

Appeals Centre Europe (ACE)

Independent resolution of social media disputes for brands



The problem brands see every week

- Brands face risks on social media, from financial scams to ads appearing next to hate speech
- When brands report this content and platforms refuse to take action, few other options exist

What ACE does

ACE provides free, independent reviews of social media decisions under the EU Digital Services Act (Article 21)

- Certified by Ireland's media regulator (Coimisiún na Meán) to impartially review social media decisions
- Covers platforms such as Facebook, Instagram, TikTok, YouTube, Pinterest and Threads
- Available across all 27 EU Member States
- You can submit your dispute [on our website](#) in Dutch, English, French, German, Italian, Polish.
- The content your dispute is about can be in almost any language spoken in the EU.

What brands can challenge

- Harmful, policy-violating content left up, including scams, misinformation and hate speech
- Content removals and restrictions, including ads and paid content
- Account, Page or Group suspensions

Real outcome: A business owner sent a dispute to ACE after their Facebook Page was removed. ACE found that the Page did not violate Meta's policies and represented a legitimate news site sharing information about pets. ACE sent its decision to the user and Meta, who restored the Page.

Why this matters to brands

- Challenge social media platforms' decisions if they refuse to take action
- Protect your brand and reputation
- Build up data on where platforms are making mistakes to use in your advocacy or press work

What ACE is (and isn't)

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| ✓ Independent and non-profit | ✗ No guaranteed action by platforms |
| ✓ Free for organisations | ✗ Not a platform enforcement body |
| ✓ Guaranteed human review | ✗ EU-only |

How brands can work with ACE

1. Be aware — know ACE exists when issues arise
2. Come to ACE if you disagree with a platform's decision
3. Need support? Email engagement@appealscentre.eu

**To learn more and submit
your dispute:**

www.appealscentre.eu