

## Transparency Report

- Pursuant to Articles 15 and 24 of the Digital Services Act
- Reporting period: 1 January 2025 to 31 December 2025

CarGurus.co.uk is an automotive listings website and marketplace that operates in the UK. Content hosted on CarGurus.co.uk consists of

- dealer-provided content, such as vehicle details and descriptions, vehicle images, pricing and dealer profile information. Such content is provided by dealers and is subject to applicable regulations and the CarGurus' Terms of Use and Guidelines for Dealer Pricing and Marketing available on CarGurus.co.uk.
- user-generated reviews of dealers and associated dealer management responses. Such content is provided by site users who have contacted dealers through the [CarGurus.co.uk](https://www.cargurus.co.uk) platform and dealers who respond to those respective reviews. They are subject to internal publication guidelines and may be challenged by dealers through our review inquiry process.

## Dealer-provided content

### Policy enforcement

The policy enforcement program exists to:

- Ensure accurate vehicle pricing available to any shopper with no hidden conditions or excessive fees.
- Keep listing data accurate (year/make/model/trim/options/VIN/availability/ownership).
- Protect shopper trust, compliant dealers, and CarGurus from regulatory and reputational risk by removing misleading or abusive practices

To detect potential violations, CarGurus monitors signals from consumer complaints, dealer cross-reports, reviews, and internal/AI reporting.

### Anti-fraud efforts

The dealer fraud program exists to protect shoppers, dealers, and CarGurus from fraudulent dealer accounts and synthetic inventory, by:

- Detecting dealers or listings that are attempting to scam consumers.
- Removing or blocking those dealers/listings quickly (targeting sub-24-hour exposure) and coordinating enforcement with account teams.

- Reducing overall fraud risk on the marketplace to keep CarGurus safe, trusted, and transparent.

The feed integrity program exists to prevent and contain large-scale inventory feed compromises where scammers push fake inventory via third-party listing partners, by:

- Detecting signals that indicate a compromised inventory feed.
- Automatically skipping compromised feeds so fraudulent listings do not appear on site and coordinating cleanup on where needed.
- Protecting consumers from high-volume synthetic listings, while minimizing disruption to legitimate dealers whose feeds were compromised by third parties.

For both programs, CarGurus relies on a combination of internal automated detection tools, profiling tools, internal reporting of high-risk signals, and manual review to detect possible fraudulent dealers and compromised feed data.

## User-generated content

### Moderation

CarGurus operates automotive marketplaces that allow users to submit dealer reviews (reviews of individual dealerships) and vehicle reviews (reviews of specific year/make/model combinations). User-generated review content is hosted alongside dealer listings, pricing information, and vehicle details, and is an important signal for both consumers and dealers. CarGurus does not operate localized consumer sites in EU Member States; the review moderation model described in this section applies globally.

All reviews must comply with CarGurus' publication guidelines and applicable law. Before publication, reviews are assessed for possible violations. The publication guidelines are applied in a manner intended to be reasonable and proportionate, with a view to preserving legitimate consumer feedback while managing legal and safety risks.

CarGurus maintains a dispute program, allowing dealers to respond publicly to a review and then submit a Dealer Review Inquiry (*aka* challenge) if they believe the review breaches policy.

### Anti-fraud efforts

CarGurus maintains a review-fraud program focused on inauthentic reviews, particularly self-written or otherwise manipulated reviews intended to influence dealer ratings.

To detect manipulated/inauthentic reviews, CarGurus uses a combination of third-party risk and identity services and internal behavioural and account-level signals to identify patterns that are unlikely to reflect genuine, first-hand consumer experiences. Once identified, internal staff manually assess flagged reviews to confirm. If confirmed, the review is removed from the platform and warnings or penalties may be applied to the dealer account.

Taken together, these systems—publication guidelines, automated and human moderation, internal complaints handling, and fraud-focused enforcement—are designed to ensure that review content on CarGurus remains accurate, relevant to genuine automotive experiences, while preserving users' ability to share good-faith feedback about dealers and vehicles.