

tumblr

Government
Transparency Report

July — Dec 2020

Government Data Requests

Governments around the world request information about Tumblr users, usually in conjunction with criminal or civil investigations. We carefully scrutinize each request to make sure it complies with the law, and we push back on those requests that don't satisfy our rigorous standards. When we disclose data we narrowly

interpret the request and disclose only as much data as is necessary to comply with the request. This sounds way more exciting than it is. In fact, you probably only found this interesting if you're a lawyer or you're just super into data displayed in charts. If so, knock yourself out.

Government Data Requests by Country

July 1, 2020 - Dec 31, 2020

Country	Government Preservation Requests	Government Specified Accounts	Government Data Requests	Government Specified Accounts	Some Data Disclosed	Rejected	No Data Found	Government Emergency Requests	Government Specified Accounts	Data Disclosed (#)	Data Disclosed (%)
Argentina	2	5	2	2	0	2	0	0	0	0	N/A
Australia	1	1	1	1	0	1	0	1	1	0	0%
Canada	1	12	1	1	0	1	0	0	0	0	N/A
Germany	1	6	4	4	0	4	0	0	0	0	N/A
Hungary	2	4	0	0	0	0	0	0	0	0	N/A
India	0	0	2	4	1	1	0	0	0	0	N/A
Ireland	0	0	0	0	0	0	0	0	0	0	N/A
Malta	0	0	1	1	0	1	0	0	0	0	N/A
New Zealand	0	0	0	0	0	0	0	1	1	1	100%
Pakistan	0	0	0	0	0	0	0	0	0	0	N/A
Singapore	0	0	2	2	0	2	0	0	0	0	N/A
South Korea	0	0	0	0	0	0	0	7	5	0	0%
United Kingdom	1	1	2	2	0	2	0	0	0	0	N/A
United States	195	276	328	457	307	15	6	7	5	1	14.29%
Global Total	203	305	343	474	308	29	6	16	12	2	12.5%

Additional Details - US Requests

July 1, 2020 - Dec 31, 2020



Type of Request	Some Data Disclosed	Rejected	No Data Found	Total Government Data Requests	Total Government Specified Accounts
Subpoena	136	10	5	151	244
Search Warrant	168	5	1	174	208
Court Order	3	0	0	3	5
PRTT	0	0	0	0	0
Title III	0	0	0	0	0
Total	307	15	6	328	457

Government Removal Requests

Like other technology and communications companies, Tumblr receives requests from governments around the world to either remove content from our services based on allegations that it violates local laws, or to review content to determine if it should be removed for inconsistency with a product's Community Guidelines

or our Terms of Service. Whatever the allegation or assertion, we carefully review each request and respond in accordance with our Global Principles for Responding to Government Requests. Told ya this wasn't exciting.

Government Removal Requests by Country

For each country listed below, we report the number of Government Removal Requests received during the specified reporting period, the number of items specified in the requests, and the percentage of requests in response to which some content was removed. While we endeavor to make this data as complete as possible, we only include in our numbers requests that we identify

as being from a government agency. If a government agency used a Report Abuse link, for example, we wouldn't be able to identify the party making the request to remove content and would not include that request in our statistics. We continue to work to track these requests. Still awake?

July 1, 2020 - Dec 31, 2020



Country	Government Removal Requests	Total Items Specified	Data Removed (#)	Data Removed (%)
Australia	4	8	4	100%
Brazil	1	1	1	100%
Canada	63	72	61	97%
Denmark	2	6	2	100%
France	2	3	2	100%
Germany	30	88	26	87%
India	16	211	13	81%
Japan	37	284	27	73%
Malaysia	3	6	3	100%
Netherlands	1	4	1	100%
Pakistan	19	140	12	63%
Russia	46	46	32	70%
South Korea	1,917	12,566	1,848	96%
United Kingdom	14	72	13	93%
United States	76	657	71	93%
Global Total	2,226	14,155	2116	95%

Illustrative Examples

Provided below are a sample of takedown requests that we received during this transparency period.

We received multiple requests from a South Korean advocacy organization reporting multiple links associated with multiple blogs for possible violations of unwanted sexualization and harassment based on Tumblr's Community Guidelines. After reviewing the requests, based on the reported content and blog, it was decided both were in violation of Tumblr's Community Guidelines and were removed from the platform.

We received a request from an organization from the United Kingdom reporting nine media links from one blog for privacy concerns. We reviewed the reported blog and based on the nature of the content, decided to remove the media links for violating Tumblr's Community Guidelines.

We received a request from a Malaysian law enforcement agency reporting two links associated with one blog for possible violations of Tumblr's unwanted sexualization and harassment violations. We reviewed the reported content and based on the nature of the posts, decided to remove the posts and terminate the blog for violating Tumblr's Community Guidelines.