



Transparency Report 2021

Our Purpose

To cultivate a kinder world where everyone has a neighborhood they can rely on

At Nextdoor, our purpose is to cultivate a kinder world where everyone has a neighborhood they can rely on. 66 million verified neighbors¹ in 11 countries² around the world turn to Nextdoor to access trusted information, give and get help, get things done, and build real-world connections with those nearby — neighbors, businesses, and public services. Nextdoor is the neighborhood network that brings these stakeholders together to build thriving, vibrant communities.

This Transparency Report is a reflection of our company values which define how we bring our purpose to life — including, **earning trust every day**. Trust is paramount to how we operate and we are committed to a transparent and inclusive culture. We believe this is foundational to creating a welcoming platform that facilitates constructive neighborhood connections and conversations. In particular, this report will focus on 1) how we invest in neighborhood vitality, 2) our community moderation model, and 3) how we respond to government requests for user-generated content and user information.

Nextdoor's overall approach to promoting the vitality of our neighborhoods is to set clear guidelines and use a combination of human review and technology to encourage the behaviors that support our purpose. Since launching our first neighborhoods in 2011, we've ensured that Nextdoor neighborhoods are made up of real people nearby. We require all new neighbors to accept our Neighbor Pledge upon joining, and we enforce Community Guidelines that ensure personal accountability for interactions on the platform. Neighbors are able to address any guideline violations by either reporting the content or the author.

We've always believed it's important to incorporate local context into moderation decisions, which is why we've built our community volunteer programs to empower thoughtful moderation for neighbors, by neighbors. At the same time, review of potentially harmful content, e.g., misinformation and discrimination, and neighbor behavior is handled by trained specialists on the Nextdoor staff to ensure consistency and so that we can take appropriate action to support the neighbors involved. We work regularly with leading experts including our [Neighborhood Vitality Advisory Board](#) to refine our Community Guidelines, iterate on our features and tools, and develop strategic research teams that further our work to create and maintain a welcoming platform.

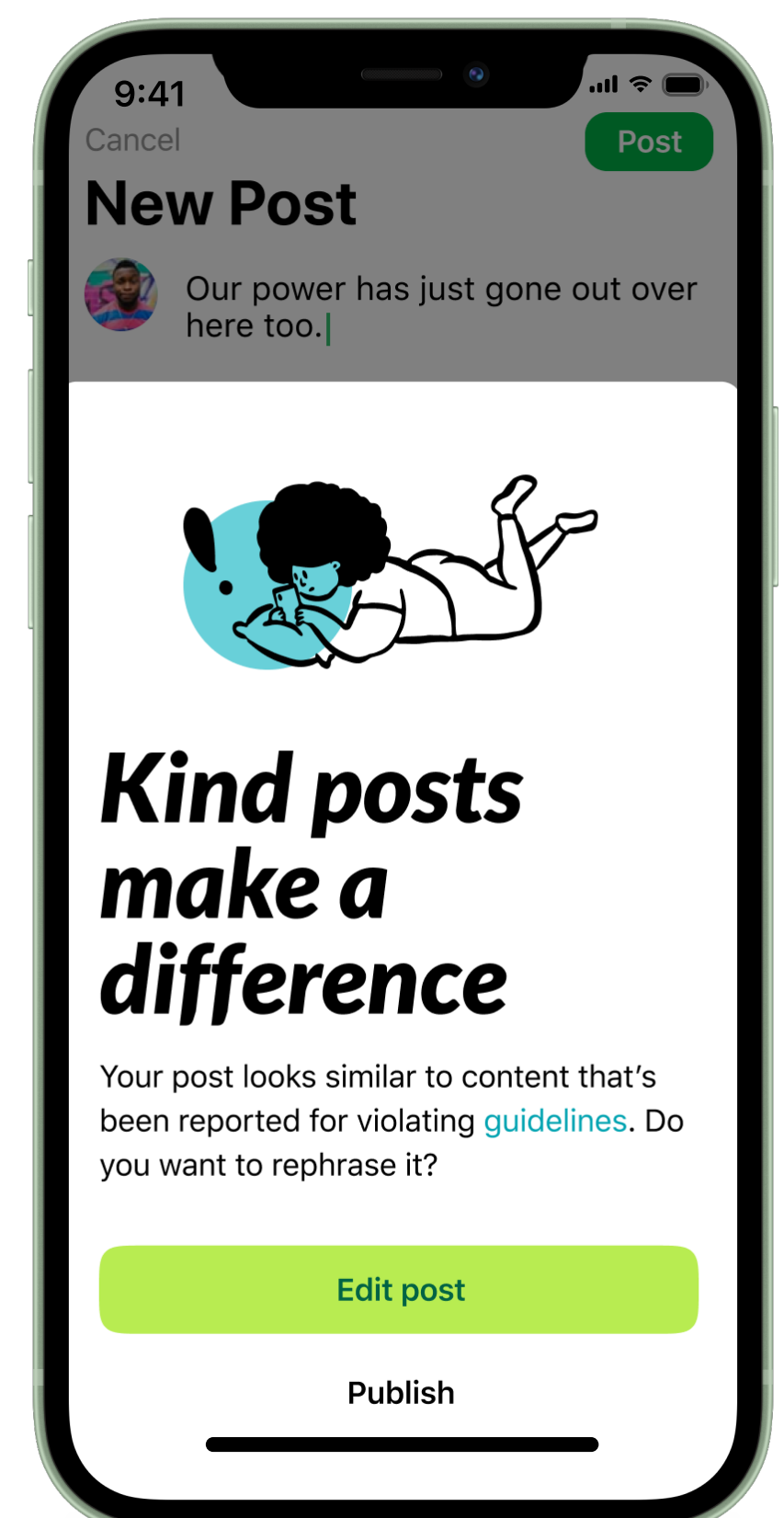
1. Verified Neighbor data as of 9/30/21. Citations to data hereafter are for the entirety of 2021.

2. Countries include the United States, United Kingdom, France, Germany, the Netherlands, Italy, Spain, Australia, Denmark, Sweden, and Canada.

Investing in Neighborhood Vitality

We are committed to creating a welcoming platform where everyone belongs. To that end, we've chosen quality of engagement over quantity and invested in adding moments of friction throughout the platform to slow people down and combat bias. The results are encouraging. Here are just some of our active in-product features:

- **Welcoming Real People:** Nextdoor is a community built on trust and genuine connections. We ensure neighbors are connected to real people in the neighborhoods that matter to them by requiring everyone to sign up with their real names and addresses. This ensures that conversations and interactions on Nextdoor are between real people creating trust and mutual accountability.
- **Neighbor Pledge:** Upon joining Nextdoor, all neighbors must agree to the Neighbor Pledge, which is a commitment to treat everyone in the Nextdoor community with respect. We also make our Community Guidelines transparent, comprehensive, and easily accessible. These guidelines help promote thoughtful conversations and explicitly forbid racism, discrimination, misinformation, and other types of harmful content.
- **Kindness Reminder:** Our innovative Kindness Reminder is a critical part of our infrastructure that detects language that may potentially violate our Community Guidelines, and encourages the author to edit their content before they publish. This prompt was developed in conjunction with social scientists, and is designed to encourage positivity and minimize both the creation and visibility of harmful content across the Nextdoor platform. In 2021, neighbors who encountered this reminder edited or withheld their post or comment on average 34.6% of the time. Importantly, this technology has also been deployed across other topics where slowing down the user has benefits. See our Anti-Racism Reminder below.
- **Anti-Racism Reminder:** Our [anti-racism notification](#) detects certain discriminatory phrases, and prompts the author to consider editing their post or comment before it goes live. The notification aims to make people aware of language that may violate our [policy against discrimination](#) and the harm that can be caused by the use of these phrases. In 2021, neighbors who encountered this reminder edited or withheld their post or comment on average 34.4% of the time.



Community Moderation on Nextdoor

Nextdoor's [Community Guidelines](#) set the standards for interacting on the platform in a productive and civil manner. Enforcement of these guidelines and efforts to keep interactions on the platform safe and productive is a balance of community-based human review and technology, both of which work to detect three main categories of guideline-violating content:

- **Hurtful:** Content that neighbors consider uncivil, e.g., insults, rudeness, name-calling.
- **Harmful:** Content that Nextdoor considers fraudulent, unsafe, e.g., misinformation, or unwelcoming, e.g., discrimination.
- **Other:** Misplaced commercial content or content posted in error.

Efforts to address guideline-violating content include:

- Tools to automatically detect and report harmful content;
- Product features that enable neighbors to [report guideline-violating content](#);
- Volunteer community moderators on Neighborhood Teams who monitor community discussions and help keep dialogue on the platform civil; and
- A Neighborhood Operations Team of trained specialists who review content and accounts that have been flagged and take appropriate action to support the neighbors involved.

Community moderation is essential to our platform because we want neighborhoods on Nextdoor to reflect thriving neighborhoods in the real world. Many of our neighborhoods are made up of different people with differing viewpoints – we champion that, and see Nextdoor as an essential building block for creating a stronger local community that promotes productive discourse.

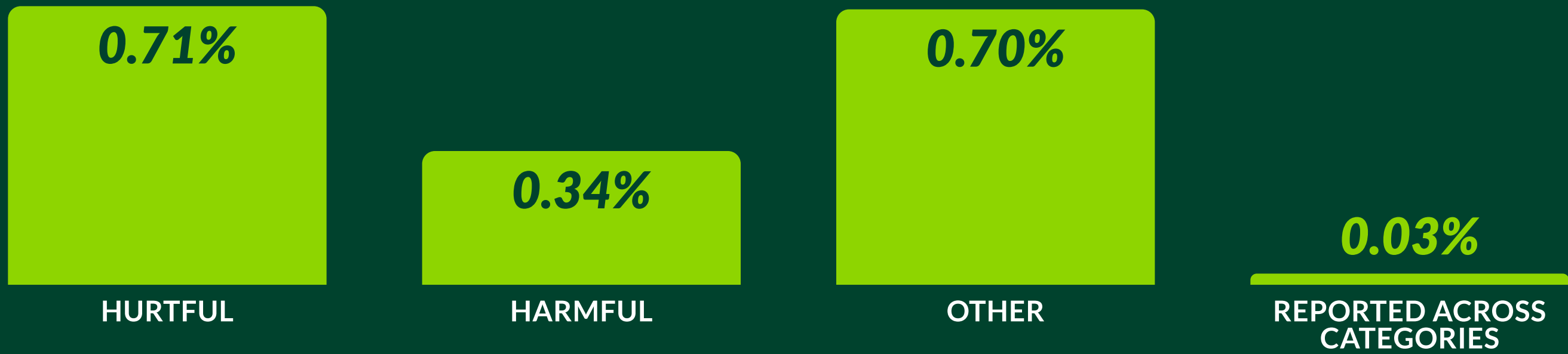
In 2021, we had 233,615 volunteer community moderators on our Neighborhood Teams who voted on at least one piece of reported content. These volunteers are active Nextdoor neighbors who have access to moderation tools to ensure the guidelines are being followed in their Nextdoor neighborhoods. When content is reported by a neighbor or by our automated systems, volunteer community moderators can vote on whether or not they think it violates Nextdoor's Community Guidelines. In 2021, our volunteer community moderators reviewed 86.9% of all reported content (1.8% of all pieces of content), and voted to remove 52.5% of reported content in a median time of 4.6 hours.

While volunteer community moderators review most types of guideline-violating content, reports of certain types of harmful content, like misinformation and discrimination, are sent directly to and handled by our trained Neighborhood Operations staff.³ Given that this content can be particularly sensitive, we rely on our internal agents who have special training to ensure consistent and objective outcomes. Below, we break down, by category, the amount of reported content, the percent of guideline-violating content reviewed by reviewer, and the time it took for each moderation system to act.

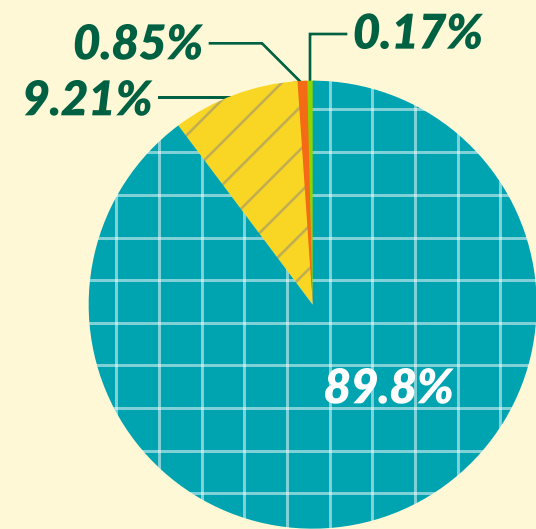
3. Some reports of multi-guideline-violating content are reviewed by both community moderators and our trained Neighborhood Operations staff. When this occurs, a decision by either moderator to remove content is determinative.

Moderation on Nextdoor

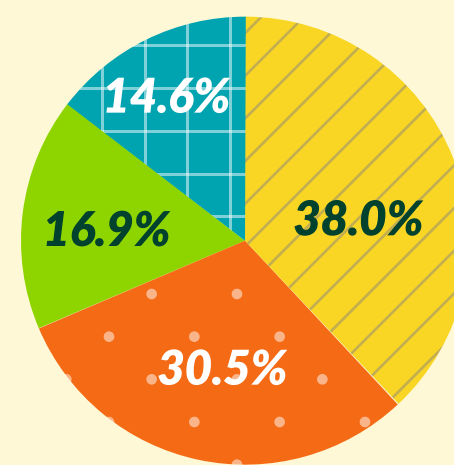
Reported Content, As % Of Total Content



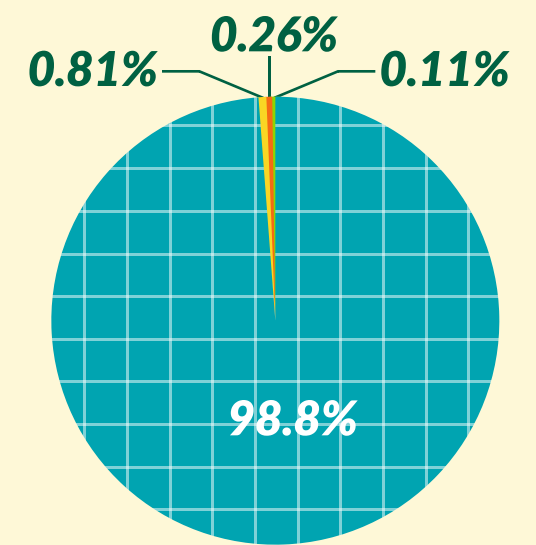
- Community Review
- More Than One Reviewer
- Automation
- Neighborhood Operations Staff



HURTFUL CONTENT REVIEWED, BY REVIEWER



HARMFUL CONTENT REVIEWED, BY REVIEWER



OTHER CONTENT REVIEWED, BY REVIEWER

Median Time To Removal, Community Review

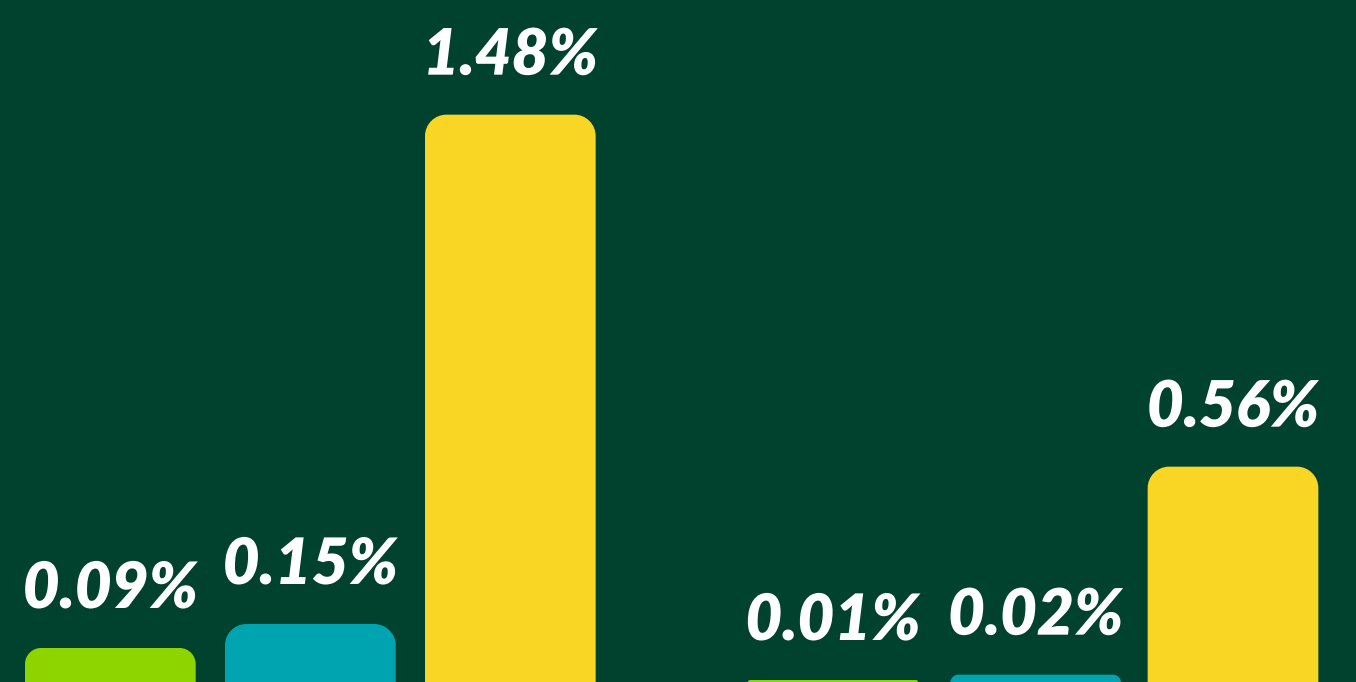


HURTFUL HARMFUL OTHER



Median Time To Removal, Neighborhood Operations Staff Review

- HURTFUL
- HARMFUL
- OTHER

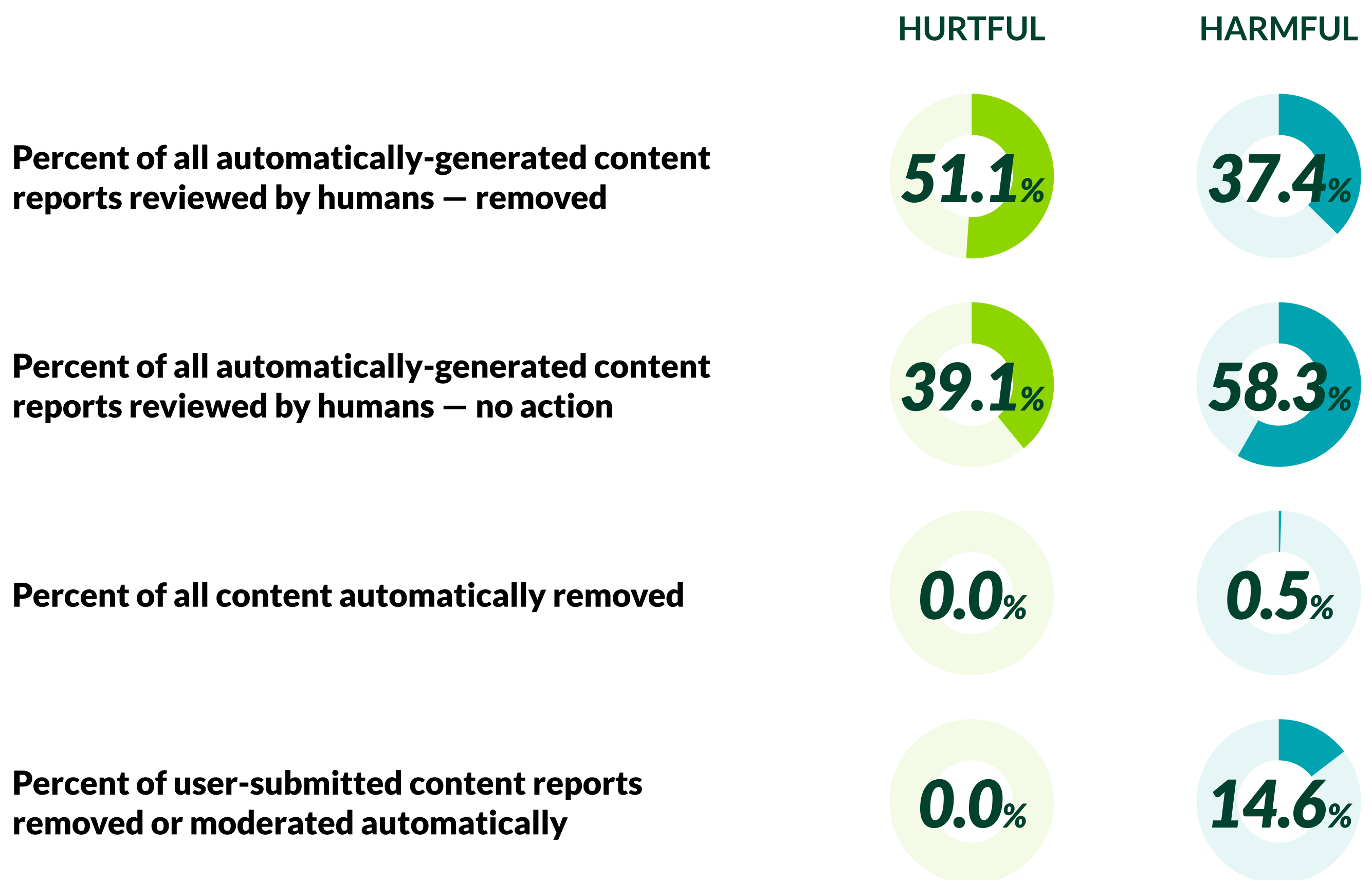


Percent Of All Neighbors Whose Accounts Were Reviewed

Percent Of All Neighbors Whose Accounts Were Suspended (Temporarily or Indefinitely)

Automated Reporting & Review

We use automation to help identify content for human review as well as moderate user-reported content.



Responding to Government Requests for Neighbor Information

Government agencies around the world can, by law, request neighbor information for civil, administrative, and law enforcement reasons from Nextdoor. In this report, we've included information about the raw number and type of requests we received from government agencies in 2021 for our 66 million verified neighbors⁴.

Prior to providing information to government agencies, each request is reviewed to make sure it satisfies applicable laws. From there it is determined if content is available and can be provided.

2021 United States Government Requests for Information

	Raw Number of Requests	Provided Content	Provided Non-content Only	Preserved	No Data Found	Rejected	Number of Accounts Impacted
COURT ORDER	1	0	1	0	0	0	1
EMERGENCY REQUESTS	2	0	1	0	0	1	1
PRESERVATION REQUEST	9	0	0	8	0	1	0
SEARCH WARRANT	8	6	2	0	0	0	11
SUBPOENA	16	0	15	0	1	0	18
CHILD SAFETY (CYBERTIP REPORTS) ⁵	0	2	0	0	0	0	2

2021 International Government Requests for Information

	Government Information Requests	Some Information Produced	Raw Number of Accounts Impacted
UK	21	21	26
NETHERLANDS	2	2	6

4. Verified Neighbor data as of 9/30/21.

5. Child Safety Reports were disclosed voluntarily by Nextdoor, and not in response to a government request.



It starts with a wave