



Community Guidelines

Effective: 1 May 2026

Summary

The Zalando Community Guidelines outline the expected content and behaviour for all users to ensure a safe, diverse, and positive fashion and lifestyle platform. The core principle is that all content must be relevant and add genuine value.

The guidelines cover seven main areas:

1. **Disrespectful Content & Behaviour:** We do not allow bullying, harassment, impersonation, sharing of personal information, profanity or abusive language.
2. **Hateful and Harmful Content:** We do not allow discrimination, hate speech, hateful ideologies, terrorism, or gender-based violence.
3. **Sensitive Content:** We do not allow content related to elections, glorification of violence or military conflict, promotion of suicide, self-injury, disordered eating, or harm directed towards animals.
4. **Authenticity and Deceptive Practices:** We do not allow misinformation.
5. **Sexual Content and Nudity:** We do not allow content that contains explicit or implicit sexual activity, adult nudity, or sexually suggestive content.
6. **Solicitation and Exploitation:** We do not allow content that could be considered non-consensual intimate images (NCII), content offering or requesting sexual services, content promoting human exploitation or trafficking, nor content that is child sexual abuse material (CSAM) or child exploitation.
7. **Regulated Goods and Services & Unauthorised Advertising and Selling:** We do not allow spam, scams, unauthorised promotion of external businesses and weblinks, infringement of intellectual property or distribution of counterfeits, promotion of dangerous substances (including illegal drugs, tobacco, excessive alcohol consumption) or the promotion or sale of animals or animal parts.

Violations of these guidelines may lead to enforcement actions, beginning with the removal of any offending content. Depending on the severity of the violation,



we may take additional measures, such as restricting the use of certain platform features or pursuing legal action.

You can report content if you think it is illegal or violates these guidelines. We will check these reports and inform you of the outcome.

If we determine your content has violated our community guidelines and you disagree with this assessment, you can request that we review the content again. In addition, you have the option of pursuing an out-of-court dispute resolution, as well as ordinary legal recourse.

Community Guidelines

We wrote the following rules so that all users can safely express themselves and become empowered and confident in their unique style. Zalando is a space that celebrates diversity, encourages confidence, and promotes positive engagement. As a fashion and lifestyle platform, we want our users to be inspired by what they experience on Zalando. Therefore, all content must be relevant and should add genuine value to the community. Irrelevant or off-topic content diminishes the overall quality of the platform and detracts from others' experience.

These guidelines apply to all user- and creator-generated content, including text, videos, images. These guidelines are included in our Terms of Use.

1. Disrespectful Content & Behaviour

Using Zalando's social features means responsibly engaging with other users. Respect and inclusiveness should be at the core of every interaction. Exclusionary and disrespectful behaviours and language, whether overt or subtle, are not allowed.

1.1 Bullying & Harassment

We do not allow any form of bullying and harassment, including sexual harassment, unwelcome sexual advances, stalking, intimidation, threats, insults, or efforts to humiliate others.

1.2. Impersonation

We do not allow users to pose or misrepresent themselves as public figures or other famous individuals, brands or organisations.



1.3. Personal Information and Doxxing

We do not allow the sharing of anyone's personally identifiable information, including but not limited to contact, financial and medical information. Personal information can also be derived from photo or video content.

1.4. Profanity

We do not allow content containing profanities. This includes content written in an attempt to hide or disguise profanity.

2. Hateful and Harmful Content

We encourage creativity and self-expression; however, we will not allow self-expression that causes or fosters severe societal harms. Any form of discrimination, organised hate, or hateful ideology is not allowed on our platform.

2.1 Hateful Ideologies, Organised Hate and Terrorism

We do not allow any content that expresses praise or support for hateful ideologies, terrorist organisations or violent extremism. Any representation thereof, including associated entities or symbols, is also not allowed. This includes right-wing extremism, (Neo-)Nazism, white supremacy, Islamist extremism, misogynist ideologies, anti-LGBTQ+ ideologies, antisemitism and/or global conspiracy ideologies (e.g. Holocaust denial).

2.2. Hate Speech

We do not allow any form of discrimination on the basis of race, ethnicity, national origin, disability, religious affiliation, sex, gender identity, sexual orientation or age, for example hate speech, slurs, negative stereotypes, dehumanising comparisons or cultural appropriation.

2.3. Gender-Based Violence

We do not allow any form of gender-based violence. This includes harassment, intent to commit sexual harm, and incitement to physical harm, all when directed against women or other vulnerable communities.



3. Sensitive Content

As a fashion and lifestyle platform, Zalando is not intended as a space for election campaign content nor violent or militaristic content. We also do not allow content that depicts or encourages conflict and violence towards humans or animals.

3.1. Election-Related Content

We do not allow election-related content. This includes support of electoral candidates or political parties, as well as any encouragement to vote or information on how to vote.

3.2. Glorification of Violence and Conflict

We do not allow content that glorifies violence, war or military conflict. This includes phrases or imagery that evoke, glorify, incite or endorse violence, armed conflict or militaristic movements.

3.3. Suicide, Self-Injury and Eating Disorders

We do not allow content that glorifies or encourages self-harm, suicide or disordered eating.

3.4. Animal Harm

We do not allow content that depicts or describes harm to animals, or generally shows them in a state of fear, stress or harm.

4. Authenticity and Deceptive Practices

We don't allow any kind of misinformation, this kind of content undermines the trustworthiness of our platform and can cause severe social and physical harm.

[Sustainability](#) standards are taken very seriously on Zalando; we aim to provide our users with clear, transparent and trustworthy information on complex sustainability topics. For this reason, we require that all sustainability claims be based on verifiable information.



4.1. Misinformation

We do not allow false or misleading information. In particular, we prohibit misinformation that could lead to physical harm or violence or that is intended to target or offend specific groups.

This includes any health-related misinformation, manipulated media (including AI-created or AI-manipulated media) and exaggerated or misleading sustainability claims about products and services.

5. Sexual Content and Nudity

Zalando is a platform for everyone, however, there are different standards for how much body exposure and sexual content is socially and culturally accepted across our community. For this reason, we don't allow content featuring explicit or implicit sexual activity, including any display of nudity.

5.1. Adult Nudity and Sexual Activity

We do not allow depictions of explicit or implicit sexual activity or adult nudity, this includes descriptions of sexual activity.

We do not allow content or behaviour that is overly sexually suggestive, this includes descriptions or allusion.

5.2. Sexually Explicit Content

We do not allow content that offers or asks for pornographic material, including the sharing of weblinks to third-party sites that contain pornographic content.

6. Solicitation and Exploitation

Zalando is not a place for content that harms the dignity and safety of another person.

6.1. Adult Sexual Solicitation

We do not allow content that offers or asks for adult sexual services.



6.2. Adult Sexual and Human Exploitation

We do not allow content related to sexual exploitation, sexual assault and sexual violence. Therefore we don't allow any content that could be considered non-consensual intimate images (NCII), such as voyeuristic material.

We do not allow content promoting or supporting forms of human exploitation, including human trafficking, labour exploitation, slavery, organ trafficking and forced marriages.

6.3. Child Sexual Abuse and Exploitation

We do not allow content related to the sexual exploitation of children, including Child Sexual Abuse Material (CSAM), grooming or content featuring minors in any sexualized way.

Any content depicting or implying CSAM is strictly prohibited and will be removed immediately. In addition to minors and/or children, this prohibition applies to the depiction of individuals who appear younger than 18 years of age.

7. Regulated Goods and Services & Unauthorised Advertising and Selling

At Zalando we don't allow deceptive practices that compromise the community's trust, such as content we consider to be spam or scams. We also do not allow content that promotes or glamorises the use of dangerous or harmful substances.

7.1. Spam and Scam

We do not allow spam or scams (e.g. sexual, health or beauty clickbait).

7.2. Unauthorised Promotions, Advertising and Selling

We do not allow any unauthorised promotion of external business and services, including unauthorised weblinks to other commercial websites or services.



7.3. Intellectual Property & Counterfeit Items

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. Specifically prohibited content includes, but is not limited to, the promotion or sale of:

- counterfeits or product imitations;
- products and services that copy the trademark (name or logo) and/or distinctive features of a third party's product or service;
- products that are likely to cause confusion 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 any 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.

7.4. Regulated Goods and Services

We do not allow content that promotes or glamorises the use of dangerous, regulated or harmful goods or substances, including illegal or pharmaceutical drugs, tobacco or vaping, and excessive alcohol consumption.

We do not allow the sale of animals or animal parts, nor any attempts to solicit their trade.

How Zalando takes action

Our Trust & Safety team reviews content that is reported by users or flagged by our systems. We employ a mix of human and automated review processes to identify potentially violating content. When a violation of our Community Guidelines is discovered, whether proactively or reactively, we take a number of enforcement actions based on the severity of the violation. When determining the appropriate recourse, we consider the severity of the harm, the type of user content (i.e. text, image, behaviour), and the user's history of past violations.



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

If you found something that you think violates our Community Guidelines, other Zalando policies or local laws, you can report that content to us. Look out for the 'Report a legal concern' link (visually marked with a flag icon) present on every item details page or for the 'Report' button found right next to the user content you wish to flag. If you want to find out more about reporting content, you will find answers in our FAQ section [report content on Zalando](#).

After a report is made, we will review the content and take appropriate action. We will also inform you about the outcome of your report.

Enforcements actions

After determining a violation of the Community Guidelines has occurred, we remove the content in question. We also assess the severity of the violation and take action accordingly.

For a first violation the user will receive a warning message.

If a user has repeatedly violated our Community Guidelines, we may take additional action and may issue a strike against the user's account. Users who accumulate strikes may face temporary suspension from specific platform features, such as the ability to share Boards. After receiving three strikes, we will permanently suspend the user's ability to use certain features of the platform.

Whether we apply a strike depends on the severity of the violation.

If a user has no additional violations within a period of 90 days, the strikes will expire and the strike count will reset.

For example, if a user posts an image that violates our guidelines, they may receive a warning. If the violation was not severe, there will be no additional consequences. However, if there are further violations within 90 days or if the initial violation is found to be more severe, the user may receive a strike and with this lose access to some features for a few days or even permanently.

In some cases, a violation may be severe enough that Zalando will disable a user's account after one occurrence. An example of such a severe violation would be sharing Child Sexual Abuse Material (CSAM).

In addition to Community Guideline violations, the frequent provision of manifestly illegal content may lead to the temporary or permanent suspension of your account. Before any such suspension, we will issue a prior warning. Our decision will consider the severity, the frequency of violations, and the intent behind the misuse of our platform.



Appealing a decision

Whether your own content was flagged for removal, or you reported someone else's content and we declined to remove that content, you are entitled to make a complaint and appeal our decision. After being informed of the decision that your content was removed or your report was dismissed, you have six months to make a complaint; we will review the content again.

Furthermore, you have the option of pursuing an out-of-court dispute resolution. You can find a list of competent bodies published by the European Commission [here](#), or appeal against it in the relevant courts.

Misuse of reporting processes (frequently submitting manifestly unfounded reports) may result in temporary or permanent suspension of your ability to report. Before taking this course of action we will give prior warning and a case-to-case consideration of the severity and frequency of misuse and, if possible, intent.

How we notify users

When a piece of content has been found to violate our Community Guidelines, other Zalando policies, and/or applicable laws, we remove the content in question and the user receives a warning message including the following information:

- Which specific content was removed and why;
- Which specific policy or law they violated;
- Whether a suspension has been applied (e.g. restricting the use of some platform features) and the duration of that suspension;
- How the user can appeal our decision.