

6th PROGRESS REPORT ON THE IMPLEMENTATION OF THE PRODUCT SAFETY PLEDGE

Introduction

The conclusion of the **Product Safety Pledge**¹ was facilitated by the European Commission with the objective of increasing the safety of products sold online by third-party sellers via 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 that go beyond what is already established in EU legislation and to which online marketplaces can pledge to. Currently **eleven**² **online marketplaces** are signatories of the Pledge, both large international and smaller regional players.

As part of the Pledge, signatories have committed to report to the European Commission every six months on the measures taken to implement the Product Safety Pledge, with the inclusion of Key Performance Indicators (KPIs).

This sixth progress report covers the period from **1 June 2021 to 30 November 2021**. For this report, **all 11 signatories** were providing data. A third party combined their inputs.

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

As explained in the previous progress reports³, some divergences became apparent in the way that signatories calculated the number of notifications and the corresponding KPIs. Therefore, signatories have committed to provide absolute numbers as detailed below in aggregate terms. That allows for easier monitoring and comparability of the KPIs. It demonstrates well the improvement in the performance of the signatories regarding KPI 1 compared to the previous report, while on KPI 2 their performance remained on the same high level.

KPI 1:

- 79% of identified product listings removed within two working days, based on governmental notices provided to the established single contact points.
 - Total number of governmental notices received: 2,040
 - Number of identified listings removed following a governmental notice, including the one notified and similar ones: 17,144
 - Number of identified listings (as defined above) removed within 2 working days following a governmental notice: 13,571

KPI 2:

- 97% of identified product listings removed within two working days found through the monitoring of public recall websites, such as the EU Safety Gate.

¹ https://ec.europa.eu/info/business-economy-euro/product-safety-and-requirements/product-safety/product-safety-pledge_en

² Allegro, AliExpress, Amazon, bol.com, CDiscount, eBay, EMAG, Etsy, Joom, Rakuten France and Wish

³ https://ec.europa.eu/info/sites/info/files/3rd_progress_report_product_safety_pledge.pdf and https://ec.europa.eu/info/files/4th-progress-report-implementation-product-safety-pledge_en

- Number of detected alerts that link to a live listing available to customers on a marketplace taken from the EU Safety Gate or other EU government databases of products available to EU customer: 2,133
- Number of identified listings following an alert on the EU Safety Gate or other databases: 31,912
- Number of identified listings removed within 2 working days following an alert on the EU Safety Gate or other databases: 31,032

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 (focusing on the main improvements):

- **Two new signatories** (Etsy and Joom) reported for the first time on their progress implementing the Product Safety Pledge commitments.
- All marketplaces confirmed that they are regularly monitoring the EU **Safety Gate** and follow up on identified listings that are concerned by the alerts. Almost all signatories have also established similar practices in relation to a number of national recall pages.
- Regarding the **cooperation with market surveillance authorities**, signatories reported to a different extent on contacts by market surveillance authorities for the identification of the supply chain of dangerous products. In general most signatories reported on establishing closer cooperation with the authorities in the jurisdictions they mainly target.
- All signatories confirmed their **internal processes** linked to the takedown of listings of dangerous products. One signatory reported on its **new initiative they put in place concerning repeat offenders**. As regards the **two days deadline** commitment most signatories confirmed that they can comply with the requests in this timeframe, while one signatory signalled certain difficulties.
- All signatories reported on certain progress regarding their internal solutions **allowing consumers to send notices on unsafe products**. Some signatories indicated that they centralised their previous solutions to make it more user friendly for consumers and one signatory specifically indicated that they introduced an internal deadline of 5 working days for handling these notices.
- Signatories have carried out a number of **information and training activities**. One company has formed a partnership with a group of five national consumer organisations to collaborate on developing co-branded publicly available product safety guidance for consumers when purchasing products online in the EU and, for sellers, on best practices for selling safe products online in the EU. Another company has introduced a micro e-learning regarding Product Safety (with a focus on CE-markings) for new sellers and for existing sellers. Another company created a Product Safety Guidance for its sellers who can check product safety laws and standards there. A signatory also reported on its cooperation with a business association for the trainings.
- Some companies have taken new measures to **prevent the reappearance of dangerous products**, which include, but are not limited to, a penalty system for repeated offenders, the blocking of keywords and risk search engine/system analytics, to ensure that products that have been removed would not be searchable and/or purchasable again by the relevant consumers in question even if the products are re-listed on the platform. Other marketplaces

also use filtering mechanisms aiming to prevent new listings offering the same items as previously removed listings. Some marketplace also developed a penalty point system for repeat offenders. Some signatories reported on concrete number of sellers who were prohibited from their interfaces after repeated infringements.

- Regarding the **use of new technologies for product safety purposes**, one company reported on its new system to collect and review the background license/certification for specific product categories. Some companies have further improved their detection tools to improve the identification of similar products based on Safety Gate alerts, through the detection tools based on pictures published on the Safety Gate website and a keyword system. Others were more focused on keyword searches.