

# Indeed Transparency Report

Jul. 1 - Dec. 31, 2020

Highlighting how we help people get jobs  
by protecting the job seekers and employers  
who use Indeed



As the world's #1 job site, Indeed is committed to helping people get jobs.<sup>1</sup> With every decision we make, we ask ourselves, **"What's best for the job seeker?"** in service of making it faster, easier and more enjoyable for people to get a job. Our job seeker-first mentality ultimately benefits employers, as well, by getting the right people in the right jobs, quickly.

We greatly value **the trust that 250 million unique visitors place in us** during critical stages of their career development and business growth.<sup>2</sup> This edition of the Indeed Transparency Report highlights the ways in which we protect the privacy and security of our job seekers and employers. All data found in this report is from July 1 to December 31 and covers such topics as:

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<sup>1</sup>Source: Comscore, Total Visits, March 2020. <sup>2</sup>Source: Google Analytics, February 2020

# Security

**As Indeed's first layer of defense from potential threats, the Security team works closely with Indeed's Product teams to protect job seekers and employers on our site in many ways, including by...**

Blocking bots and malicious requests

Running a bug bounty program

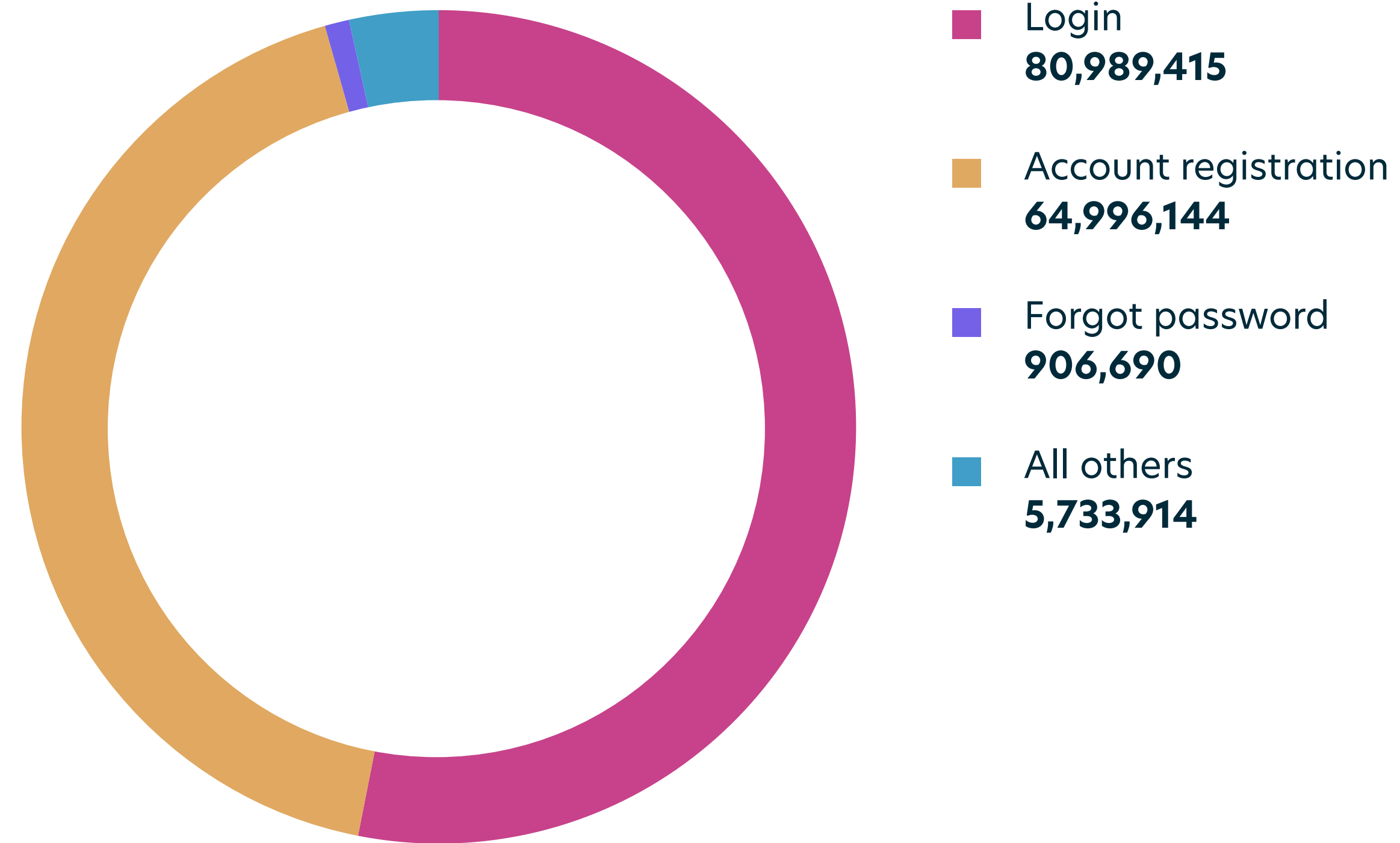
## Blocking malicious traffic

Security uses a multi-layered system of defenses to detect and mitigate malicious traffic on Indeed, which primarily takes the form of bots, in addition to some human fraudsters.

**Malicious bots** are automated programs that can steal personal data, register fake accounts and otherwise abuse our platform. Indeed has implemented automated strategies that leverage network reputation, anomaly detection and other machine learning solutions to distinguish between human users and bots, blocking the latter before they infiltrate Indeed's platform.

**Malicious requests** are human-directed attacks on a network, through which bad actors attempt to compromise user accounts to perpetrate fraud. Though Indeed believes that most people on the Internet have good intentions, we strive to block those who don't by using technology to determine the origin and intent of requests into our system.

## Where malicious traffic gets blocked



## Running a bug bounty program

Six years ago, as part of our long-standing commitment to security, Indeed established both public and private bug bounty programs, through which over 2,000 researchers flag potential gaps in our systems in exchange for compensation (up to \$10,000).

By crowdsourcing this information from third-party researchers, Indeed is able to focus its internal resources on resolving the identified vulnerabilities.

	Public	Private	Totals
Unique submissions	817	51	868
Validated and accepted	80	23	103



# Search Quality

**As Indeed's second line of defense, the Search Quality team strives to protect job seekers and employers from outstanding instances of fraud and spam by automatically and manually...**

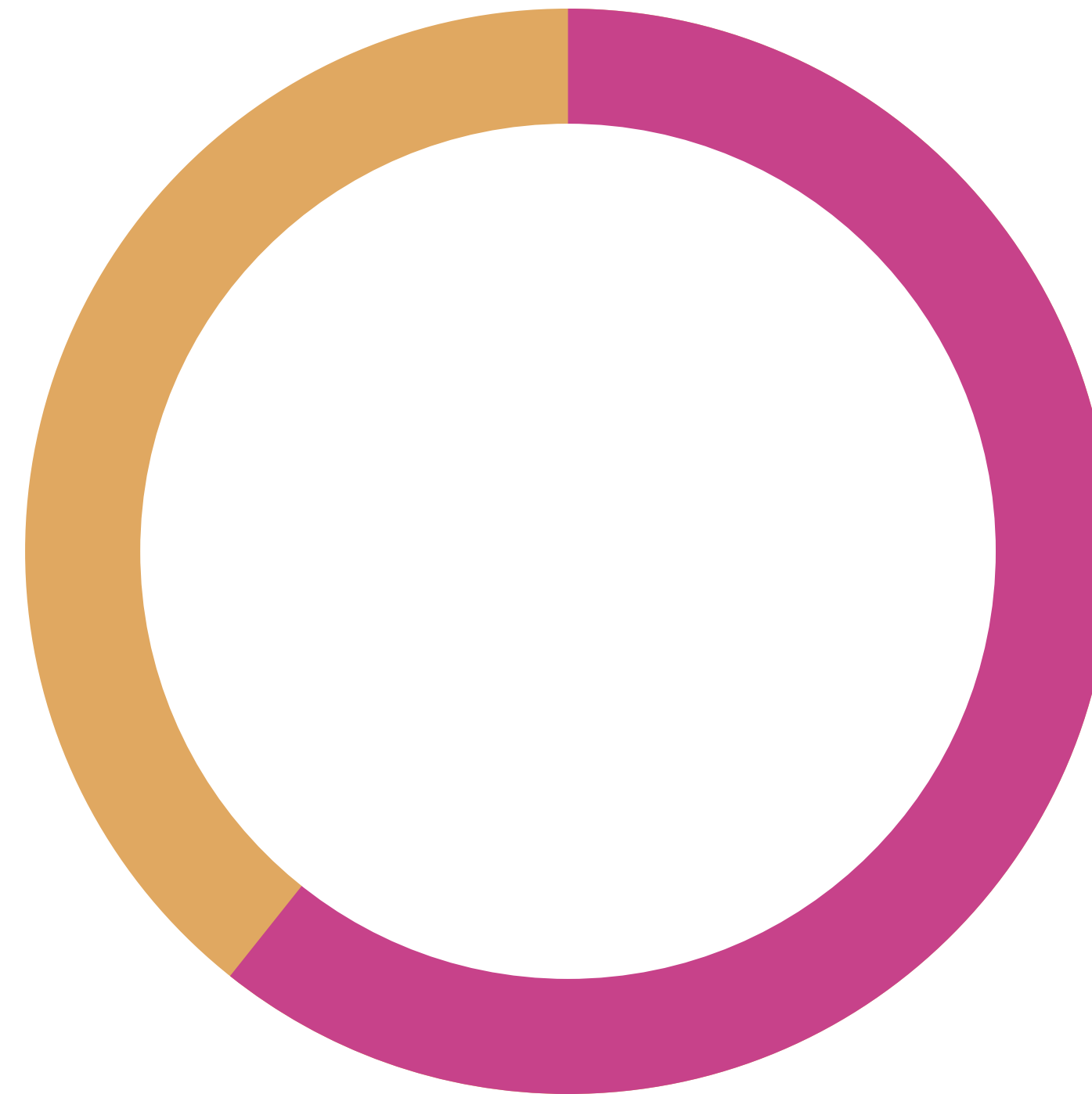
Identifying and removing fraudulent accounts

Identifying and removing low-quality job postings

# What's the difference between fraud and spam?

Indeed defines **fraud** as accounts or job postings that target job seekers or employers with malicious actions or law-breaking activities.

Indeed defines **spam** as accounts or job postings that may violate our quality [policies](#) and/or [guidelines](#).



- Accounts removed due to spam  
**260,052**
- Accounts removed due to fraud  
**168,914**



## Identifying and removing fraudulent accounts

Indeed uses automatic and manual means of identifying and removing fraudulent accounts from our site as quickly as possible. We put rules in place to flag potentially risky accounts for review by our moderators, and our Search Quality team proactively uses various tools and subject matter expertise to manually identify any accounts that the automatic system may miss.

Users can also identify and [report](#) potentially fraudulent accounts, which our moderators swiftly review and remove if they are found to be in violation of [our policies](#).

Through these automatic and manual means of identifying fraudulent accounts, Indeed is able to minimize their impact on our users, especially job seekers who do not then put themselves at risk by engaging with fraudulent employers.

### Total fraudulent accounts removed

Proactively identified and removed



Identified and removed due to user report



0 25,000 50,000 75,000 100,000 125,000 150,000 175,000

### Speed of removal

Removed in four days or less



0 25,000 50,000 75,000 100,000 125,000 150,000 175,000



## Identifying and removing low-quality job postings

Indeed also works in the best interest of job seekers by striving to ensure that the jobs posted on our site are of the highest quality possible. In order to remain visible on the site, postings must offer open jobs (not training opportunities, expired positions, etc.), provide a detailed and accurate description of the role and be free of vulgar or illicit content, in addition to meeting other criteria outlined [here](#).

As with fraudulent accounts, we have triggers in place that automatically flag postings that may not meet our standards for manual moderation. If a posting can be fixed, we will provide the employer with feedback and direct them to the [Employer Help Center](#) to help them do so. Additionally, users can flag any roles they deem problematic through the “report job” link at the bottom of any job posting. We use these reports to continuously improve our policy enforcement.

### Top job policy violation categories

Low quality post (i.e. job title does not match job description)



Post has been manipulated to improve search position



Poor application experience



Inconsistent income opportunity



Fees required from job seeker



0

25,000

50,000

75,000

100,000

125,000

# Data Privacy and Legal

**The Indeed Privacy team takes data security very seriously—read more about our guiding values [here](#). A few of the many ways in which they protect job seekers and employers include...**

[Facilitating Data Subject Right \(DSR\) requests](#)

[Processing government and private party requests](#)

## Our privacy values

We value the trust that job seekers and employers place in us to help them find the right jobs and candidates.

We strive to maintain this trust by investing significant resources to protect their personal data and adhering to our privacy values. Here are some of those values:

### Privacy by design

We take the protection of personal data into consideration when launching any new service or business process, ensuring there are systems and practices in place to do so.

### Privacy by default

We process Personally Identifiable Information (PII) to achieve the specific purpose for which the PII was provided. This also means that we are transparent with the individuals who use Indeed about:

- + The personal data we collect
- + Why we're collecting it
- + How it's processed

### Consistency

We afford all of our users globally the same transparency into our data privacy and protection practices through comprehensive privacy disclosures and similar rights to access and delete the personal data that Indeed holds.



## Facilitating Data Subject Right (DSR) requests

In compliance with privacy laws like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), we respond to requests from users regarding their personal data. These Data Subject Right requests typically fall into one of two categories:

### Access requests

Individuals are able to access most of their personal data on Indeed by visiting the site. Upon request, Indeed also gathers the personal data it holds on an individual and generates a report that allows them to access this data.

### Deletion requests

Indeed gathers the personal data it holds about an individual and, subject to certain limitations under applicable laws, deletes this data from Indeed's systems. This action also closes the individual's Indeed account.

	Totals
Access requests	4,746
Deletion requests	26,125

## Processing government and private party requests for information

Indeed receives information requests for user data from government and law enforcement agencies worldwide, as well as private parties in the US.

In striving to comply with local laws while also protecting our users' privacy, we produce information only when data protection or other laws require it.

Please note, we may not produce information in response to various government, law enforcement or private party requests, including those that:

- + Do not comply with data protection laws
- + Do not provide a unique identifier with which Indeed can accurately search our systems for an account
- + For which Indeed has no user account information
- + Are overly broad and that Indeed cannot narrow after consultation with the requesting party
- + Are withdrawn by the requesting party
- + Seek users' identifying information or account contents when Indeed is not legally obligated to produce it
- + Request information we do not collect

Indeed may object to these types of official requests through court procedures or by direct communication with the party.

## Processing government requests

Examples of government and law enforcement agencies include: US Department of Justice, State Workers Compensation and police departments. These requests may be in the form of a subpoena, court order or warrant.

## Number of requests by country

Requests for information can originate from any country in which we operate. However, the account information in question may exist elsewhere and, therefore, require the request to be rerouted to the appropriate location. The chart reflects the country from which the request was originally submitted.

## Rate of production

“Rate of Production” shows the percentage of cases for which Indeed provided user information to the requesting party.

## Number of accounts impacted

Indeed may receive one request for multiple accounts. This data reflects the number of accounts for which some information has been produced. The type and amount of information produced may vary by request.

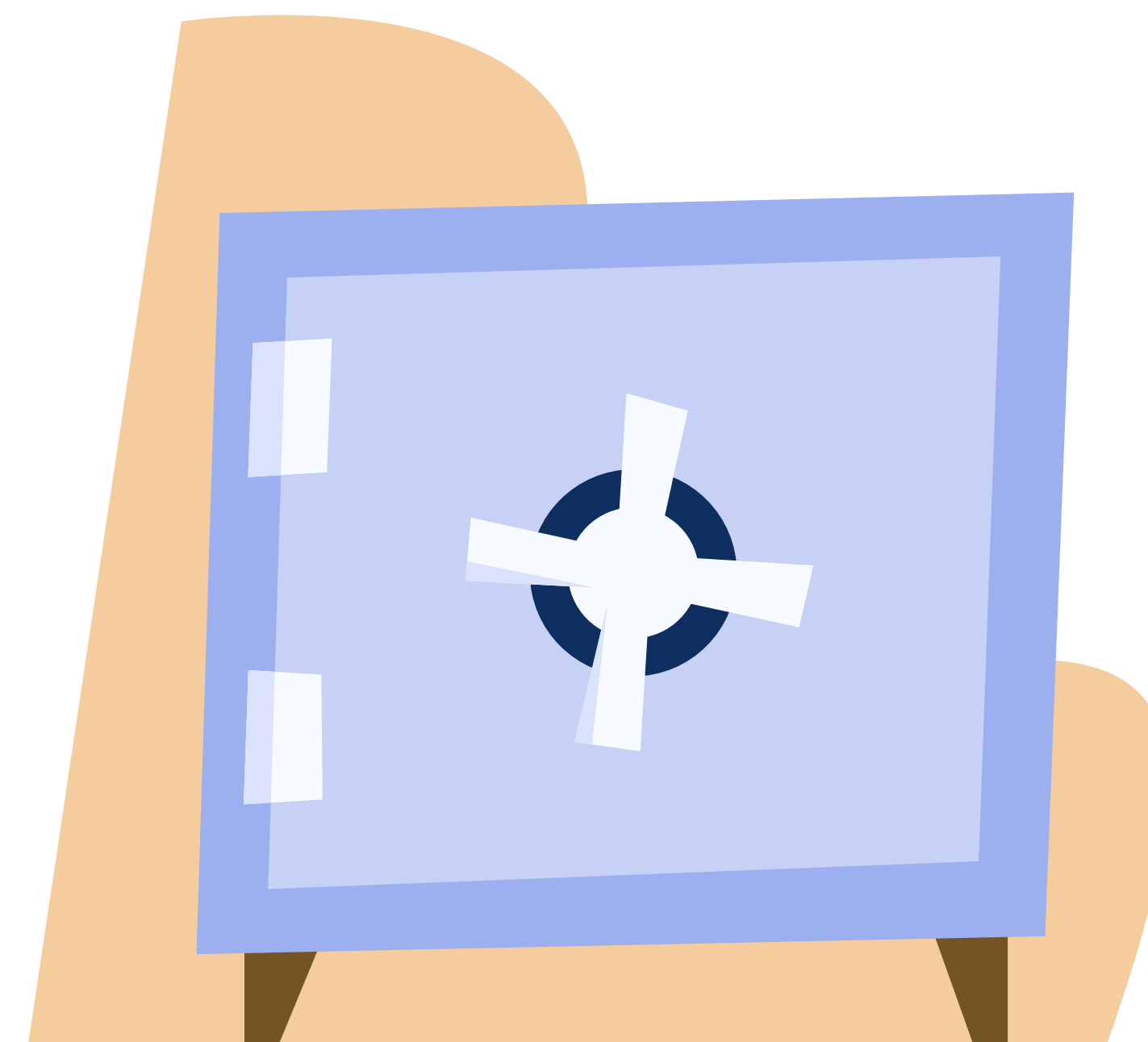
Country	No. of requests	No. of productions	Rate of production	Accounts impacted
United States	28	14	50%	35
Germany	1	1	100%	1
United Kingdom	2	1	50%	1
Spain	1	0	0%	0
Canada	1	0	0%	0
Singapore	1	1	100%	11

## Processing private party requests (US only)

Indeed defines information requests as private party when the information is requested by parties that do not represent a government or law enforcement agency, such as a law firm that represents an individual or a private organization.

In the US, there are many laws to protect user information. If Indeed receives a request to produce a job seeker or employer's information as a third-party in private litigation, Indeed will review the request and object whenever possible, only producing the requested information when required by law.

Location	No. of requests	No. of productions	Rate of production	Accounts impacted
United States	39	0	0%	0



# Additional resources

Indeed lives its mission to help people get jobs every day by ensuring job seekers and employers can safely search for the right position and candidate.

For more information on our efforts to help guarantee the validity and relevance of our job content, as well as the security and privacy of our users, please explore the following resources:

- + [HR Tech Privacy Center](#)
- + [Cookies, Privacy and Terms of Service](#)
- + [Job Seeker Help Center](#)
- + [Employer Help Center](#)
- + [Indeed Security](#)





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