



2022 Global Transparency Report

May 2023

ebay

INTRODUCTION



eBay Connects People and Builds Communities to Create Economic Opportunity for All

Since its founding in 1995, eBay's tools and technology have been developed to empower our customers, providing eBay users around the world the opportunity to thrive. Our platform transcends borders to build community, bringing sellers and buyers together around approximately 1.8 billion items in a trusted experience. As a global ecommerce platform, eBay is committed to the safety of its users and to protecting the integrity of the products sold on its marketplace. eBay's 2022 Global Transparency Report outlines the many ways eBay seeks to ensure that all users have a safe and trusted experience on the platform. The data included covers the year of 2022, unless otherwise noted.

eBay's work to maintain the safety of its marketplace is a top priority and is always evolving. New technologies are constantly being developed and deployed, and eBay continuously works to enhance its marketplace through improved policies, tools and partnerships.

eBay "By the Numbers" as of Q1 2023



133 million
global buyers



Approximately **1.8 billion**
live items on the platform
at any given time



Connects millions of
buyers and sellers in more
than **190 markets** around
the world



Our customers are at the heart of everything we do at eBay and that starts with creating a trusted, transparent and safe marketplace for everyone.



- Jamie Iannone
President & CEO

eBay Policies and Procedures

User Agreement and Policies

By engaging with eBay's services, users are subject to eBay's [User Agreement](#) and [User Privacy Notice](#). The User Agreement explicitly requires that users refrain from violating any laws, third-party rights and/or eBay policies. Users are also bound by policies referenced by and incorporated into the User Agreement. By integrating laws and third parties' rights in the User Agreement in this way, eBay has discretion to impose contractual sanctions (e.g., block or cancel items, restrict or suspend accounts, etc.) in cases where eBay determines a user may have violated those laws or third-party rights.

As part of this governance, eBay has developed policies to address [Prohibited and Restricted Items](#), [Counterfeit Goods](#) and other [Intellectual Property](#) infringements, and [International Trading](#). These policies are designed to protect consumers and provide clarity to sellers about what can and cannot be sold on our platform (and under what conditions).

Preventing Counterfeit Items

eBay is committed to ensuring goods sold on our platform are authentic by using multiple layers of technology as well as highly trained eBay investigators, all of which are back-stopped by our buyer protection programs. Supported by artificial intelligence (AI) technology, eBay proactively blocked 88 million suspected counterfeit items from being listed in 2022, while proactively removing 1.3 million items following a review by eBay investigators. In addition, eBay maintains channels for rights owners and community members to report suspected counterfeit items and last year quickly removed over 1.6 million items based on these reports. These efforts are supplemented by eBay's Authenticity Guarantee program, where professionally trained authenticators physically inspect all eligible items in the collectible sneakers, luxury watches, luxury handbags, jewelry and trading cards categories and verify an item's authenticity before it is shipped to the buyer.



Technology and People Working Together

eBay continues to invest heavily in AI and image detection technology to proactively identify and address suspicious behavior and potentially problematic items. eBay algorithms evaluate items during the listing creation process to identify those that could be prohibited under our policies. These algorithms flag items for review by eBay investigators or can in some cases automatically block the item from being published entirely. If an item is determined to violate eBay policy, it is removed and the seller is notified with an explanation as to why it was removed. eBay also has developed robust measures to stop bad actors and deter repeat policy violations.

In addition to the 88 million suspected counterfeit items eBay blocked in 2022, our AI tools blocked an additional 295 million prohibited items from being listed. This is approximately a 20% decrease from the number of prohibited items blocked in 2021 and was primarily driven by a reduced need for COVID-related blocks. This also demonstrates how AI technology adapts to stop bad actors and prevent problematic items.

Thanks to our partnerships with brands and rights owners and the information they provide, our AI continues to get stronger.

Active use of our Verified Rights Owner (“VeRO”) Program by rights owners is essential to obtaining the information we need to better detect infringing or prohibited items and keep them off our platform.

We also have highly-trained eBay experts across the globe who work around the clock to quickly remove potentially problematic items. These proactive efforts have been highly successful, helping us to remove over 2.8 million potentially counterfeit and prohibited items in 2022 and preventing buyers from purchasing them.

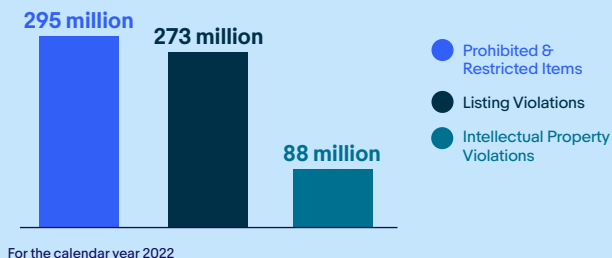
In addition to the technology and human experts that keep our platform safe, eBay allows its community of users to report items that violate policy. Any registered eBay user can use the “[Report Item](#)” functionality to report a potentially counterfeit or otherwise non-compliant item. Community access to this reporting mechanism has been in place since 2007. In 2022, we removed 773,000 items based on reports from our community through our Report Item functionality. As we continue to invest in proactive detection technology, the number of reports received through our “Report Item” functionality declined in 2022 by 24% compared to 2021 and by 54% compared to 2020.

Q eBay Acquires 3PM Shield

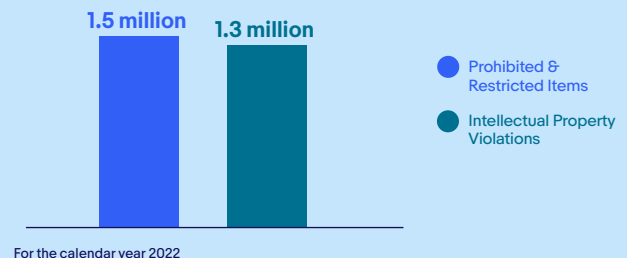
In early 2023, eBay acquired 3PM Shield, a provider of advanced AI-based marketplace compliance solutions. This further enhanced eBay’s world-class monitoring solutions with new technologies designed to prevent the sale of counterfeit items, unsafe products and illegal goods. Bringing 3PM Shield to eBay is part of eBay’s ongoing commitment to provide sellers and buyers with a safe and trusted platform enabled by technology. 3PM Shield enhances eBay’s ability to address suspicious or harmful seller behavior, and potentially problematic items.

“It is a top priority to help ensure that eBay remains a safe and trusted environment for our global community of sellers and buyers, particularly to prevent counterfeits and unsafe or illegal products,” said Zhi Zhou, Chief Risk Officer at eBay. “3PM Shield has been a valued and effective external partner in helping eBay tackle these challenges and we look forward to unlocking additional capabilities as we bring their technologies in-house.”

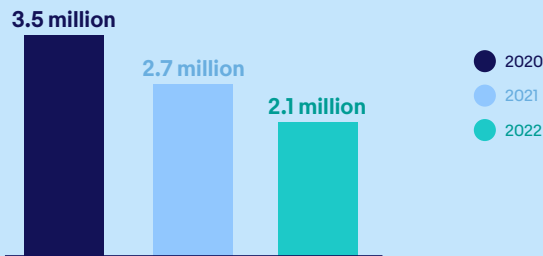
Items Blocked by Filtering Algorithms



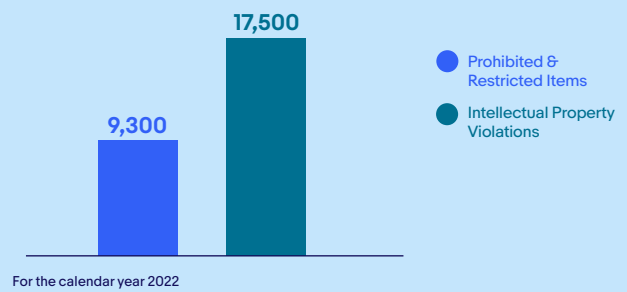
Items Proactively Removed by an eBay Investigator



Items Removed Based on Reports from Third Parties (eBay Community and Rights Owners)¹



Account Suspensions



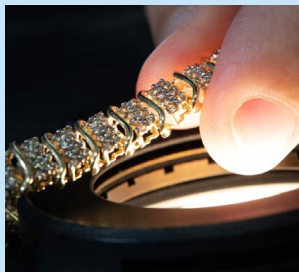
Authenticity Guarantee

eBay’s “Authenticity Guarantee” program is a post-sale authentication service for luxury **watches**, **luxury handbags**, **jewelry**, **sneakers** and **trading cards**. Launched in September 2020, the program offers inspection by professionally trained authenticators, which provides an extra layer of trust and confidence for buyers. The program also offers seller protections, such as intermediated returns and the ability to offer items as “final sale” in some regions, with the confidence that authenticated items will not be subject to returns.

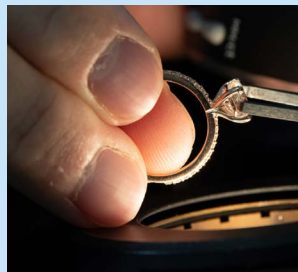
In 2022, eBay’s Authenticity Guarantee program enjoyed regional and category expansions, as well as new partnerships, to further improve the safety of eBay marketplaces. Sneaker buyers in the US, UK, Canada, Germany, and Australia are now able to confidently purchase sneakers that are authenticated by eBay’s expert team of authenticators. Handbag buyers in the US, UK, Germany & Australia now benefit from post-sale authentication, as well as watch buyers in the US, UK and Germany. US buyers of select jewelry and trading cards are also now protected by eBay’s Authenticity Guarantee. In 2022, eBay also delivered another protection to US trading card enthusiasts: the eBay vault. Trading cards valued over \$250 are eligible for storage in eBay’s secure, insured and climate-controlled storage facility.

Authenticity Guarantee continues to change the way people buy and sell watches, handbags, jewelry, trading cards and sneakers on eBay. Beyond 2022, eBay will continue to expand the program to additional product categories and geographies.

Authenticity Guarantee Spotlight: Jewelry



1 Buyer looks for jewelry with the Authenticity Guarantee badge and makes their purchase.



2 Seller mails the jewelry purchased by the buyer to our certified jewelry experts.



3 Certified jewelry experts at GIA inspect the details to ensure the item is authentic.



4 The certified jewelry experts send the buyer’s jewelry via 3-day shipping.

¹ 2.1 million items removed in 2022 includes 1.3 million items removed based on reports from Verified Rights Owners (VeRO) and 773,000 items removed based on reports from the eBay Community. In our 2021 Transparency Report we incorrectly labeled the 2.6 million “Total Items Removed Based on Flags from Third Parties (eBay Community and Rights Owners)” as “Verified Rights Owners (VeRO) Notices for Counterfeit and other IP Violations”.



 **Linda L.**
eBay Seller, United States

“Linda’s Stuff has been authenticating our products since the start of our business 22 years ago. We have always believed in getting that stamp of authenticity from an expert. When the Authenticity Guarantee program came around, we saw that our buyers became super confident in their purchases and as a seller we also felt protected. The Authenticity Guarantee program makes a world of difference and personally as a consumer I would not purchase anything without this stamp of approval. I am also excited to see the expansion of the Authenticity Guarantee program. I love the fact that eBay is now authenticating other luxury goods such as jewelry, watches and sneakers.”



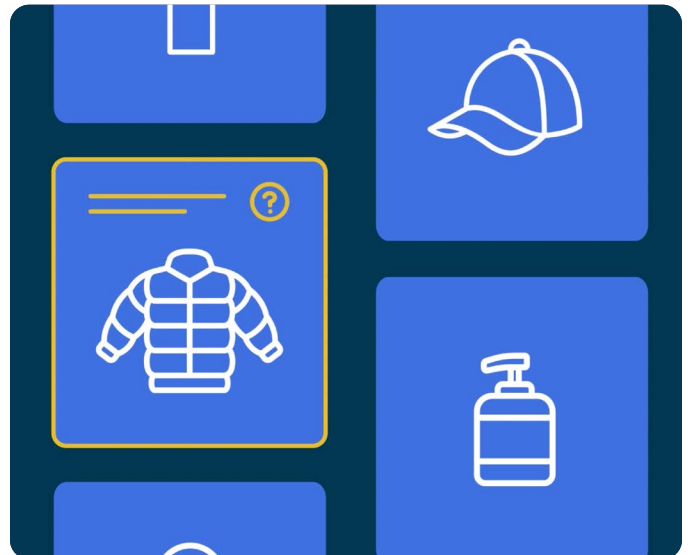
 **Jennie W.**
eBay Buyer, United States

“I’m a clothing archivist and look for unique, authentic vintage high-end fashion pieces from all over the world. I own the country’s largest clothing archive for an Italian brand and am constantly searching eBay to expand my collection. eBay’s reach, selection and the Global Shipping Program is super helpful in getting things to me both as a buyer and seller. My type of buying is super niche and eBay is the place that helps me find exactly what I need.”

Rights Owners

Central to keeping eBay a safe and trusted marketplace is its partnership with over 68,000 active intellectual property (IP) rights owners registered through eBay’s **Verified Rights Owner (“VeRO”) Program**. The VeRO Program was launched in 1998 and enables IP rights owners to report potentially counterfeit items or otherwise IP infringing listings to eBay. eBay promptly removes listings reported by rights owners as IP infringing, notifies the seller and reviews the seller account for possible enforcement action. The VeRO Program embodies eBay’s commitment to provide a safe place to buy and sell that respects IP owners’ rights.

eBay recognizes the importance of maintaining strong, collaborative relationships with rights owners, their representatives and trade associations. eBay’s work with rights owners is collaborative, involving frequent interactions between eBay and its external partners. eBay encourages rights owners to provide feedback and to share their expertise to enhance eBay’s capabilities to address bad actors. Active engagement between eBay and rights owners allows for ongoing refinement of eBay’s processes. Strong partnerships with brands enable us to detect more potentially infringing products proactively, refine tools and ultimately protect rights owners and consumers.





Consumer Protection

eBay takes a comprehensive approach to protecting its buyers and sellers through a robust combination of people, policies and tools. The eBay [feedback system](#) is a cornerstone of the trusted buying experience on our marketplace. Seller feedback allows our users to shop with confidence by providing an opportunity for buyers to evaluate sellers prior to making a purchase. eBay also features user [product reviews](#), helping prospective buyers learn more about items prior to purchase.

eBay continuously seeks to create a safe and streamlined buying experience, including increasing buyer awareness of product listings and seller information. In addition, eBay prominently displays next to the product description of every item, in an area commonly referred to as the “buy box”: the price; shipping costs; estimated delivery date; item condition; the item location; who is selling the product; a way to contact the seller directly; the seller’s feedback and detailed seller ratings; the applicable returns policy; and access to other products listed for sale by the seller. This formatting and availability of information allow users to more clearly understand from whom they are making a purchase and the material terms of the purchase. eBay’s [Money Back Guarantee](#), applicable to most items purchased on eBay, also helps protect buyers when an item is not received, or the item they receive is different from what was described in the item listing, and they are unable to resolve the dispute with the seller.

Payments

Ensuring frictionless and trustworthy payments experiences for our buyers and sellers is core to driving customer choice, trust, and safety on eBay. In October 2021, we completed a multi-year payments transformation journey globally with the goal of simplifying end-to-end customer experiences, enabling customer choice, and delivering significant operational efficiencies for our sellers when they sell on eBay.

In 2022, we unlocked value for our buyers and sellers by launching new and secure ways to pay and get paid on eBay. We are continuing to invest in our payments experiences and risk capabilities to deepen customer trust and safety. These efforts span bringing Know Your Customer (KYC) capabilities in key markets in-house for more rigorous control and monitoring, automating Anti-Money Laundering (AML) monitoring and reporting, reducing unpaid items on our marketplace, improving payments disputes experiences, and enhancing the robustness of our risk and identity platforms.

As the regulatory landscape evolves rapidly, eBay and its regulated payments entities are fully committed to ensuring compliance with relevant regulatory obligations globally in a timely manner.



Theresa C.

eBay Seller, United States

“I have enjoyed buying and selling on eBay for years and decided to utilize my experience and expertise to cash in on the downsizing of my life. eBay cares about privacy, is a safe and trusted marketplace, and allows people of all ages and from all walks of life to be their own boss. This is where dreams are born. Just add hard work and determination, mix and enjoy!”

Privacy

eBay works to protect the privacy of its users' personal information at all times. eBay's [Privacy Principles](#) guide our employees in providing users with an experience that is safe, secure and trustworthy. These include the following:

- **Be transparent with the information we collect;**
- **Allow users to easily access and update their own data;**
- **Be a guardian for user data and user privacy;**
- **Be accountable to our privacy commitments;**
- **Give users meaningful choices in privacy;**
- **Limit the sharing of customer information; and**
- **Build and maintain safe products and services.**

In addition to eBay's Privacy Principles and the practices described in its regularly updated [User Privacy Notice](#) and [User Cookie Notice](#), eBay was one of the first companies globally to establish a set of [Corporate Rules](#) (also referred to as Binding Corporate Rules). These were first approved by the Luxembourg National Data Protection Commission in 2009. The Corporate Rules are a commitment by eBay to adequately protect its users' personal information globally regardless of where the data resides and, depending upon the user's location, may provide additional privacy rights through the relevant privacy regulator or a court. In close cooperation with all relevant European Data Protection authorities, eBay constantly works to maintain and update these rules to reflect current practices and our corporate values.

Seller Testimonials



Julien D.

eBay Seller, France

“My company, Valused, is focused on high quality, second-life auto parts. For these kinds of products, providing clear quality segmentation to the consumer is essential and eBay has been very constructive and inventive to build or revise its way to organize the offer.”



Dorina P.

eBay Seller, Canada

“For the last 50 years, I have run a watch parts business that operated mostly on mail order. But in 2020, I began selling online on eBay and now roughly half of my sales are through my online presence. eBay has increased the visibility of my company after a time and has honored my business and myself with the honor of being named the Emerging Ecommerce Entrepreneur of the year.”



Albertine R.

eBay Seller, Netherlands

“Global Watch Straps has been on eBay since 1999. Thanks to eBay, we have been able to deepen our speciality in watch movement parts, with great global reach. eBay gave me the ability to discover my personal strengths and build my reputation as a global seller. eBay keeps developing towards the needs of the global market and provides tools to sell and buy globally in a safe and reliable way. Feedback, Money Back Guarantee and Terapeak makes eBay for small sellers like me the best business partner to have. In this fast-changing world they support sellers like me to play a part in the Circular Economy.”



Justin T.

eBay Seller, Australia

“Partnering up with eBay has helped PUSHAS become one of the largest marketplaces for sneakers and apparel in Australia. From selling in our bedroom to selling internationally, eBay has helped us build trust and legitimacy in our brand. Thanks to eBay, we were able to expand into the US market and grow really quickly.”

Industry Partnerships

eBay recognizes the importance of maintaining strong, collaborative relationships with rights owners, their representatives, trade associations, regulatory agencies and law enforcement to help enhance eBay's efforts to provide a safe platform for consumers. Since 2011, eBay has been a signatory of the [European Memorandum of Understanding \(MoU\)](#) on the sale of counterfeit goods that brings together online platforms and rights owners to actively collaborate in creating a safe online environment for consumers.

eBay also partners with a number of industry associations, such as INTA, IACC, Unifab and others that represent rights owners;

strategizes with them on ways to resolve industry-wide counterfeit issues; hosts visits to our site to educate rights owners and industry associations about our efforts to keep consumers safe; and bi-laterally exchanges information with rights owners to continually evolve and adapt to the online practices of professional counterfeiters. 2022 was the third year that eBay sponsored Unifab's annual consumer awareness campaign, "Be, Buy, Consume, REAL. United against fakes and piracy." In addition, 2022 marked the sixth year eBay sponsored INTA's "Unreal Campaign", which is a consumer awareness initiative to educate young consumers from the ages of 14-23 about the importance of trademarks and brands and the dangers of purchasing counterfeit items.



Testimonial: REACT

"REACT, as an anti-counterfeiting association that represents over 335 brand owners globally, appreciates that eBay is one of the global leaders in developing tools and best practices to protect intellectual property rights.

REACT has been using eBay's Verified Rights Owner Program to successfully streamline the process of monitoring and removal of counterfeit listings from the platform. Our cooperation has resulted in a significant reduction of counterfeit listings on the platform, and we consider eBay's firm policy to block repeat infringers as an example for other e-marketplaces. Furthermore, eBay proactively supported our online to offline enforcement program which resulted in several successful raids of counterfeited items."

Ronald Brohm

Managing Director, REACT



Testimonial: BPI

The BPI is the representative voice of independent labels and major record companies across the UK. As a trade association it works relentlessly to promote and protect British music and provides a great breadth of services and benefits to its members. These include activities to prevent and act against the illegal distribution of unlicensed music in digital and physical format.

"The size of the counterfeit and bootleg music market is estimated to be worth millions of pounds in the UK alone, denying artists, rights holders and retail outlets, and online marketplaces can play a key role in preventing sales displacement. eBay took our concerns into serious account and deployed technological solutions to prevent the sale of unlicensed music products on their platform. This led to a remarkable 90% reduction in the number of listings monthly reported by the BPI for copyright infringement. We appreciate eBay's investment in protecting our members' content and their ongoing efforts to fine tune their detection algorithms."

Paola Monaldi

BPI Head of Content Protection



Testimonial: International Trademark Association (INTA)

“The International Trademark Association and eBay have been long-standing collaborators in the global anticounterfeiting battle. eBay representatives have diligently contributed to the work of INTA’s Anticounterfeiting Committee across several regions. They have also supported the Associations Unreal Campaign, helping educate young consumers around the world on the harms of counterfeits and the value of brands. Marketplaces are critical players in the anticounterfeiting battle and eBay’s commitment to fight against counterfeiting is more than evident. INTA looks forward to further cooperation in the years ahead.”

Etienne Sanz de Acedo

Chief Executive Officer, International Trademark Association (INTA)

Product Safety

eBay also works closely with a range of regulatory agencies across the world to promote product safety and protect consumers from unsafe products. eBay actively enforces our Product Safety Policy using AI and image detection to proactively identify potentially unsafe products. eBay’s product safety filter algorithms blocked 4.8 million listings in 2022. This represents an important achievement considering the wide variety of new and used inventory on our platform.

In 2018, eBay committed to additional voluntary measures aimed at ensuring the safety of products sold through eBay by signing the [EU Product Safety Pledge](#), which sets out specific voluntary actions that go beyond what is already established by EU legislation. This pledge commits us, among other things, to the following measures:

- React within two working days to authorities’ notices made to the companies’ contact points to remove items offering what could be considered unsafe products.
- Provide a clear way for customers to notify eBay of unsafe products.
- Consult information on recalled and other unsafe products available on various public databases and take appropriate action with respect to the products concerned, when they can be identified.
- Provide specific single contact points for market surveillance authorities for the notifications on dangerous products and for the facilitation of communication on product safety issues.

Product Safety Cont’d

- Take measures aimed at preventing the reappearance of dangerous product listings already removed.
- Provide information and training to sellers on compliance with relevant product safety legislation; require sellers to comply with the law; and provide sellers with links to relevant product safety legislation.

In March 2023, eBay signed an extended version of the EU Product Safety Pledge, called **Product Safety Pledge +**, under which the following new commitments will start applying as of June 2023:

- Make efforts to complete the identification of relevant (identical) product listings within three working days, following either a government notice or information published in the EU Safety Gate.
- Allow access for the online web-crawling tools operated by national market surveillance authorities and/or the Commission to identify dangerous products.
- Have in place a risk management plan to identify, assess, classify and mitigate product safety risks.
- Provide assistance on product recalls, such as by directly informing consumers who bought the product in question without undue delay from when the recalled listings have been identified.
- Clarify whether the signatory is only acting as an intermediary or is carrying out any other role such as economic operator, including information on who consumers should turn to with product safety concerns.

eBay also goes beyond what is required by the pledge as we generally remove listings reported through our Regulatory Portal (see “Regulators” section below for more information) within two hours (vs. the pledge’s requirement of two working days), and directly notify buyers who have bought from a listing that was removed by eBay for product safety reasons within the previous 90 days. Moreover, to improve the detection of unsafe products before they are sold to consumers, and for the possible extension of the EU pledge, eBay proposed to the EU Commission in 2022 a Pilot Project on product safety by which signatory companies committed to react to notices from consumer organizations in two working days if enough information was provided to identify unsafe products.

In addition, eBay signed the [Australian Product Safety Pledge](#) in 2020 to help safety regulators and online marketplaces work together to identify product safety risks and trends as well as help keep consumers and businesses informed about safety. As a founding signatory of this pledge, eBay is committed to working collaboratively with authorities to ensure the safety of consumers.

Furthermore, our [Product Safety Policy](#) provides our users with educational information on product safety and advises them to check the manufacturer’s website, and public information on databases, such as the [EU Safety Gate \(RAPEX\)](#) and the [OECD Global Recalls Portal](#), to get information on recalled items.

Finally, at an international level, eBay and the Organisation for Economic Cooperation and Development (“OECD”) have been working collaboratively in the area of product safety for several years. This has notably resulted in the development of eBay’s product safety guidelines, information sharing, and eBay’s promotion of the OECD GlobalRecalls Portal. eBay has also supported the OECD international awareness campaign for the safety of toys sold online and has made valuable contributions to the development of several OECD product safety reports, including most recently [“The role of online marketplaces in protecting and empowering consumers”](#).



Testimonial: Kensington and Chelsea Council Trading Standards

“We are eBay’s primary authority partner which means giving regulatory advice to help eBay protect its customers and the business. Together we have kept the platform safe by recalling faulty goods, blocking algorithm filters and de-listing a variety of products. By introducing a dedicated enforcement reporting portal, eBay has streamlined product safety referrals, meaning they can remove offending products within two hours of being reported and swiftly put recalls in place. It’s a really constructive partnership and eBay’s willingness to take on board our advice and go above and beyond what is legally required is testament to their commitment to product safety.”

Samantha Cowell
Trading Standards Team Leader

Chris Jolly
Senior Trading Standards Officer



Testimonial: MHRA - Medicines and Healthcare Products Regulatory Agency

“The MHRA works collaboratively with eBay to remove non-compliant medicines and medical devices from its platform. These products are not ordinary consumer goods and as such, there are strict controls in place around their sale and supply to members of the public. There are unquestionable risks involved in using medicines that are not approved by us, and certain medicines can only be sold through registered pharmacies / on prescription from a healthcare practitioner. eBay is constantly responsive to our requests to remove non-compliant and potentially harmful products from sale and helps us to protect the health and safety of purchasers across the UK”.

Lynda Scammell
Head of Borderline Products | Healthcare Quality and Access



Testimonial: AIFA - Italian Medicines Agency

“AIFA has been cooperating with eBay to protect consumers by tackling fake and fraudulent medicines for almost 10 years. We work together to evaluate the safety of products that are offered on the platform, and our direct and practical collaboration with eBay has helped us to achieve significant results. Together, we have targeted unsafe products such as prescription medicines, fake food supplements and ineffective “miracle therapies”, always removing these items in just a few hours. This intelligence is also used to strengthen eBay’s filters, which is one of the many added benefits of our cooperation”.

Domenico Di Giorgio, Ph. D.

Head of Inspection & Certification Department

Law Enforcement

eBay’s **Criminal and Regulatory Investigations Team (CRI)**² works to protect eBay’s communities from counterfeits, fraud, child exploitation and other criminal activities. CRI conducts investigations into possible misuses of the platform and proactively refers cases to law enforcement for prosecution.

Through its Partnering with Retailers Offensively Against Crime and Theft (PROACT) program, eBay collaborates with Retail Loss Prevention departments in North America seeking assistance with investigations related to Organized Retail Crime (ORC). The program allows participants to report theft to eBay for investigation by CRI.

eBay also maintains a dedicated **law enforcement portal** to enable law enforcement officers to submit investigation-related requests to the eBay platform quickly and securely. During 2022,

eBay received 28,331 subpoenas, warrants and other forms of requests for user records from law enforcement agencies across the globe. CRI team members review the requests for legal sufficiency before processing or rejecting a request. Any user records produced are done so in accordance with applicable privacy laws. In response to these requests, eBay produced 29,837 user records.

eBay applauds the US Congress for passage of the INFORM Consumers Act, which establishes a nationwide framework for seller identification, verification and disclosure. eBay has dedicated resources to educate sellers about requirements under the **INFORM Consumers Act**. The increased transparency established by the INFORM Consumers Act will help consumers shop with more confidence while protecting the privacy of the smallest sellers.



Case Study: Indictment Reached in Biggest Counterfeit Case in DOJ’s History Related to Fraudulent Cisco Products

eBay partnered with the US Department of Justice (DOJ) and Cisco to achieve the indictment of the biggest counterfeit case in DOJ’s history related to over \$1 billion of fraudulent and counterfeit Cisco networking equipment products. The individual who was indicted used eBay, other ecommerce platforms and his own website to sell these items. eBay worked closely with Cisco and law enforcement to identify and shut down fraudulent accounts related to this case. This was a year-long investigation that ultimately dismantled this illegal operation and brought the perpetrator to justice.

² In previous reports, this was referred to as the Global Asset Protection (GAP) Team.

Case Study: New York City Organized Retail Crime Ring Dismantled in Partnership with PROACT

eBay's PROACT program played a key role in taking down a massive organized retail crime (ORC) operation in New York City that involved millions of dollars worth of inventory including luxury clothing, goods, gift cards and items from drug stores to later resell online.

Following a three-year joint investigation conducted by the New York City Police Department's (NYPD) Grand Larceny Division and the Office of the Attorney General's (OAG) Organized Crime Task Force (OCTF) and in partnership with eBay's PROACT program, law enforcement seized more than \$3.8 million worth of stolen retail goods from this crime ring and 41 individuals were charged for their roles in this crime ring.

Case Study: Operation Booster Buster Dismantles Organized Retail Crime Ring Based in Oklahoma

Through its PROACT program, eBay partnered with law enforcement to take down a large organized retail crime operation that was based out of northeastern Oklahoma and spanned state lines. This crime ring was estimated to have netted \$4.5 million in profits for the sale of stolen merchandise through various ecommerce sites including eBay. eBay worked closely with State and Federal prosecutors to identify and remove these illicit accounts.

Following an investigation that began in 2019, 24 individuals were arrested in Tulsa and the surrounding areas as part of Operation Booster Buster at the beginning of 2022.

Regulators

eBay works directly with regulators around the world to stay on top of new trends, keep our policies and technology tools up to date and ensure timely removal of any prohibited items. These partnerships are decades-long in some cases and have recently been enhanced through [eBay's Regulatory Portal](#), which was **officially launched** in 2021. This online portal allows participating authorities to flag and take down listings outside of the existing consumer-reporting function on the site. Additional features allow government agencies to contact sellers and buyers to communicate important information about consumer safety issues. As of 2022, 235 agencies had registered with eBay's Regulatory Portal, and 29,530 listings were removed following notifications through the portal. eBay's commitment to proactively working with regulators is recognized as an industry-leading practice. We encourage law enforcement authorities and regulatory agencies to [register](#) with our Regulatory Portal and to work with us to flag and remove problematic listings.

Over the past six years, eBay has worked alongside conservation nonprofits World Wildlife Fund (WWF), TRAFFIC and the International Fund for Animal Welfare (IFAW) as well as the broader tech community to stop illegal wildlife trade through the [Coalition to End Wildlife Trafficking Online](#). Through this partnership, eBay has revamped prohibited content policies for wildlife, trained enforcement teams to better identify endangered species products on the platform, enhanced automation using key search terms for products like elephant ivory, educated users about the issue and how they can help, and shared learnings with industry peers to amplify impact across online platforms. In 2022, eBay blocked or removed more than 350,000 listings for endangered wildlife items, including elephants, pangolins and tigers.



🔍 Case Study: eBay Educates Employees on Wildlife Trafficking

eBay teamed up with the World Wildlife Fund (WWF) for a training event to further educate internal teams on the enforcement of its Animal Products policy. This training was designed to raise awareness about the issue of wildlife trafficking and the important role eBay can play in combating this problem.

“eBay proactively addresses illegal wildlife trade on their platform. In November, eBay employees joined WWF for a 24-hour event to surface violating content and discover new trends on the platform.”

Sara Grange

Program Officer, WWF

🔍 Case Study: Laser Pointer Safety in Our Sights

Despite the fact that the first item to be sold on eBay was a (broken) laser pointer, eBay **teamed up** with the Australian Radiation Protection and Nuclear Safety Agency (ARPANSA) to remind businesses and consumers about the risks presented by these devices. Laser pointers with a radiant power above 1 milliwatt (mW) are banned from sale in Australia because of their ability to damage eyesight. As part of this partnership, eBay took additional steps to enforce its Product Safety policy to help stop the sale of laser pointers with a power output above 1 mW on its marketplace. ARPANSA Chief Radiation Health Scientist Dr. Rick Tinker said, “We encourage other online sellers and retailers to follow eBay’s example and be more vigilant about selling these products because we know they can harm children.”

🔍 Case Study: Fighting Against the Illicit Trafficking of Cultural Property

eBay participated in working-group meetings and symposia with UNESCO and INTERPOL to discuss strategies for improving the fight against the illicit trafficking of cultural property. eBay also partners with governmental entities and nonprofits such as Tonawanda Seneca Nation and the OBON Society to remove sacred artifacts from the site, including medicine masks and yosegaki hinomaru, the “good luck” flags Japanese soldiers carried into battle during WWII.



RECOMMENDATIONS

For over 27 years, eBay has worked to ensure its platform remains a safe and trusted place for its buyers and sellers. eBay’s commitment to providing a trusted experience for its users remains core to what the company does every day.

eBay actively coordinates with its user community, rights owners, consumer groups, law enforcement, government entities and other stakeholders to ensure the safety of its platform. To most effectively address the constantly evolving threats of counterfeits and prohibited items, eBay values the regulatory and legal flexibility to appropriately respond to bad actors. Throughout the ecommerce ecosystem, each stakeholder must be allowed the flexibility to address threats based on respective business models. As policymakers across the globe seek ways to further protect consumers, rights owners and ecommerce business models, the following issues should be considered:

- **Regulatory regimes or technology mandates that are “one size fits all” can actually serve to limit the tools, resources and partnerships necessary to combat bad actors, and they have the potential to stifle legitimate commerce, particularly for individuals and small businesses.**
- **Policies should leverage the expertise and resources of rights owners and strive for a balanced approach to ensure that stakeholders have the best and most relevant information to combat IP infringement.**

- **Information-sharing agreements with law enforcement, structured and unstructured collaboration, and best-practices sharing among all stakeholders in the ecommerce ecosystem – from rights owners to online marketplaces – are essential to detect, remove and prevent bad actors from conducting criminal activity online.**
- **Increased resources and more efficient use of those resources for relevant government agencies and offices will allow governments across the globe to increase coordination with stakeholders to jointly address bad actors.**

eBay is deeply committed to further ensuring the safety of its platform and looks forward to evolving its current capabilities and partnerships in 2023.

Legal Disclaimer: We are voluntarily providing this transparency report and are not obligated to update the statements in this report if new information becomes available. Data and corresponding statements made within this report are from the calendar year of 2022 from January 1, 2022, to December 31, 2022. We intend to provide future transparency reports, but the information presented in the future may be different in substance or presentation. This report is provided on an aggregate basis and reflects actions taken in line with eBay’s policies or applicable law, based on information received from third parties, eBay’s risk assessments or other signals. This is not intended as a report pursuant to the transparency report obligations set out in the Digital Services Act.

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