



Community guidelines

Summary of the community guidelines

The community guidelines ensure a safe and inclusive space, encouraging high-quality, authentic content while banning harmful behavior. Zalando's community guidelines apply to all users and content creators, ensuring content aligns with the platform's values of safety, inclusivity, respect, and quality. Violations may lead to enforcement actions, and, depending on severity, may result in content removal, termination of cooperation, or legal action.

1. Safety and wellbeing

Content that glorifies violence, self-harm, exploitation, substance abuse, or violates personal privacy (e.g. sharing private information or doxxing) is not permitted.

2. Respectful interaction

We prohibit discrimination, harassment, bullying, defamation, and hate speech. All interactions must contribute to a welcoming and respectful environment.

3. Cultural sensitivity and inclusion

Content that relies on harmful stereotypes, cultural appropriation, or promotes body shaming or offensive language is not allowed. We celebrate diversity and inclusivity.

4. Content quality and integrity

Content must be clear, truthful, and relevant. Intellectual property violations, misinformation, and undisclosed AI-generated content are prohibited.

5. Ethical and environmental standards

Content must align with ethical principles including avoiding harm to animals.

Reporting and complaints procedure; out-of-court dispute resolution

Zalando prioritizes transparency, data protection, and a safe digital environment, allowing you to report content that violates laws or guidelines (reporting). We will check these reports and inform you of the outcome. Should we decide not to take any action, you shall have the opportunity to submit this decision for review (complaint). Furthermore, you have the option of pursuing an out-of-court dispute resolution, as well as ordinary legal recourse. Misuse of content submission or reporting processes may result in temporary or permanent

suspensions, following warnings and consideration of the severity and intent of violations.



Introduction: shaping a safe, inclusive, and fun community

At Zalando, we believe in making fashion and lifestyle shopping feel accessible, fun, and engaging for everyone. Our goal is to create a space where people can express themselves but also feel empowered to become more confident in their unique style. We aim to foster a space that celebrates diversity, encourages confidence, and promotes positive engagement. Our platform is built on trust, and we value content that is authentic, thoughtful, and focused on quality. Therefore, we do not allow content that undermines these goals or encourages harmful behaviour. We've established these community guidelines to ensure that all content meets our standards for safety, respect, inclusivity, and quality.


These guidelines apply to all content (including but not limited to text, videos, and images) and behaviour on Zalando, and to all Zalando users and content creators (referred herein as "you"). We reserve the right to follow up on violations of the standards stated herein. Depending on the severity of the violation, this may mean, for example, deletion of the content, termination of cooperation or even the filing of criminal charges. For content creators and users who are also Zalando employees, all policies being applicable in their employment relationship continue to apply.

1. Safety and wellbeing

1.1 Violent or dangerous behaviour

We are committed to creating a safe and inclusive environment for everyone. Content that glorifies or promotes violence, self-harm, or dangerous behaviour will not be tolerated. Our goal is to foster a peaceful and inclusive community, and we encourage you to reflect these values in your content.

Prohibited content in this regard includes, but is not limited to:

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- Explicit references to extremist organisations, self-harming behaviours, or any content that promotes harm or abuse.
 - Content that celebrates military conflict, war, or violence, including military-themed attire, weaponry, or war-related language.
 - The use of camouflage patterns combined with military imagery or items associated with weapons (such as weapon-themed accessories or decor). This extends to any phrases, hashtags, or imagery that evoke or glamorise violence or militaristic ideologies.
 - Content that depicts or implies harm (such as fighting, self-injury, or terrorist activities) or is linked to gangs or extremist groups is strictly prohibited.

1.2 Adult content, objectification and exploitation

We do not allow descriptive or graphic depictions of sexual activity, especially if it objectifies or exploits others. Content featuring minors in any sexualized or suggestive way is strictly prohibited and will be removed immediately. We have a zero-tolerance policy for anything that could promote human trafficking or exploitation, including content that implies control, coercion, or abuse for personal or commercial gain. Any content featuring individuals without their consent, such as voyeuristic or shaming material, is also banned. We allow certain content that includes sexual themes, providing it is educational in nature and doesn't break our other guidelines such as objectification and exploitation.

1.3 Substance use

We are committed to fostering a positive, inspiring, and health-conscious environment. As such, we do not allow content that promotes or glamorises the use of harmful substances or intoxicants, including illegal or pharmaceutical drugs, excessive alcohol, tobacco, or vaping.

Prohibited content in this regard includes, but is not limited to:

- Any imagery, symbols, or messages promoting drugs, including but not limited to cocaine, heroin, magic mushrooms and marijuana.
- Any imagery, symbols, or messages promoting smoking or vaping.
- Any imagery, symbols, or messages promoting the use or overconsumption of alcohol.



1.4 Personal identifying information and doxxing

We are deeply committed to safeguarding the privacy of our community. To ensure a secure environment for everyone, the sharing of personal identifiable information is strictly prohibited.

Prohibited content in this regard includes, but is not limited to:

- Home addresses
- Phone numbers
- Email addresses
- Financial information (e.g. bank account or credit card details)

Please be aware that personal information can also be derived from photo or video images. This may be the case if other people can be seen directly or in the background, or if such information can be taken from documents visible on them.

Additionally, we do not tolerate any form of doxxing, which involves maliciously sharing someone's personal information with the intent to harass, intimidate, or harm them. Protecting users from risks like identity theft, harassment, and cyberbullying is crucial to fostering a secure and trustworthy environment. Our commitment ensures that everyone on Zalando can engage with confidence, knowing their safety and privacy are respected.


2. Respectful interaction

2.1 Discrimination and harassment

We stand firmly against all forms of discrimination and hate. Content that perpetuates stereotypes or targets individuals based on their ethnicity, nationality, gender, religion, political views, disability, age, or sexuality will not be tolerated. Harassment includes any behaviour/act that has purpose or effect to create an intimidating, hostile, degrading, humiliating or offensive environment and directed to individuals based on race or ethnic origin, gender, religion or belief, disability, age or sexual orientation.

Prohibited content in this regard includes, but is not limited to:

- Repeated tagging or messaging another user despite being asked to stop
- Sending hostile messages

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- Stalking, coordinated campaigns to harass individuals or brands, or any behaviour that contributes to a hostile environment.

2.2 Bullying

Bullying includes any actions or language intended to intimidate, demean, or humiliate others, or that result in such outcomes. Whether overt or subtle, such as exclusionary behaviours or language targeting others, bullying has no place on our platform.

Prohibited content in this regard includes, but is not limited to:

- Posting hurtful comments about another user, talent, or creator's personal style or body shape

2.3 Defamation, extremism, hate speech

We are committed to creating a community where respect, inclusion, and kindness are at the core of every interaction, and hate has no place here.

Defamation includes sharing false, misleading, or malicious information with the intent and/or effect of damaging a person's or brand's reputation. We encourage you to share honest and constructive feedback, but all opinions and statements must be fact-based and respectful.

Prohibited content in this regard includes, but is not limited to:

- Fabricating information to harm a user or brand's credibility, spreading false rumours about a user or creator, or making unsupported claims about a brand's ethics or practices.

We do not tolerate any content that promotes extremism or supports harmful ideologies. This includes also hate speech – abusive or threatening content that expresses prejudice on the basis of religion, sexual orientation, or similar grounds.

3. Cultural sensitivity and inclusion

3.1 Stereotypes, cultural appropriation and appearance

We believe in celebrating diversity and inclusivity. We don't tolerate content that relies on harmful stereotypes, cultural appropriation, or promotes unrealistic



beauty standards or body shaming. Stereotypes oversimplify and misrepresent people or communities, and we want to create an environment that values authenticity. Cultural appropriation, where elements of one culture are used disrespectfully or without permission, has no place here. We're committed to rejecting any misrepresentation or harmful comments about appearance, and instead, we encourage content that respects all cultures and promotes positive, inclusive messages.

3.2 Inappropriate language

We are committed to fostering a respectful and welcoming environment. Content containing slurs, profanities, or any language intended to harm, intimidate, or degrade others is strictly prohibited.

Prohibited content in this regard includes, but is not limited to:

- The use of offensive words like "fuck" and any variations, including symbols or translations in other languages.

We expect you to communicate with kindness and consideration, creating a space where everyone feels valued and respected.

4. Content quality and integrity

4.1 Content standards

Ensuring high-quality content is crucial for a positive and trustworthy experience on Zalando. Quality content contributes to a vibrant and credible community, fostering meaningful interactions and supporting the integrity of the platform. Content should be clear and easy to understand or interpret. This means avoiding content that is confusing, illegible, or unnecessarily difficult to engage with. All content should be pertinent and add genuine value to the community. Irrelevant, off-topic, or redundant content diminishes the overall quality of the platform and detracts from others' experience. Content must be honest and reflect accurate information or genuine experiences. Misrepresentations, falsehoods, or misleading material can erode trust and compromise the integrity of the community.



Images: Use high-quality, clear images that are not pixelated, grainy, or distorted. Ensure visuals accurately represent the subject matter and avoid excessive editing that misrepresents reality.

Videos: Videos should be clear and easy to follow, with good resolution and smooth editing. Avoid distracting elements and ensure the content effectively conveys the intended message or story.

4.2 Intellectual property and authenticity violations

We do not allow content that infringes or violates the intellectual property rights of any third party, including copyright and trademark, personal or other legal rights.

Prohibited content in this regard includes, but is not limited to:

- The promotion or sale of counterfeits or product imitations, such as products and services that copy the trademark (name or logo) and/or distinctive features of a third party's product or service to imitate the genuine product or service and which are likely to confuse others about the source, sponsorship or affiliation of the goods or services.

We do not allow content that features third parties/people (e.g. their image, likeness, voice or copyright) without consent of these third parties/people. We do not tolerate infringement of third party's personal rights.

If content contains music, the sole responsibility that the required licences are secured in advance to publishing (e.g. for the sound recording and/or the musical composition or combined moving and still images) in order to avoid infringing or violating the intellectual property rights of music rights holders lies with the content creator.

4.3 Misinformation, deceptive practices and artificial intelligence (AI)

We're committed to ensuring that all content on our platform is honest and accurate. We don't allow misleading claims, or false information about products or services, or any content that targets or offends specific groups. We also encourage creativity but ask that AI tools are used responsibly. Any content that's heavily edited or created with AI, especially if it mimics real people, products, or events, should be clearly labelled as AI-generated. Our goal is to keep the community trustworthy, creative, and transparent.



4.4 Greenwashing

Misleading claims or false information also includes greenwashing, which we do not allow. We are dedicated to promoting honesty and accuracy, including when it comes to sustainability claims and it is important to us that all content about sustainability is clear and truthful. For this reason, we do not allow exaggerated or misleading sustainability claims and require that all sustainability claims are based on concrete and verifiable information.

We ask that you do not overstate or exaggerate sustainability or any sustainability-related benefits of products and to be aware that there are currently no entirely “sustainable” or “green” products. This is because there is no comprehensive data or standardised methods to fully measure and verify every aspect of a product's environmental and social impacts. For example, while a product might use recycled materials, its production process or transportation could still have significant negative impacts. Therefore, claims such as “more sustainable” must be avoided and we ask you to instead focus on and talk about specific attributes of products (e.g. “this product has 20% recycled content”), but only after you have ensured that the product actually has these attributes.

4.5 Spam, scams, or advertising external business or services

To maintain an authentic and enjoyable experience for everyone, Zalando strictly prohibits spam, scams and unauthorised promotions. These activities not only disrupt your experience but can also lead to misinformation, scams, or other deceptive practices that compromise the community's trust and quality.

Spam refers to repetitive or irrelevant content that clutters the community. Keep your contributions meaningful and relevant to the Zalando community. Refrain from posting repetitive or off-topic material that distracts from the platform's purpose. Any content that could mislead or deceive other users, including scams or false claims, is strictly prohibited. Authenticity and honesty are key to fostering trust among community members. Unauthorised advertising includes promoting external businesses or services without approval. Content must not include advertisements or promotions for external businesses or services unless explicitly approved. This prevents the community from being inundated with unwanted marketing and preserves the platform's integrity. We do not allow you to share links that redirect others to external commercial websites or services

without prior consent, as it undermines the community experience and can pose security risks.



Prohibited content in this regard includes but is not limited to:

- Offering fake products or counterfeit goods, misrepresenting items or services to manipulate transactions, or sharing false claims to exploit others financially or emotionally.

5. Ethical and environmental standards

All images must be sensitive to animal welfare issues, and using live animals in photoshoots should be avoided. If animals are used, all care should be taken to reduce harm, stress and fear.

How to report content on Zalando

We require that all content must respect users' rights to transparency, privacy, and protection from harmful or deceptive content. Zalando is committed to a safe, fair digital environment, and you are expected to uphold these values in all content interactions.

- **Reporting and complaints procedure; out-of-court dispute resolution:** On Zalando, we provide you with the opportunity to report content that you believe fails to comply with prevailing laws or our terms of use, such as these Community Guidelines. We will check the validity of the concern raised in a timely, diligent, non-arbitrary and objective manner and inform notifiers as well as content providers of our decision. If we find the concern valid, we will delete the content. If we find that the content complies with prevailing laws or our terms of use, we will not delete it. Content providers and notifiers, respectively, have the possibility to challenge this decision within 6 months of being informed of the decision. Furthermore, they have the option of approaching a competent out-of-court settlement body to challenge our decision (you can find a list of competent bodies published by the European Commission [here](#)), or appeal against it in the relevant courts. If you want to find out more about reporting content, you will find answers in our FAQ section [report content on Zalando](#). There, you will also find information



on contesting decisions restricting visibility of the content you may have provided.

- **Content submission misuse:** In the event of any instance of misuse regarding submission of content, we shall temporarily (or permanently) suspend the submission of content. The term “misuse” shall apply if you frequently submit content that violates applicable laws or our applicable terms of use. We shall consider all facts and circumstances available to us when assessing instances of abuse, and when deciding as to whether, and if so, for how long, to suspend the submission of content. This shall comprise the absolute number of content items containing manifestly illegal content, the relative proportion of content items containing illegal content in total, the severity of the instance of misuse, including the type of illegal content, and of its consequences, and – if ascertainable – the intentions being pursued by the person submitting content. Before suspending the submission of content, we shall issue a warning. We shall also inform you about the duration of any possible suspension.
- **Reporting misuse:** In the event of any instance of misuse regarding submitting reports or complaints, we shall temporarily (or permanently) suspend the processing of reports and complaints. The term “misuse” shall apply if you frequently submit reports or complaints that are clearly unfounded. We shall consider all facts and circumstances available to us when assessing instances of abuse, and when deciding as to whether and, if so, for how long, to suspend the processing of reports and complaints. This shall comprise the absolute number of clearly unfounded reports or complaints, the relative proportion of unfounded reports and complaints in total, the severity of the instance of misuse and – if ascertainable – the intentions being pursued by the reporting party. Before suspending the processing of reports and complaints, we shall issue a warning. We shall also inform you about the duration of any possible suspension.