

Didier Reynders

Member

European Commission

Brussels, 25th March 2020

Re: measures to tackle false or misleading advertisements related to Covid-19 on AliExpress

Dear Commissioner,

We understand the importance of action at European and national level to tackle false or misleading advertisements that claim to prevent, treat or cure COVID-19.

As a marketplace AliExpress enables buyers and sellers to place, accept, conclude, manage and fulfill orders globally. We care deeply about the governance of our platform and strive to continuously improve to ensure the safest possible experience for consumers and businesses. Platform governance is an evolving process which requires the continued cooperation and information exchange between government agencies and marketplaces to make any new measures a success. We therefore cooperate with public authorities and government agencies in good faith, to review the practices of sellers who list products on AliExpress, and to put in place a range of additional measures on our platforms.

We will continue to evaluate these practices and measures in this area, and appreciate the opportunity to share the following comments with you.

Among the key measures that AliExpress has implemented to prevent the sale of products that are advertised to treat, prevent or cure COVID-19 to EU countries, we are removing or blocking product listings having keywords related to COVID-19, and blocking such keywords from buyers' search functionality to the extent appropriate. In addition, we are also removing products whose effects, to our knowledge, are scientifically unproven or unknown. Furthermore, we are also monitoring the pricing of certain sensitive and relevant product categories, such as masks.

Since the circumstances are rapidly evolving, AliExpress is actively monitoring the situation and adjusting the measures we are taking very frequently.

On another score, as signatory of the EU Product Safety Pledge, AliExpress provides specific single contact points for EU Member State authorities for the notifications on dangerous products and for the facilitation of communication on product safety issues, which are being routinely handled by our platform governance team.

We hope that the above proves useful and remain at your disposal to discuss this further.

Yours sincerely,



Annalisa Barbagallo

Head of Government relations – Europe

Alibaba Group