

2024

# Transparency Report

Trust is foundational to how people connect and work together.

At Upwork, our [Terms of Service](#) and [Marketplace Standards](#) set clear expectations for building and maintaining that trust. They outline which jobs and behavior are allowed, and explain the actions we take to keep the platform fair and secure.

These standards are publicly available and are updated at regular intervals to address shifts in the marketplace or emerging risk. They are designed to help both freelancers and clients use Upwork safely and responsibly.

This report shares an overview of how we upheld our Terms of Service and Marketplace Standards in 2024, including the types of issues users flagged and the actions we took in response. Our goal is to increase understanding of the systems behind Upwork's Trust & Safety program: what we monitor, how decisions are made, and how we support customers throughout the process.

## User Flags

Freelancers and clients can report behavior or content they believe violates our standards. Reports may be submitted directly on job posts, messages, profiles, and Project Catalog listings. Every flag is reviewed by Upwork's Trust & Safety team which will remove content, provide education, suspend account access, or take other enforcement actions as appropriate

In 2024, we received 501,480 reports of potentially illegal content or violations of our Terms and we took action on 199,019 of them. The median time it took to review a user flag was 48 minutes. Upwork did not receive any notices from designated [DSA trusted flaggers](#).



## Automation

In addition to customer reports, we've invested heavily in strong verification and validation controls at registration and introduced a full suite of sophisticated models to detect bad actors at the point of entry. These include models that identify fraudulent accounts, malicious job posts, and attempted Terms of Service violations.

We know that these tools are working because we've seen a marked decrease in on-platform fraud and scams. Most fraudsters are removed after their first attempt at fraudulent activity, and in 2024, 87% of user-flagged job posts we acted on had already been detected by our automated systems.

In many situations, human reviewers make the final decision on content that's been flagged by automation. Where content moderation is fully automated, we monitor performance through continuous manual sampling, tracking both precision and false positive rates. We are always striving to improve the fairness and performance of our tools and when we identify opportunities for enhancement, we update our systems to better curb harmful behavior while minimizing impact on legitimate users.

## Enforcement Actions

When we determine that a rule has been broken, we take one or more of the following actions depending on the nature and severity of the issue:

- **Education:** We notify the user and may remove content or request updates.
- **Temporary restriction:** We limit account access until the issue is resolved.
- **Permanent block:** We ban the account in cases of repeated or serious violations.

Our goal is to address violations proportionately, provide users with clarity, and help prevent future issues wherever possible.

Below, we've included additional data on job post takedowns and account suspensions related to our content moderation efforts last year. We removed 827,265 job posts and suspended 184,914 accounts.

### Job Post Takedowns

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**569k**

Automatically  
detected and  
removed

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**220k**

Automatically  
detected and  
manually removed

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**22k**

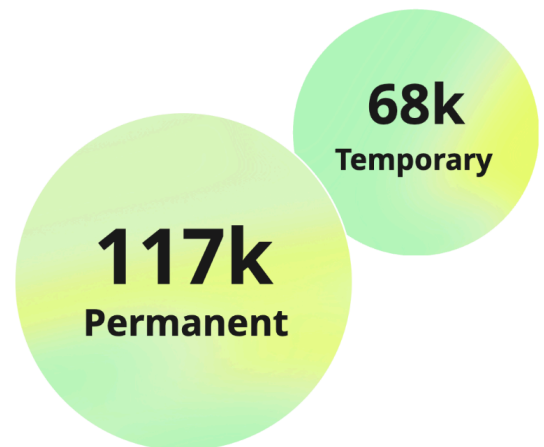
Not auto-detected,  
but reported by  
users

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**16k**

Not auto-detected,  
but reported by  
Upwork

### Suspensions



## Appeals

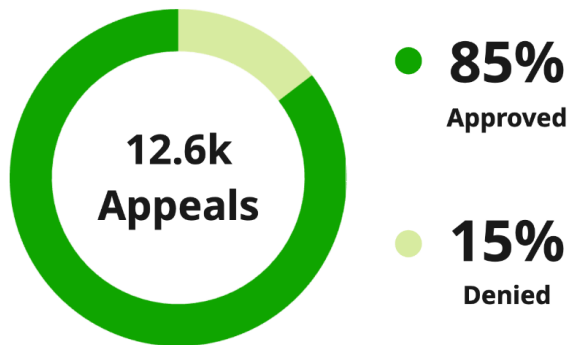
If a user believes a suspension was applied in error, they can submit an appeal. All appeals are reviewed by Upwork's Trust & Safety team to ensure our standards have been applied accurately and consistently. We consider each appeal in context and consider factors like account history, the nature of the issue, and any additional information the customer provides.

In 2024, we received 22,528 total appeals related to content moderation suspensions, of which 12,634 involved temporary suspensions and 9,894 involved permanent suspensions. Among these, we approved:

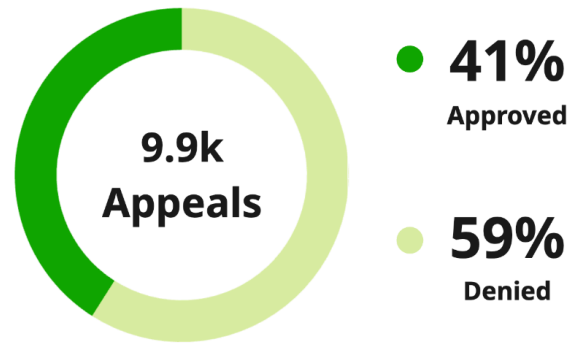
- 10,790 temporary suspension appeals, the vast majority (approximately 96%) due to users completing required actions to reinstate their accounts, and about 4% due to a change in our enforcement decision.
- 4,054 permanent suspension appeals.

The median time it took to review these appeals was 6.4 hours.

### Temporary Suspensions



### Permanent Suspensions



## Government Requests to Remove Illegal Content

If we receive requests from government agencies to remove content that may violate local or international laws, we evaluate whether the content in question violates Upwork's Terms of Service or applicable legal standards.

Upwork did not receive government requests to remove illegal content in 2024.

## Out-of-Court Dispute Settlements

Customers may choose to pursue resolution related to content moderation decisions through out-of-court dispute settlement mechanisms. Upwork supports fair resolution processes and complies with laws that provide for alternative dispute resolution.

Upwork did not receive notice of any out-of-court disputes in 2024.