

<b>Applicability</b>	<b>Service</b>	<b>Indicator</b>	<b>Value</b>
All		Name of the service provider	Mercedes-Benz Italia S.p.A.
All		Date of the publication of the report	01/03/2025
All		Date of the publication of the latest previous report	not applicable
All		Starting date of reporting period	01/02/2024
All		Ending date of reporting period	31/12/2024

Category label	Category description	Category of illegal content
TOTAL	All the entries	TOTAL
Category 1	Animal welfare	STATEMENT_CATEGORY_ANIMAL_WELFARE
Category 1a	Animal harm	KEYWORD_ANIMAL_HARM
Category 1b	Unlawful sale of animals	KEYWORD_UNLAWFUL_SALE_ANIMALS
Category 1c	Not captured by any other category's keyword	KEYWORD_OTHER
Category 2	Consumer information infringements	STATEMENT_CATEGORY_CONSUMER_INFORMATION
Category 2a	Insufficient information on traders	KEYWORD_INSUFFICIENT_INFORMATION_ON_TRADERS
Category 2b	Non-compliance with pricing regulations	KEYWORD_NONCOMPLIANCE_PRICING
Category 2c	Hidden advertisement or commercial communication, including by influencers	KEYWORD_HIDDEN_ADVERTISEMENT
Category 2d	Misleading information about the characteristics of the goods and services	KEYWORD_MISLEADING_INFO_GOODS_SERVICES
Category 2e	Misleading information about the consumer's rights	KEYWORD_MISLEADING_INFO_CONSUMER_RIGHTS
Category 2f	Not captured by any other sub-category	KEYWORD_OTHER
Category 3	Data protection and privacy violations	STATEMENT_CATEGORY_DATA_PROTECTION_AND_PRIVACY_VIOLATIONS
Category 3a	Biometric data breach	KEYWORD_BIOMETRIC_DATA_BREACH
Category 3b	Missing processing ground for data	KEYWORD_MISSING_PROCESSING_GROUND
Category 3c	Right to be forgotten	KEYWORD_RIGHT_TO_BE_FORGOTTEN
Category 3d	Data falsification	KEYWORD_DATA_FALSIFICATION
Category 3e	Not captured by any other category's keyword	KEYWORD_OTHER
Category 4	Illegal or harmful speech	STATEMENT_CATEGORY_ILLEGAL_OR_HARMFUL_SPEECH
Category 4a	Defamation	KEYWORD_DEFAMATION
Category 4b	Discrimination	KEYWORD_DISCRIMINATION
Category 4c	Illegal incitement to violence and hatred based on protected characteristics (hate speech)	KEYWORD_HATE_SPEECH
Category 4d	Not captured by any other category's keyword	KEYWORD_OTHER
Category 5	Intellectual property infringements	STATEMENT_CATEGORY_INTELLECTUAL_PROPERTY_INFRINGEMENTS
Category 5a	Copyright infringements	KEYWORD_COPYRIGHT_INFRINGEMENT
Category 5b	Design infringements	KEYWORD_DESIGN_INFRINGEMENT
Category 5c	Geographical indications infringements	KEYWORD_GEOGRAPHIC_INDICATIONS_INFRINGEMENT
Category 5d	Patent infringements	KEYWORD_PATENT_INFRINGEMENT
Category 5e	Trade secret infringements	KEYWORD_TRADE_SECRET_INFRINGEMENT
Category 5f	Trademark infringements	KEYWORD_TRADEMARK_INFRINGEMENT
Category 5g	Not captured by any other category's keyword	KEYWORD_OTHER
Category 6	Negative effects on civic discourse or elections	STATEMENT_CATEGORY_NEGATIVE_EFFECTS_ON_CIVIC_DISCOURSE_OR_ELECTIONS
Category 6a	Violation of EU law relevant to civic discourse or elections	KEYWORD_VIOLATION_EU_LAW
Category 6b	Violation of national law relevant to civic discourse or elections	KEYWORD_VIOLATION_NATIONAL_LAW
Category 6c	Misinformation, disinformation, foreign information manipulation and interference	KEYWORD_MISINFORMATION_DISINFORMATION_DISINFORMATION
Category 6d	Not captured by any other category's keyword	KEYWORD_OTHER
Category 7	Non-consensual behaviour	STATEMENT_CATEGORY_NON_CONSENSUAL_BEHAVIOUR
Category 7a	Non-consensual image sharing	KEYWORD_NON_CONSENSUAL_IMAGE_SHARING
Category 7b	Non-consensual items containing deepfake or similar technology using a third party's features	KEYWORD_NON_CONSENSUAL_ITEMS_DEEPFAKE
Category 7c	Online bullying/intimidation	KEYWORD_ONLINE_BULLYING_INTIMIDATION
Category 7d	Stalking	KEYWORD_STALKING
Category 7e	Not captured by any other category's keyword	KEYWORD_OTHER
Category 8	Pornography or sexualized content	STATEMENT_CATEGORY_PORNOGRAPHY_OR_SEXUALIZED_CONTENT
Category 8a	Adult sexual material	KEYWORD_ADULT_SEXUAL_MATERIAL
Category 8b	Image-based sexual abuse (excluding content depicting minors)	KEYWORD_IMAGE_BASED_SEXUAL_ABUSE
Category 8c	Not captured by any other category's keyword	KEYWORD_OTHER
Category 9	Protection of minors	STATEMENT_CATEGORY_PROTECTION_OF_MINORS
Category 9a	Age-specific restrictions concerning minors	KEYWORD_AGE_SPECIFIC_RESTRICTIONS_MINORS
Category 9b	Child sexual abuse material	KEYWORD_CHILD_SEXUAL_ABUSE_MATERIAL
Category 9c	Grooming/sexual enticement of minors	KEYWORD_GROOMING_SEXUAL_ENTICEMENT_MINORS
Category 9d	Unsafe challenges	KEYWORD_UNSAFE_CHALLENGES
Category 9e	Not captured by any other category's keyword	KEYWORD_OTHER
Category 10	Risk for public security	STATEMENT_CATEGORY_RISK_FOR_PUBLIC_SECURITY
Category 10a	Illegal organizations	KEYWORD_ILLEGAL_ORGANIZATIONS
Category 10b	Risk for environmental damage	KEYWORD_RISK_ENVIRONMENTAL_DAMAGE
Category 10c	Risk for public health	KEYWORD_RISK_PUBLIC_HEALTH
Category 10d	Terrorist content	KEYWORD_TERRORIST_CONTENT
Category 10e	Not captured by any other category's keyword	KEYWORD_OTHER
Category 11	Scams and/or fraud	STATEMENT_CATEGORY_SCAMS_AND_FRAUD
Category 11a	Inauthentic accounts	KEYWORD_INAUTHENTIC_ACCOUNTS
Category 11b	Inauthentic listings	KEYWORD_INAUTHENTIC_LISTINGS
Category 11c	Inauthentic user reviews	KEYWORD_INAUTHENTIC_USER_REVIEWS
Category 11d	Impersonation or account hijacking	KEYWORD_IMPERSONATION_ACCOUNT_HIJACKING
Category 11e	Phishing	KEYWORD_PHISHING
Category 11f	Pyramid schemes	KEYWORD_PYRAMID_SCHEMES
Category 11g	Not captured by any other category's keyword	KEYWORD_OTHER
Category 12	Self-harm	STATEMENT_CATEGORY_SELF_HARM
Category 12a	Content promoting eating disorders	KEYWORD_CONTENT_PROMOTING_EATING_DISORDERS
Category 12b	Self-mutilation	KEYWORD_SELF_MUTILATION
Category 12c	Suicide	KEYWORD_SUICIDE
Category 12d	Not captured by any other category's keyword	KEYWORD_OTHER
Category 13	Unsafe, non-compliant or prohibited products	STATEMENT_CATEGORY_UNSAFE_AND_PROHIBITED_PRODUCTS
Category 13a	Prohibited or restricted products	KEYWORD_PROHIBITED_PRODUCTS
Category 13b	Unsafe or non-compliant products	KEYWORD_UNSAFE_PRODUCTS
Category 13c	Not captured by any other category's keyword	KEYWORD_OTHER
Category 14	Violence	STATEMENT_CATEGORY_VIOLENCE
Category 14a	Coordinated harm	KEYWORD_COORDINATED_HARM
Category 14b	Gender-based violence	KEYWORD_GENDER_BASED_VIOLENCE
Category 14c	Human exploitation	KEYWORD_HUMAN_EXPLOITATION
Category 14d	Human trafficking	KEYWORD_HUMAN_TRAFFICKING
Category 14e	General calls or incitement to violence and/or hatred	KEYWORD_INCITEMENT_VIOLENCE_HATRED
Category 14f	Not captured by any other category's keyword	KEYWORD_OTHER
Category 15	Content in violation of the platform's terms and conditions	STATEMENT_CATEGORY_SCOPE_OF_PLATFORM_SERVICE
Category 15a	Age-specific restrictions	KEYWORD_AGE_SPECIFIC_RESTRICTIONS
Category 15b	Geographical requirements	KEYWORD_GEOGRAPHICAL_REQUIREMENTS
Category 15c	Goods/services not permitted to be offered on the platform	KEYWORD_GOODS_SERVICES_NOT_PERMITTED
Category 15d	Language requirements	KEYWORD_LANGUAGE_REQUIREMENTS
Category 15e	Nudity	KEYWORD_NUDITY
Category 15f	Not captured by any other category's keyword	KEYWORD_OTHER







Applicability	Service	Reporting period	Section	Indicator	Scope	Value
All		01/02/2024-31/12/2024	Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Total number	0
Only for providers of online platforms			Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Decisions upheld	
Only for providers of online platforms			Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Decisions reversed	
Only for providers of online platforms			Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Median time	
Only for providers of online platforms			Internal complaints mechanism	Number of complaints submitted to the internal-complaints mechanism	Decision omitted	
Only for providers of online platforms			Internal complaints mechanism	Complaint based on procedural grounds	Total number	
Only for providers of online platforms			Internal complaints mechanism	Complaint based on procedural grounds	Decisions upheld	
Only for providers of online platforms			Internal complaints mechanism	Complaint based on procedural grounds	Decisions reversed	
Only for providers of online platforms			Internal complaints mechanism	Complaint based on procedural grounds	Median time	
Only for providers of online platforms			Internal complaints mechanism	Complaint regarding the interpretation of illegality or incompatibility	Total number	
Only for providers of online platforms			Internal complaints mechanism	Complaint regarding the interpretation of illegality or incompatibility	Decisions upheld	
Only for providers of online platforms			Internal complaints mechanism	Complaint regarding the interpretation of illegality or incompatibility	Decisions reversed	
Only for providers of online platforms			Internal complaints mechanism	Complaint regarding the interpretation of illegality or incompatibility	Median time	
Only for providers of online platforms			Internal complaints mechanism	Restriction imposed is claimed to be not diligent, objective, or proportionate	Total number	
Only for providers of online platforms			Internal complaints mechanism	Restriction imposed is claimed to be not diligent, objective, or proportionate	Decisions upheld	
Only for providers of online platforms			Internal complaints mechanism	Restriction imposed is claimed to be not diligent, objective, or proportionate	Decisions reversed	
Only for providers of online platforms			Internal complaints mechanism	Restriction imposed is claimed to be not diligent, objective, or proportionate	Median time	
Only for providers of online platforms			Out-of-court dispute settlement bodies	Number of decisions submitted to out-of-court dispute settlement bodies	Total number	
Only for providers of online platforms			Out-of-court dispute settlement bodies	Number of decisions submitted to out-of-court dispute settlement bodies	Decisions upheld	
Only for providers of online platforms			Out-of-court dispute settlement bodies	Number of decisions submitted to out-of-court dispute settlement bodies	Decisions reversed	
Only for providers of online platforms			Out-of-court dispute settlement bodies	Number of decisions submitted to out-of-court dispute settlement bodies	Median time	
Only for providers of online platforms			Out-of-court dispute settlement bodies	Number of decisions submitted to out-of-court dispute settlement bodies	Decision omitted	
Only for providers of online platforms			Out-of-court dispute settlement bodies	Number of decisions submitted to out-of-court dispute settlement bodies	% of outcomes implemented	
Only for providers of online platforms			Suspensions imposed on repeated offenders	Number of suspensions enacted for the provision of manifestly illegal content	Total number	
Only for providers of online platforms			Suspensions imposed on repeated offenders	Number of suspensions enacted for the provision of manifestly unfounded notices	Total number	
Only for providers of online platforms			Suspensions imposed on repeated offenders	Number of suspensions enacted for the provision of manifestly unfounded complaints	Total number	
Only for VLOPs			The human resources dedicated to content moderation	Number of internal moderators employed by the provider	Total number	
Only for VLOPs			The human resources dedicated to content moderation	Number of external moderators contracted by the provider	Total number	
Only for VLOPs			The human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	Total number	
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Number of items solely processed by automated means	Total number	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Number of items partly processed by automated means	Total number	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Number of items not processed by automated means	Total number	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Accuracy rate of the items processed solely by automated means	Total number	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Accuracy rate of the items processed partly by automated means	Total number	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Error rate of the automated means applied	Total number	0
Only for providers of online platforms			Use of automated means for content moderation	Number of items solely processed by automated means	Internal complaints mechanism	
Only for providers of online platforms			Use of automated means for content moderation	Number of items partly processed by automated means	Internal complaints mechanism	
Only for providers of online platforms			Use of automated means for content moderation	Number of items not processed by automated means	Internal complaints mechanism	
Only for providers of online platforms			Use of automated means for content moderation	Accuracy rate of the items processed solely by automated means	Internal complaints mechanism	
Only for providers of online platforms			Use of automated means for content moderation	Accuracy rate of the items processed partly by automated means	Internal complaints mechanism	
Only for providers of online platforms			Use of automated means for content moderation	Error rate of the automated means applied	Internal complaints mechanism	
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Number of items solely processed by automated means	Own-initiative	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Number of items partly processed by automated means	Own-initiative	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Number of items not processed by automated means	Own-initiative	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Accuracy rate of the items processed solely by automated means	Own-initiative	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Accuracy rate of the items processed partly by automated means	Own-initiative	0
All		01/02/2024-31/12/2024	Use of automated means for content moderation	Error rate of the automated means applied	Own-initiative	0
Only for providers of hosting services, including online platforms		01/02/2024-31/12/2024	Use of automated means for content moderation	Number of items solely processed by automated means	NAM Total	0
Only for providers of hosting services, including online platforms		01/02/2024-31/12/2024	Use of automated means for content moderation	Number of items partly processed by automated means	NAM Total	0
Only for providers of hosting services, including online platforms		01/02/2024-31/12/2024	Use of automated means for content moderation	Number of items not processed by automated means	NAM Total	0
Only for providers of hosting services, including online platforms		01/02/2024-31/12/2024	Use of automated means for content moderation	Accuracy rate of the items processed solely by automated means	NAM Total	0
Only for providers of hosting services, including online platforms		01/02/2024-31/12/2024	Use of automated means for content moderation	Accuracy rate of the items processed partly by automated means	NAM Total	0
Only for providers of hosting services, including online platforms		01/02/2024-31/12/2024	Use of automated means for content moderation	Error rate of the automated means applied	NAM Total	0
Only for providers of online platforms			Use of automated means for content moderation	Number of items solely processed by automated means	NAM Trusted Flagger	
Only for providers of online platforms			Use of automated means for content moderation	Number of items partly processed by automated means	NAM Trusted Flagger	
Only for providers of online platforms			Use of automated means for content moderation	Number of items not processed by automated means	NAM Trusted Flagger	
Only for providers of online platforms			Use of automated means for content moderation	Accuracy rate of the items processed solely by automated means	NAM Trusted Flagger	
Only for providers of online platforms			Use of automated means for content moderation	Accuracy rate of the items processed partly by automated means	NAM Trusted Flagger	
Only for providers of online platforms			Use of automated means for content moderation	Error rate of the automated means applied	NAM Trusted Flagger	



Applicability	Service	Reporting period	Section	Indicator	Scope	Value
Only for VLOPs and VLOSEs		not applicable	AMR	Number of average monthly recipients during the reporting period	TOTAL	not applicable
Only for VLOPs and VLOSEs		not applicable	AMR	Number of average monthly recipients during the reporting period	AT	not applicable
Only for VLOPs and VLOSEs		not applicable	AMR	Number of average monthly recipients during the reporting period	[...]	not applicable
Only for VLOPs and VLOSEs		not applicable	AMR	Number of average monthly recipients during the reporting period	SE	not applicable
Only for VLOPs		not applicable	Human resources dedicated to content moderation	Number of internal moderators employed by the provider	BG	not applicable
Only for VLOPs		not applicable	Human resources dedicated to content moderation	Number of internal moderators employed by the provider	[...]	not applicable
Only for VLOPs		not applicable	Human resources dedicated to content moderation	Number of internal moderators employed by the provider	SV	not applicable
Only for VLOPs		not applicable	Human resources dedicated to content moderation	Number of external moderators contracted by the provider	BG	not applicable
Only for VLOPs		not applicable	Human resources dedicated to content moderation	Number of external moderators contracted by the provider	[...]	not applicable
Only for VLOPs		not applicable	Human resources dedicated to content moderation	Number of external moderators contracted by the provider	SV	not applicable
Only for VLOPs		not applicable	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	BG	not applicable
Only for VLOPs		not applicable	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	[...]	not applicable
Only for VLOPs		not applicable	Human resources dedicated to content moderation	Number of total moderators with sufficient linguistic expertise	SV	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Number of items solely processed by automated means	BG	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Number of items solely processed by automated means	[...]	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Number of items solely processed by automated means	SV	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Number of items partly processed by automated means	BG	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Number of items partly processed by automated means	[...]	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Number of items partly processed by automated means	SV	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Number of items not processed by automated means	BG	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Number of items not processed by automated means	[...]	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Number of items not processed by automated means	SV	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Accuracy rate of the items processed solely by automated means	BG	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Accuracy rate of the items processed solely by automated means	[...]	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Accuracy rate of the items processed solely by automated means	SV	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Accuracy rate of the items processed partly by automated means	BG	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Accuracy rate of the items processed partly by automated means	[...]	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Accuracy rate of the items processed partly by automated means	SV	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Error rate of the automated means applied	BG	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Error rate of the automated means applied	[...]	not applicable
Only for VLOPs		not applicable	The use of automated means for content moderation	Error rate of the automated means applied	SV	not applicable

<b>Applicability</b>	<b>Service</b>	<b>Reporting period</b>	<b>Indicator</b>	<b>Value</b>
All		01/02/2024-31/12/2024	Summary of the content moderation engaged in at the providers' own initiative	nothing to declare
All		01/02/2024-31/12/2024	Meaningful and comprehensible information regarding the applied detection method	nothing to declare
All		01/02/2024-31/12/2024	Updates to the terms and conditions	one update
All		01/02/2024-31/12/2024	Measures taken to provide training and assistance to persons in charge of content moderation	nothing to declare
All		01/02/2024-31/12/2024	Summary of the use made of automated means for the purpose of content moderation	nothing to declare
All		01/02/2024-31/12/2024	Qualitative description of the automated means	nothing to declare
All		01/02/2024-31/12/2024	Specification of the precise purposes to apply automated means	nothing to declare
All		01/02/2024-31/12/2024	Safeguards applied to the use of automated means	nothing to declare
Only for VLOPs and VLOSEs		not applicable	Summary of the content moderation governance structure	not applicable
Only for VLOPs and VLOSEs		not applicable	Qualifications of the human resources dedicated to content moderation	not applicable
Only for VLOPs and VLOSEs		not applicable	Training given to human resources dedicated to content moderation	not applicable
Only for VLOPs and VLOSEs		not applicable	Support given to human resources dedicated to content moderation	not applicable