



ContextLogic Inc.

1 Sansome Street, 40th Floor
San Francisco, CA 94104

April 24, 2020

Dear Mr Reynders

Thank you for your letter dated 21 April 2020.

We remain fully committed to preventing, detecting and removing listings relating to COVID-19 that might be problematic from a consumer protection point of view. We have dedicated a great deal of resource to the implementation of the measures outlined in our letter dated 30 March 2020 and are pleased to report that they are so far yielding positive results - an overview of which is provided below:

- In respect of listings that feature unsupported medical claims, since updating our policies, our teams have reviewed more than 2.8m listings. Since 23 March, our teams have also reviewed more than 1.8m COVID-19 related listings for potential unreasonable price points. Both activities have resulted in the removal of a number of items including face-masks, hand sanitizers and oxygen machines.
- We have made some significant adjustments to our algorithms in order to accelerate the identification of COVID-19 test kits (which are not permitted on Wish) which has helped facilitate the removal of approximately 6,000 listings since 23 March.
- As a consequence of this activity, we have applied a number of sanctions to merchants since 23 March in order to deter repeat offenders.
- Throughout this period, we have continued to communicate any internal policy or major regulatory updates (EC and otherwise) to our merchants through a number of channels including system announcements, wechat newsletters and our merchant website. As part of these communications, we have requested that merchants refrain from using COVID-19 (or derivations thereof) in their listing titles or descriptions.
- We have continued to receive and respond to any COVID-19 reports that come through our report-abuse@wish.com alias and will continue to monitor this channel closely.

As you rightly point out, it is imperative that we remain vigilant in our approach to tackling this issue and react quickly to reports of merchants abusing or attempting to circumvent our policies. As such, since our last correspondence, we have introduced further measures including:

- Image matching technology to help identify identical or similar looking products offered by other sellers.
- Machine learning algorithmic identification of listings for certain problem items, such as test kits (which are not permitted on Wish), facilitating faster reviews and removals where appropriate.
- Implemented a number of technical measures to control access to listings for COVID-19 relevant products via our search and feed features.
- Adjusted the nature and frequency of human review of listings for products that are relevant to COVID-19. Listings that violate any platform policy and especially those directed to COVID-19



issues are removed. These reviews will continue and the volume and pace of them will further accelerate.

Finally, with regards to food or food supplements with alleged COVID-19 preventing and/or curing claims, any listings of this nature would be considered an infringement of our [Misleading Listings Policy](#) and, as such, would be subject to the measures set out above. Should any Member State authority wish to report any listings of this nature, they can email report-productsafety@wish.com.

I hope you'll agree that the results of our efforts are very significant and demonstrate our commitment to addressing and managing the concerns identified by both the European Commission and our users.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Sean Hanley".

Sean Hanley
Senior Counsel, Product Privacy and Regulatory Affairs