

WhatsApp Annual Transparency Report

Regulation (EU) 2019/1150 | European Union Platform to Business Regulation

This Report is published by WhatsApp Ireland Limited ('WhatsApp' or 'WA') in accordance with the European Union's Platform-to-Business (P2B) Regulation, on the functioning of and effectiveness of our internal business customer support system and compiles responses for WhatsApp Business App and WhatsApp Business API.



WhatsApp Business App

Total Number of Business Customer Support Complaints Received:

270,589

96,724

EU

UK

Average Time (Hours) to Process Complaints:



Business Customer Support Complaint Types:



Technical

Complaints about technical issues with WhatsApp services that affect the business user (complaints regarding troubleshooting, registration issues, etc.)

Total Number of Business Customer Support Complaints per Complaint Type:





Support

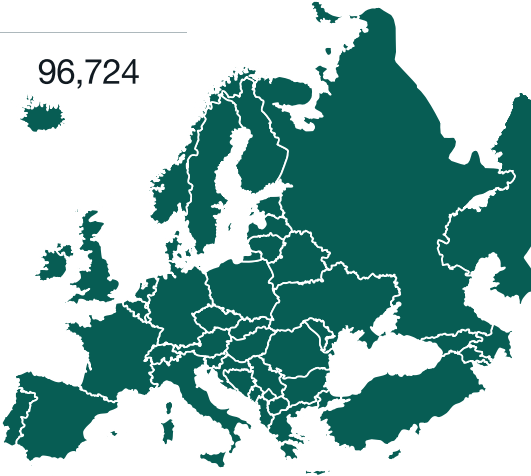
Complaints about behavior of WhatsApp that relate to the WhatsApp services and affect the business user (complaints about ban appeals, etc.)



Complaint Resolution:

	EU	UK
Closed	270,572	96,715
Open	17	9
Grand Total	270,589	96,724

Reporting Period:
European Union: 1 July 2024 - 30 June 2025
United Kingdom: 1 July 2024- 30 June 2025



WhatsApp Business API

Total Number of Business Customer Support Complaints Received:

34,881

6,766

EU

UK

Average Time (Hours) to Process Complaints:



Business Customer Support Complaint Types:



Technical

Complaints about technical issues with WhatsApp services that affect the business user (complaints regarding troubleshooting, registration issues, etc.)

Total Number of Business Customer Support Complaints per Complaint Type:





Support

Complaints about behavior of WhatsApp that relate to the WhatsApp services and affect the business user (complaints about ban appeals, etc.)



Complaint Resolution:

	EU	UK
Closed	28,905	5,256
Open	5,976	1,510
Grand Total	34,881	6,766