

2nd PROGRESS REPORT ON THE IMPLEMENTATION OF THE PRODUCT SAFETY PLEDGE

Introduction

In June 2018, four online marketplaces (AliExpress, Amazon, eBay and Rakuten France), signed the Product Safety Pledge¹. The conclusion of the Pledge was facilitated by the European Commission with the objective of increasing the safety of products sold online by third-party sellers through online marketplaces. This initiative, which is the first of its kind in the product safety area, sets out specific voluntary actions in 12 different areas by online marketplaces that go beyond what is already established in EU legislation.

As part of the Pledge, signatory online marketplaces have committed to report to the European Commission every six months on the actions taken to implement the Product Safety Pledge, with the inclusion of key performance indicators. A first progress report covering the period from 1 October 2018 to 31 March 2019 was published in July 2019².

This second progress report is covering the period from 1 April 2019 to 31 September 2019.

The information included in this document was reported by the four signatory marketplaces. A third party combined their inputs.

Quantitative Report: Key Performance Indicators (KPIs) on the removal of listings of dangerous products³

KPI 1: % of identified product listings removed within 2 working days, based on governmental notices provided to the established single contact points.

Aggregated KPI among the four signatory marketplaces: **96.42%**

KPI 2: % of identified product listings removed within 2 working days found through the monitoring of public recall websites, such as the EU Safety Gate.

Aggregated KPI among the four signatory marketplaces: **93.56%**

Qualitative Report on the actions taken on the 12 points contained in the Pledge

During the monitoring period, the following progress and new actions were reported by the signatories:

- The marketplaces have continued to consult the information available on the Safety Gate and other sources on a regular basis. On average, 93.56% of products identified by the

¹ https://ec.europa.eu/info/sites/info/files/voluntary_commitment_document_4signatures3-web.pdf

² A fifth company, C-Discount, also announced their decision to join the Pledge in July 2019. As the adhesion of C-Discount took place in the middle of the reporting period, this report does not contain information from that company.

³ Both KPIs represent the arithmetic average of the percentages provided by the four signatories, they do not represent the weighted average according to the number of products reported.

marketplaces through the monitoring of the Safety Gate have been removed from their listings in 2 working days (see KPI 2).

- All the signatories already provided in the previous period a single contact point for authorities. Apart from that, one of the companies has set up two new online portals for regulators to file any request, enquiry, or complaint regarding product safety issues.
- All the signatories have continued reacting to notifications from EU Member State authorities. On average, during the monitoring period, 96.42% of the product listings, based on notices from authorities to the established contact points, were removed by the signatories within 2 working days (see KPI 1).
- Regarding the provision of information and training to sellers, one of the marketplaces has been sending emails to all their sellers to remind them of EU product safety legislation, asking them to comply with the law and including the link to the list of European product safety legislation. The same company has also prepared an email to help their sellers to give information to consumers in case they have purchased an unsafe product on its platform. Another marketplace has rolled out an education program for sellers as part of its measures to target repeat offenders. Statistics on the number of sellers trained by any of the companies have not been provided.
- All marketplaces have taken actions regarding proactively banning product groups from being sold on their websites. While some of the companies have continued developing block filter rules for this purpose, others have based this practice on their own internal risk analysis. They also acted against repeat offenders identified through authority contacts and product safety investigations.
- One of the marketplaces has launched a new machine learning based tool, which identifies and reports products that are deemed to present a high likelihood of safety concern based on historical safety investigation data across a wide range of product categories.

Finally, signatories of the Pledge have requested that notifications about dangerous products include the following information so they can take the appropriate actions:

1. Concise information/details provided in the notification
 - a. Brand name
 - b. Product name
 - c. Model name
 - d. Weight/size/color
 - e. Model number [when applicable]
 - f. Batch number [when applicable]
2. Image of the product available
3. Delivered to correct e-mail alias [only for authority notifications]