



**European Commission**  
**Attn: Commissioner Didier Reynders**  
Rue de la Loi 200  
B-1049 Brussels

Via Email

Luxembourg, Tuesday April 28, 2020

Dear Commissioner Reynders,

Thank you for your letter of April 21 regarding cooperation with the EU consumer protection (CPC) authorities to fight rogue practices related to the COVID-19 crisis. Amazon has zero tolerance for rogue practices and welcomes the opportunity to share what we are doing to fight the attempted actions of malicious actors seeking to exploit the current crisis. We agree that it is of the utmost importance to effectively protect customers from false and misleading claims and to that end, Amazon strictly prohibits these practices. We monitor our Stores 24 hours a day, seven days a week, both through automated and manual means, identifying potentially false claims and preventing and removing the related offers from our Store.

The current COVID-19 pandemic brings unique challenges and requires a specific, tailored response around some items potentially being sold. Initially, Amazon implemented tests and checks targeting claims on specific product types, such as facemasks, respirators, certain safety equipment and hand sanitizers. As the scope of the pandemic grew, we expanded our measures to search and prohibit the sale of all products that make any reference to COVID-19 or any other known name variation that could relate to a misleading claim. We have taken this extraordinary measure to prohibit and remove any listing referencing COVID-19 to fully eradicate any potential misleading claims, and reduce the opportunity for bad actors to circumvent our preventative measures.

For each removed product listing, Amazon reviews the identified product listing through a combination of human review and machine learning. We also conduct manual reviews to identify products making potentially misleading Coronavirus claims that may have evaded our algorithms. We use the information gathered to further refine and improve our algorithms and compliance mechanisms to enforce against bad actors. We regularly remind our Selling Partners about our long-standing policies on false claims and price gouging (including via webinars and a dedicated Prohibited Product Claims Help Page), our zero tolerance policy toward both false claims and price gouging, and we aggressively enforce against bad actors to protect our customers. We are also responding to questions from our selling partners and have created a COVID-19 page where sellers can find answers to some frequently asked questions.

Our seller policies and education, and enforcement efforts are proving to be effective. We have removed millions of product offers for making potentially misleading COVID-19 claims. Our efforts are changing seller behaviour. For the past five weeks, we have seen significant decreases, approximately 70%, in the weekly number of new product listings attempting to make COVID-related claims.

We have been particularly vigilant about food and food supplements for signals of false claims. Below are the product types which we believe have the highest risk of referencing false claims in our

experience, in case it is helpful for the European Commission to understand areas of focus and the trends we have seen:

- **Food:** Supplements and other food products
- **Medical devices:** Face masks, including medical and respirator grade types; and antibody test kits
- **Personal Protective and other Safety Equipment:** Safety goggles; safety glasses; safety/medical gloves; UV lamps; and air purifiers
- **Medicines**
- **Chemical Products:** Biocides; human-use hand sanitizers; and pesticides

We continue to work closely with national competition and consumer authorities across Europe and continue to work with Europol and EU Member State law enforcement authorities to take action against bad actors. We encourage the European Commission and the CPC network to continue to notify us of any trends you are seeing to assist our efforts in adapting our internal processes to catch and eradicate bad behavior quickly. We also would be open to contributing to a forum consisting of, for example, CPC authorities and other industry players, where intelligence on trends could be shared, to better protect all customers. We believe that continued cooperation, with all relevant actors, will be the most effective way to help ensure that bad actors do not make unfounded or illegal marketing claims related to COVID-19.

In response to your specific question, we confirm that the national control authorities can also use the dedicated COVID-19 alias we provided in our first letter to contact us regarding any concerns or information they have for us related to COVID-19 matters.

We are available to provide further clarification on the matter and would be happy to schedule a call with your services to answer any questions.

Yours sincerely,



Xavier Garambois  
Vice President EU Retail  
Amazon EU S.à.r.l