

Didier Reynders
Commissioner for Justice and Consumers
European Commission
Rue de la Loi, 200
B-1049 Brussels

Bordeaux, 26 March 2020

Dear Commissioner,

In your 24th March letter you urged Cdiscount, as any online platform, to take actions against deceptive marketing techniques on the Internet exploiting consumers' anxiety

Let me assure you that we fully share your concerns and your views : we consider that, in this predicament, we more-than-ever owe our customers a safe environment and that we must, as everyone and every organization on their own scale, contribute to protect and support our fellow European citizens. This is the reason why we have been taking exceptional measures.

Since mid-February, we have implemented on our marketplace automatic filters and human monitoring in order to block any offer, sponsored content and advertising carrying unsupported medical claims, to control the authenticity of masks and the prices of hand sanitizers , then to suppress them according to French authorities' decisions.

We have formally informed the third-party sellers on our platform each step of the way, about unfair business practices and official price limitations and prohibitions.

Since the 4th of March, in order to prevent any scam or non-compliant product, we've been prohibiting the sale of masks and hand sanitizers on Cdiscount Marketplace.

As a result of these actions, we deleted about 500,000 offers in the past month, sent formal notices to 134 third-party sellers and suspended the accounts of 16 sellers who have chosen to ignore them.

Since February 27, any search on our Website from words related to Covid-19 leads to an information banner referring to the Website of the French Ministry of Health:

Covid (1)

Trier par ⓘ :

Pertinence

Besoin d'aide ? **3979**
0.70€/min + prix appel

Prévention Coronavirus

Veillez vous référer au [site d'information officiel du gouvernement](#) pour toute information/recommandation concernant l'épidémie

Service client Cdiscount : 1^{er} e-commerçant français à obtenir la certification NF 345 par l'AFNOR



Since the beginning of the French containment, as an exceptional measure we have also been monitoring food and hygiene products very closely to prevent price inflation at the expense of our customers. As a result, we took down about 2,500 offers, and we informed third-party sellers this week that selling food and hygiene products will be momentarily restricted to sellers with a strong track record on these types of product, in order to avoid opportunistic newcomers.

All these actions are based on a combination of algorithms and human oversight, which requires time and dedication: due to the unprecedented and serious nature of the crisis, our teams are very much focused on this particular subject.

We are working in close cooperation with the French consumer protection authorities, to whom we send weekly reports. Indeed, France is by far our main market. As requested in your letter we've communicated to the Commission the same dedicated contact information we use to exchange with the French authorities, in order to be easily reached by any other national authority of the Consumer Protection Cooperation Network.

The guidelines issued by the CPC Network strengthen our legitimacy to enforce proactive actions during these unsettled times. They will also help us provide more clarity to third-party sellers on forbidden practices, especially on pressure selling techniques : we have not spotted such practices on our marketplace yet, but any infringement of this type might have been shut down by any other measure we have implemented to tackle Covid-19 related scams.

Rest assured that Cdiscount will remain fully mobilized during the whole crisis in cooperation with consumer protection authorities, as we've been for several weeks already. Cdiscount's team and I are at the Commission's and the CPC Network's entire disposal.

Yours sincerely,

Emmanuel Grenier
Chief executive officer

