X, we take intellectual property rights seriously, including both copyright and trademark protections. A trademark or copyright can be a word, logo, or phrase that identifies a brand's goods or services, and the law helps prevent unauthorized or confusing use of these marks.

We respond to reports of alleged trademark policy violations when we receive a valid complaint from the trademark owner or their authorized representative. Similarly, we respond to valid copyright takedown notices from copyright owners or their authorized representatives. We carefully review each report received under our policies, and follow up with the reporter as appropriate.

We may not take action on every notice for a variety of reasons. For example, we may not take action on trademark notices filed

by representatives who have not been authorized by the trademark owners, trademark notices that fail to provide sufficient information for us to locate accounts or materials, and misfiled, non-trademark complaints. We also do not withhold content. Additionally, we may not take action in response to DMCA or other copyright takedown notices under applicable law that are incomplete, not from authorized representatives, do not concern copyright issues, do not include all legally required information for a complete notice, or that we determine to be fraudulent.

To learn more about how we uphold these rights and ensure compliance, read our detailed Trademark policy [here](#) and Copyright policy [here](#).

	TOTAL NOTICES*	NOTICES ACTIONED OR WITHHELD	TOTAL URLS ACTIONED OR WITHHELD	WITHHOLDING/ RESTORATION RATE
Copyright Notices	230,392	147,025	828,150	63.82%
Copyright Counter Notices	11,458	1,175	N/A	10.25%
Trademark Notices	155,492	35,750	N/A	22.99%

* NOTE: The total number of notices may include incomplete or invalid notices. Actions can only be taken, including withholding the content, on valid notices. Hence, the number of actioned notices is based on the number of valid reports. Moreover, some cases received during this reporting period may be in progress and may not be closed at the time of reporting.

