



ContextLogic Inc.  
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San Francisco, CA 94104

April 1, 2020

Dear Mr Reynders,

Thank you for your letter dated 23 March 2020.

I wanted to start by saying that we are fully supportive of your efforts to prevent any activity that exploits, intentionally or otherwise, consumer fear as it relates to the ongoing COVID-19 outbreak. Whilst we are all operating in uncharted territory, we feel strongly that we have a duty to our customers to remain a trusted source of reliable goods during these uncertain times.

Prior to you contacting us this week, we had already put in place a number of measures to mitigate against some of the issues highlighted in your note. We are constantly re-assessing how best to optimize these measures to ensure we are reacting appropriately throughout this evolving crisis. Some of the measures deployed to date include:

#### **User education**

In light of the ongoing and growing concerns around COVID-19, we have created a dedicated Coronavirus section on our app and website that features FAQs and links to recent information about the crisis ([www.wish.com/coronavirus](http://www.wish.com/coronavirus)). Within this section, we have set out what users should do if they encounter listings on the platform that appear to be excessively priced or feature misleading claims.

#### **Merchant education**

We recently sent out a COVID-19 communication to our merchants to remind them of our policies that specifically make unsubstantiated, exaggerated or unverifiable claims regarding the products they are selling, particularly where they relate to products that are more relevant during the COVID-19 crisis. All of our Merchant Policies are publicly available to view online at: <https://merchant.wish.com/policy/home>. In addition, we have updated our merchant facing policy FAQs with text that brings to light our additional efforts during this time, and specifically addresses the topics of false advertising. Where we have evidence that a merchant continues to circumvent our policies, we will look to apply sanctions that range from spot fines through to expulsion from the platform. Updates to the False Advertising FAQ are publicly available to view at: <https://merchant.wish.com/policy/inappropriate-reasons/25>.

### **New regulations in France**

We have taken action to limit the presentation of listings for products directly relevant to COVID-19 (such as hand sanitizers, face masks/respirators, and air purifiers) to consumers in France and elsewhere. In addition, we have recently updated our merchants with regards to the new regulations in France that apply a price cap on hand sanitizers. Within this communication, we have shared links to the new regulations, along with accompanying FAQs on the topic. We have informed our merchants that any listings that breach this regulation will be violating our Merchant Terms.

### **Additional enforcement efforts**

- **COVID-19 tests:** We have blocked all COVID-19 tests from the platform and continue to deploy reactive measures to remove any new listings of similar nature.
- **Facebook and Google ads:** We are supportive of and complying with all Facebook and Google restrictions applied to COVID-19 related ads.
- **Report abuse:** We are and will continue to react to any reports that come in via our report abuse or brand protection channels and take any appropriate action.

We are confident that the measures outlined above will act as an effective means of discouraging exploitative activity on our platform. As the crisis continues to unfold, we will be constantly reassessing our methods to ensure they are as robust as they can be.

To conclude, whilst the vast majority of the merchants that use our platform are respected partners, we do recognise there are a small number of 'bad actors' who are trying to exploit the crisis. Rest assured, we are as determined as you are to limit this activity and ensure our platform remains a safe haven for our users during their time of need.

We very much look forward to maintaining an open dialogue with you and your partner Consumer Protection Authorities over the coming weeks.

Yours sincerely,



Sean Hanley  
Senior Counsel, Product Privacy and Regulatory Affairs