



2021 Global Transparency Report

April 2022

ebay

INTRODUCTION



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

Since its founding in 1995, eBay's core purpose has been to create economic opportunity for all, connecting buyers and sellers through its marketplace, and empowering entrepreneurs and small businesses to reach millions of buyers all over the world. As a global ecommerce platform, eBay is committed to the safety of its users and to protecting the integrity of the products that are sold on its platform. The content within eBay's 2021 Global Transparency Report demonstrates the responsibility eBay has taken to ensure a safe and trusted user experience on its marketplace. All data included covers the year of 2021.

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 operations through improved policies, tools, and partnerships.

eBay "By the Numbers" as of Q4 2021



147 million global buyers
in over **190** markets



Approximately **1.5 billion**
live listings on the platform
at any given time



17 million global sellers

eBay Policies and Procedures

User Agreement and Policies

Prior to engaging with eBay's services, each user must read and accept eBay's [User Agreement](#) and acknowledge eBay's [User Privacy Notice](#). The User Agreement explicitly requires that users refrain from violating any laws, including third-party rights, and/or eBay policies. Additional policies that are integrated in the extended sections are terms that constitute an integral part of the User Agreement and are likewise binding on eBay users. 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 users may have violated those laws or third-party rights.

In addition to the User Agreement, eBay has developed policies to address [Prohibited and Restricted Items](#), [Counterfeit Goods](#) and other [Intellectual Property](#) infringements, [Price Gouging](#), and [International Trading](#). These policies are designed to protect consumers and provide clarity to sellers about what may and may not be sold on our platform (and under what conditions).

Eliminating Counterfeit Items

eBay is committed to ensuring goods sold on our platform are authentic by using multiple layers of technology, professionally trained eBay investigators, and buyer protection programs. Supported by artificial intelligence (AI) technology, eBay proactively blocked 88 million suspected counterfeits from being published in 2021, while removing 1.5 million items from the platform following a review by an eBay investigator. In addition, eBay maintains channels for rights owners and community members to report suspected counterfeit items and last year quickly removed over 2 million items from these reports. These efforts are supplemented by eBay's Authenticity Guarantee program, where professionally trained authenticators physically inspect and verify the authenticity of all eligible items in the collectible sneakers, luxury watches, luxury handbags, and trading cards categories before these items are shipped to the buyer.

Policies in Action: COVID-19 Related Items

The COVID-19 pandemic created new supply chain disruptions, causing unprecedented demand for many personal health and household goods. To ensure consumer access to these important items at fair retail pricing from business sellers with demonstrated and reliable sales history, eBay made the decision to apply restrictions on who can sell products in a number of new categories, including medical masks, hand sanitizers, and certain household cleaning products. Since the beginning of the pandemic, eBay has blocked over 189 million items from being sold on the platform that were in violation of COVID-19 related policies (including our price gouging policy) or for making false medical claims.

Technology and People Working Together

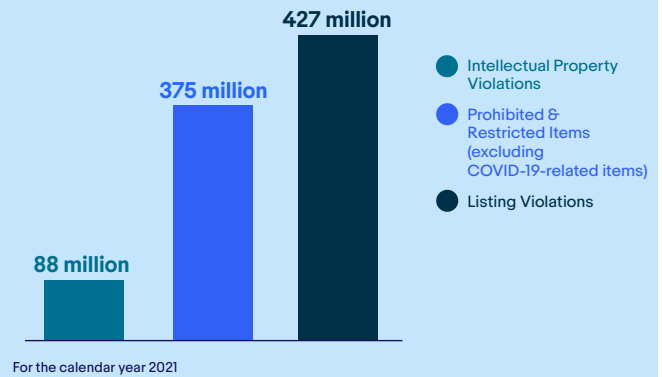
eBay continues to invest heavily in technology using the latest AI and image detection to proactively identify and address suspicious or harmful seller behavior, and potentially problematic items. eBay algorithms evaluate items during the listing creation process to identify those that could be prohibited under our policies. These algorithms flag an item for review by an eBay investigator or can in some cases block an item from being published entirely, along with a message to the seller about eBay's policy. If the flagged item is determined to be in violation of eBay policy, it is removed and the seller is notified with an explanation of why the item 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 2021, our AI tools blocked more than another 375 million prohibited items from being published. This is double the number that were blocked in 2020 and demonstrates how this technology continues to improve and adapt to stop bad actors and prevent problematic items before they can be listed.

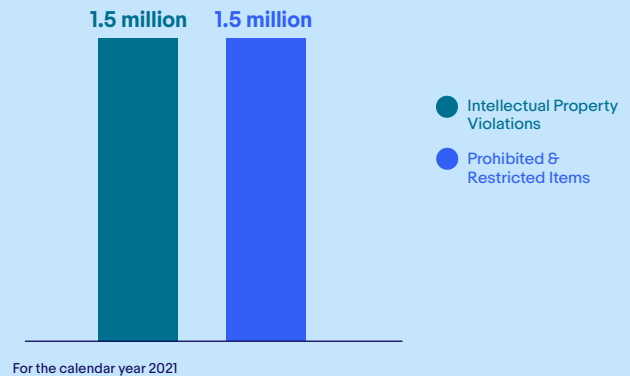
Thanks to our partnerships with brands and rights owners and the information they provide, our AI continues to get stronger. These collaborative partnerships are essential to obtaining the information we need to better detect infringing or prohibited items and keep them off our platform.



Items Blocked by Filtering Algorithms



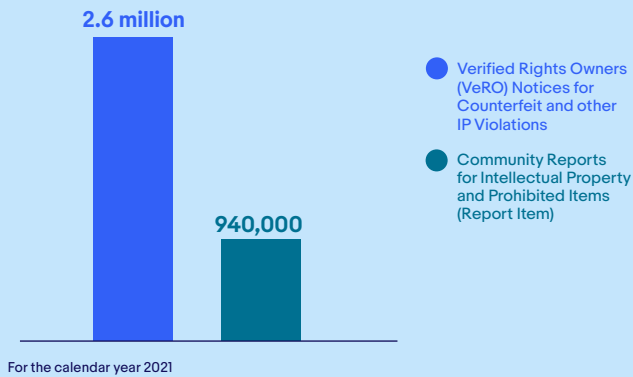
Items Proactively Removed by an eBay Investigator



We also have highly-trained eBay experts across the globe who work around the clock to quickly remove potentially problematic items before they can be purchased. These proactive efforts have been highly successful at preventing counterfeits and other illegal items, helping us to remove over 1 million more potentially counterfeit and prohibited items in 2021 than in 2020 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. Each item page on eBay contains “[Report Item](#)” functionality that any registered eBay user can use to report a potentially counterfeit or otherwise non-compliant item. Community access to this reporting mechanism has been in place since 2007. In 2021, we removed 940,000 items based on reports from our community related to counterfeits and prohibited items through our Report Item functionality. Our stronger proactive detections are working and the number of reports received through our Report Item functionality in 2021 declined 40% relative to 2020.

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



Account Suspensions



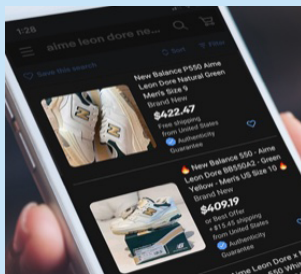
Authenticity Guarantee

eBay’s “Authenticity Guarantee” program is a post-sale authentication service for luxury **watches**, luxury **handbags**, **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 shoppers. The program also offers new 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 2021, the Authenticity Guarantee program employed regional and category expansions, as well as new partnerships, to further improve the safety of eBay marketplaces. In November 2021, eBay entered into a definitive agreement to acquire Sneaker Con’s authentication business to accelerate the regional expansion of sneaker authentication in the U.S., U.K., Canada, Australia, and Germany. The acquisition cements the collaboration between eBay and Sneaker Con, which has been critical to powering eBay’s Authenticity Guarantee. In June 2021, eBay announced the expansion of Authenticity Guarantee to include new and pre-owned handbags from 16 prominent luxury brands, including Saint Laurent, Gucci, Celine, Balenciaga, among others.

Authenticity Guarantee continues to change the way people buy and sell watches, handbags, and sneakers on eBay. Beyond 2021, eBay will continue to expand the program to additional product categories and opportunities for luxury buyers, including the addition of trading cards in the U.S., which was announced in January 2022.

Authenticity Guarantee Spotlight: Sneakers



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



2 Seller mails the sneakers purchased by the buyer to our expert authenticators.

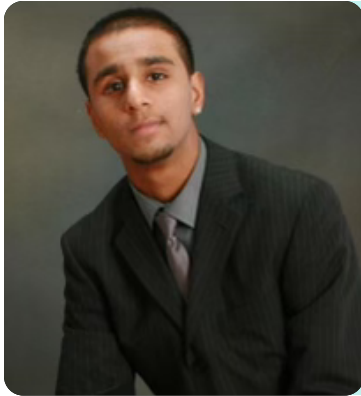


3 Buyer’s sneakers go through a multi-point inspection before receiving an NFC-enabled tag.



4 The authenticators send the buyer’s sneakers via 3-day shipping.

Strong Results in Year One: In just over the first year of operation, more than 1.55 million sneakers were authenticated globally on eBay.



Zain K.
eBay Buyer, United States

“In the market of high-end sneakers and streetwear, fakes and replicas have become so advanced it’s hard to tell the real deal from a counterfeit. eBay has given me such peace of mind in every purchase I make on the platform. If you were ever hesitant about using eBay, don’t be. It’s safe, fast, trustworthy, and you can feel confident about receiving authentic items every time.”



Andrea H.
eBay Seller, United States

“I have been on eBay for 15 years and a top-rated seller for a majority of this time and therefore I’ve witnessed eBay’s growth first hand. Because I sell a lot of high-end handbags, I think one of the best additions to date is the authentication program. The authentication feature is one of the best features and gives my buyers the confidence that my products are authentic so they can really bid in confidence.”

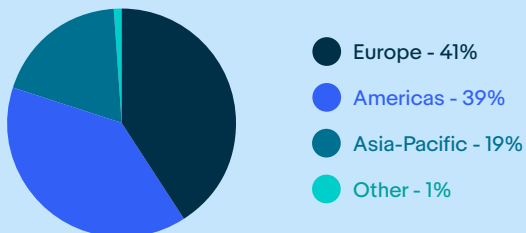
Rights Owners

Central to keeping eBay a safe and trusted marketplace is its partnership with over 102,000 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 or otherwise infringing items to eBay. If the item is counterfeit or otherwise infringes a rights owner’s IP rights, eBay promptly removes it and notifies the seller and any bidders. eBay recognizes the importance of maintaining strong, collaborative relationships with third-party brands, their representatives, and trade associations. These partnerships are critical to enhancing eBay’s proactive efforts to combat counterfeits on its marketplace.

As items are permanently removed, the associated seller accounts of those items are reviewed for possible enforcement action. The VeRO program embodies eBay’s commitment to provide a safe place to buy and sell that respects intellectual property owners’ rights.

Of the 17 million active sellers on the platform, only 1.25% had items removed due to a VeRO notice from a rights owner. This was down from 2.2% of sellers who had items removed due to a VeRO notice in 2020. eBay’s work with rights owners is collaborative, involving frequent interactions between eBay and its 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.

Regional Breakdown of VeRO Removals



For the calendar year 2021



Testimonial: React

React, as an anti-counterfeiting association that represents over 300 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 online 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: Puma

"Working with eBay is always a great experience! Their online take-down tool VeRO is user-friendly and handy. We face a comparable high compliance rate of takedowns in general with a short processing time. The overall collaboration and communication with the eBay team we truly enjoy."

Ulla Sieber

IP Counsel, Puma



Testimonial: Specialized

"I've worked with eBay's VeRO and PROACT teams for 14 years. I go so far back, that my first VeRO takedowns were faxed in. eBay has been a tremendous partner every step of the way. I've stopped counting how many arrests eBay and Specialized have had working together over the years. It's been a lot. From organized crime, professional ID fraud, supply chain theft, international criminals galore, it's been a wonderful collaboration.

When I testified in front of the House Energy and Commerce Committee, I was proud to be there shoulder to shoulder with eBay because eBay has always done the right thing on crime and counterfeits. I wrote proposals internally that have led to Specialized now having a direct sales outlet on eBay, and we have allowed 50 of our top retailers to become authorized eBay resellers. eBay has a unique responsibility as the biggest ecommerce platform for bicycles, new and used. Specialized works with over 85 ecommerce platforms around the world. No other platform comes even close as a partner in combating crime."

Andrew Love

Global Brand Protection Manager, Specialized



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, including indicators like “verified purchase”, “top favorable review”, and “top critical review.”

eBay continuously seeks to create a safe and streamlined buying experience, including increasing buyer awareness of product listings and seller information. To promote transparency in the buying process, eBay prominently displays next to the product description of every item: who is selling the product; the item location; a way to contact the seller directly; the seller’s feedback and detailed seller ratings; and other products listed for sale by the seller. This formatting and availability of information allow users to clearly understand from whom they are making a purchase. eBay’s [Money Back Guarantee](#) also helps protect buyers when an item was not received or the item they received is different from what was described, and the parties are unable to resolve the dispute themselves.

Managed Payments

eBay entered a new chapter in its user experience by fully managing the end-to-end payments process on its marketplace platform in 2020. In 2021, eBay continued to accelerate its managed payments operations so that by Q4 2021, over 90% of on-platform volume was processed through managed payments. As eBay continues its managed payments operations efforts, virtually all on-platform volume will be eventually processed through eBay’s payments process. Through managed payments, eBay is creating a simpler, more unified experience for its customers, and streamlining operations for sellers with one place to sell and get paid. Through managed payments and support by its regulated payments subsidiaries, eBay is well-positioned to ensure the trust and safety of its platform through enhanced seller identification and vetting efforts as part of Know Your Customer (KYC) and Anti Money Laundering (AML) compliance obligations under applicable laws and regulations.



George G.

eBay Seller, Australia

“Selling on eBay was a no brainer for The BBQ Store. eBay brings in customers that have trust in the site and they take care of the payments. Essentially, eBay brings customers directly to the door of my business and that’s why I continue to use and recommend eBay.”

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 [User Privacy Notice](#) and [User Cookie Notice](#), eBay established a set of [Corporate Rules](#) (also referred to as Binding Corporate Rules), which were approved by the Luxembourg National Data Protection Commission in 2009 and are kept up to date in close collaboration with all relevant European Data Protection authorities. eBay was one of the first companies globally to adopt this leading practice. These 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. eBay works with our leading supervisory authorities in Europe to update and maintain these rules to reflect current practices and our corporate values.

Seller Testimonials



Shari S.

eBay Seller, United States

“I’ve been in the business of selling on eBay for over 13 years now and it’s been an incredible journey. After leaving an unfulfilling job at a headhunting firm, my late husband and I needed extra income. I stumbled into selling on eBay in an unsuspecting way and it forever changed the trajectory of my life. eBay has afforded me opportunities and experiences I wouldn’t have been able to fathom before discovering selling online. eBay is everything I could ever want in a business partner: transparent, reliable, and trustworthy.”



Julie Y.

eBay Seller, Canada

“I Miss You Vintage Inc. depends on eBay’s global reach and trusted reputation as a leading ecommerce platform to consistently grow our annual online sales figures. I started out selling as a student part time on eBay in 1998 as a hobby. eBay was instrumental in helping me discover the entrepreneurial spirit that I didn’t know I had, and allowed me to achieve financial independence as a female business owner. Today I run two brick and mortar locations, support a team of expert staff, am the sole financial provider for my son, and run a growing business that grosses millions annually.”



Kristian R.

eBay Seller, Denmark

“eBay was for me the key to establishing my business. I started selling a few items a week and slowly established my brand over time. Now I have 12 employees, a brand that works with the circular economy striving to change the industry so there is more focus on reusing and buying used goods.

eBay gave me access to the worldwide market and provided the necessary tools so I could grow and develop my entrepreneurial site. Buy2Sell is now an expert in selling electronics and has a know-how that makes us a key partner in the industry in Denmark.”



Frank B.

eBay Seller, Spain

“When we started on ecommerce, we didn’t have the knowledge and resources to succeed. eBay provided us with an easy and affordable way to start, along with good product visibility and customer trust. Thanks to eBay, we have been able to sell globally and grow California Motorcycles, a small company from a little town in Spain.”

Industry Partnerships



eBay recognizes the importance of maintaining strong, collaborative relationships with third-party brands, 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 bilaterally exchanges information with

rights owners to continually evolve and adapt to the online practices of professional counterfeiters. 2021 was the second year that eBay sponsored Unifab's annual consumer awareness campaign, "Be, Buy, Consume, REAL. United against fakes and piracy." In addition, 2021 marked the fifth 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: International Trademark Association (INTA)

"The International Trademark Association and eBay have been long-standing collaborators to help curb counterfeiting around the world. Not only have eBay representatives diligently contributed to the work of INTA's Anticounterfeiting Committee across several regions, but they have also supported the Association's Unreal Campaign to educate young consumers on the harms of counterfeits and the value of brands. eBay's commitment to the fight against counterfeiting is more than evident, and INTA looks forward to further cooperation in the years ahead."

Etienne Sanz de Acedo

Chief Executive Officer, International Trademark Association (INTA)



Testimonial: BPI

“BPI is a trade association that operates in the interest of the British recorded music industry, providing services to hundreds of independent record labels and to the three majors (Sony, Universal and Warner).

Via its Content Protection department, the BPI is engaged in a broad range of anti-piracy activities, which include removing infringing products from online marketplaces.

In 2021, eBay deployed new resources which led to a significant reduction in the infringement level on the platform, which is now 50% lower than before.

We appreciate eBay’s investment in protecting our members’ content and wish to thank the eBay team for their ongoing cooperation.”

Paola Monaldi

Head of Content Protection, BPI

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. For example, 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.

eBay actively enforces our Product Safety Policy using AI and image detection to proactively identify potentially unsafe products. 7.4 million unsafe items were blocked in 2021, which is a 25% increase from 2020. This represents less than 0.5% of all listings on the site and is 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. The objective of the pledge is to improve the detection of unsafe products before they are sold to consumers, or to help consumers get a resolution if they have an unsafe product, and to improve consumer protection. This pledge commits us to the following measures:

- **React expeditiously 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;**
- **Take measures aimed at preventing the reappearance of dangerous product listings already removed; and**
- **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 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.

Law Enforcement

eBay's [Global Asset Protection Team \(GAP\)](#) works to protect eBay's communities from counterfeits, fraud, child exploitation, and other criminal activities. GAP 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 evidence of theft to eBay for investigation by GAP.

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 2021, eBay received 32,135 subpoenas, warrants, and other forms of requests for user records from law enforcement agencies across the globe. GAP 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 32,766 user records.

Case Study: Years-Long Organized Retail Crime Investigation: Task Force Completed Its Goal in 2021

eBay spent two years helping law enforcement identify an online seller who had been leading a multimillion dollar Organized Retail Crime ring. Additionally, 18 boosters were identified who had been supplying the suspect with stolen merchandise. The suspect was arrested in May 2021 and charged with three felonies. One of the suspect's employees was also arrested on similar charges.

Law enforcement officials seized over 8,000 stolen items valued at an estimated \$500,000. In addition, eBay supported various retailers through our PROACT program by providing updated sales records throughout the investigation. This investigation is ongoing as law enforcement is still processing seized inventory.

Case Study: Seven Individuals Arrested in a \$5.2 million Colorado Organized Retail Crime Ring

In 2021, eBay's PROACT partnership was crucial in helping a U.S. Secret Service Task Force conduct probable cause arrests against seven suspects. The task force organized 53 Law Enforcement agents to execute the operation. An estimated \$1.4 million was seized from the suspects' bank accounts, including approximately \$100,000 of cash and \$200,000 worth of gold and silver. In addition, agents seized an estimated 50,000 items, which primarily consisted of health and beauty items and over-the-counter medicines. In May of 2021, a Colorado grand jury indicted seven suspects, with 70-78 counts total per person.

Originally the case involved one user ID, but eBay identified related accounts which expanded the scope of the investigation and sparked the interest of the task force. Throughout the investigation, eBay provided personal support to law enforcement in addition to joining task force conference calls and providing a direct line of communication to the task force.

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 following a pilot program. The online portal allows participating authorities to flag and take down an item, outside of the existing consumer reporting function on the site. Additional features allow government agencies to contact sellers and buyers directly to communicate important information about consumer safety issues. From May of 2021 when the portal officially launched through the end of that calendar year, 182 agencies were onboarded and 22,857 items were removed. 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](#) on our Regulatory Portal and to work with us to flag and take down problematic items.

Over the past five years, eBay has worked alongside conservation nonprofits World Wildlife Fund (WWF), TRAFFIC and International Fund for Animal Welfare (IFAW) and 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 learning with industry peers to amplify impact across online platforms. In 2021, eBay blocked or removed more than 389,000 items for endangered wildlife like elephants, pangolins and tigers on the platform.

"eBay continues to be a leader in responding to the threat of illegal wildlife trade online, not only in addressing it head-on, but in setting best practices across the industry for how to collaborate with a wide range of stakeholders."

Giavanna Grein
Senior Program Officer, WWF

Case Study: eBay Takes on the Bad Seeds

In 2021, eBay worked with the Australian Department of Agriculture, Water and Environment (DAWE) to block unidentified seeds coming into Australia. Seeds can carry a range of biosecurity risks introducing destructive pests, diseases and weeds to Australia's delicate native ecosystem.

In 2021, eBay blocked over 18,000 attempts by overseas sellers to list unidentified seeds and live plants to Australians. When speaking about this collaboration to the Australian Broadcasting Corporation (ABC) [News](#), Vikki Fischer, Assistant Secretary, DAWE stated, "eBay is fantastic, they really jumped on the front foot when they realized that a lot of seeds were being ordered unwittingly."

Case Study: eBay Helps WTA Raise \$60,000 to Promote Awareness of Wildlife Trafficking

Throughout 2021, eBay partnered with the Wildlife Trafficking Alliance to raise funds and awareness to the cause through the Give at Checkout and Gifts that Give Back programs as well as a 10-day charity auction, featuring 40 unique items and experiences donated by the WTA and its partners.

RECOMMENDATIONS

For over 26 years, eBay has worked to ensure the safety of its platform and its commitment to a trusted experience for its users remains core to what the company does every day.

eBay actively coordinates with its user community, rights holders, consumer groups, law enforcement, government entities, and other relevant 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 holders, 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 have the potential to stifle legitimate commerce, particularly for individuals and small businesses.**

- **Information-sharing agreements with law enforcement, structured and unstructured collaboration, and best practices sharing amongst all stakeholders are essential in order 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 2022.

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 2021 from January 1, 2021, to December 31, 2021. 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.

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