

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

Bordeaux, 28 April 2020

Dear Commissioner,

I follow up on your letter of 21 April, indicating your intention of strengthening information exchange between the European Commission and online platforms to ensure consumer protection in this exceptional period of the Covid-19 outbreak.

Please find below an overview of the measures implemented by Cdiscount since 27 February 27:

Content management:

- Many moderation rules before and after publication of product offers, targeting sales bans (masks reserved for professionals, respirators), legally framed prices (hand sanitizers), false medical claims and excessive prices (food products).
- Ongoing strengthening of keywords and expressions to identify and remove inappropriate offers on our website and internal product search engine.

Both streams of actions are operated with automatic tools and human oversight specifically onboarded to manage the Covid crisis.

→ 1,104 million problematic offers have been removed since February 2.

Relations with sellers:

- Information banner on the front page of sellers' dedicated space.
- Email campaigns informing on restrictions and prohibitions, as well as unfair business practices.
- Formal notice from the first offense.
- Suspension of repeated offenders' accounts

→ 307 sellers were notified among which 145 had their accounts suspended, out of 12,000 sellers registered on Cdiscount Marketplace

As you can see, although the volume of removed offers is substantial the number of rogue sellers remains limited, as the vast majority of our sellers are compliant.

You asked in your letter to be informed of problematic Covid-19 related trends that we could encounter on our platform. I fully support your initiative, which will urge all players to better anticipate in favour of consumer protection.

Amongst the few vendors we notified, we had to continuously improve our monitoring thanks to a close monitoring of health authority's communications and alerts. We are moderating prescription drugs or product pretending to include molecules such as chloroquine or more recently tocilizumab. We had a strong monitoring as well on products with unproved medical claim or biocide action on germs or virus, such as UV lamps.

Finally I confirm that the email contact which was communicated to the Commission services last March and which is also used by the French authorities for our weekly reporting can be used as a communication channel by the authorities responsible for tackling false health claims on food and food supplements.

As I had the opportunity to tell you in my letter of 26 March, Cdiscount is fully mobilized to ensure, in this predicament, a safe environment for consumers and have taken exceptional measures in this regard. Cdiscount's team will reach to the Commission every two weeks to provide updated data on these actions as requested in your letter.

Yours sincerely,

Emmanuel Grenier
Chief executive officer

