

eBay's Commitment to Openness and Partnership

by Paul Jones

After spending over 25 years in the retail loss prevention industry with retailers such as Limited Brands and Sunglass Hut International, as well as with the Retail Industry Leaders Association, I'm proud to be part of a talented team of trust and safety professionals at eBay, who work diligently to protect the site and its users. My mission is to assist eBay with the company's continual outreach and relationship building with both retailers and the law enforcement (LE) community.



Paul Jones is Global Director of Asset Protection for eBay.

We're proud of our recent announcement about our unified partnership with the National Retail Federation (NRF) in the fight against lost profits via organized retail crime (ORC) activity. This agreement ensures the nation's leading online marketplace and the world's largest retail trade association are jointly committed to attacking these issues with retail leaders, federal, state, and local LE agencies, while leveraging technology advances, including LERPnet and PROACT. This collaboration places criminals on warning that abuse of online marketplaces for fencing stolen goods will not be tolerated. This collaborative approach assures support and combined lobbying efforts around enhanced and meaningful legislation combating ORC, and enacting laws that mandate increased punishment and penalties for major offenders.

Also, we're thrilled to be sponsors of the Fusion Center at this June's NRF loss prevention conference in Atlanta, and look forward to the synergies created by encouraging open, collaborative sharing of solution-based ideas addressing the ORC challenge with retail executives, NRF leadership, and the LE community.

Our Commitment to Openness

It's eBay's goal to be the largest, most open, dynamic, and efficient global online marketplace. We believe that giving the widest possible range of buyers and sellers access to our platform best serves consumers and empowers the greatest number of hard-working, entrepreneurial individuals and small businesses.

As an e-commerce pioneer, eBay faced decisions early in the game about how to deal with the challenge posed by the very small percentage of Internet users who tried to take advantage

of technology to carry out crimes and fraud. eBay stands out as an Internet leader in working to actively fight fraud and crime because it's the right thing to do and best way to serve our user community. It's important to note that some other online platforms haven't taken this active and aggressive approach in detecting and eliminating fraudulent activity and bad actors.

eBay's commitment to openness means that we have had to be more innovative and resourceful meeting our goal of protecting users and combating crime. This challenge is not that different from what my friends in the traditional retail industry face in their environments every day. Some retailers might attempt to reduce shrink losses by locking up merchandise above certain price points, cable or chain soft goods, or inspect every customer's bag when they exit the store. However, we all



know these somewhat antiquated techniques negatively impact the customer experience, reduce sales growth, and most often have unproven correlation to shrink-reduction efforts.

At eBay, we too must balance the need to provide a pleasant trading experience and protect the privacy of our users, while proactively preventing criminals from abusing our platform and users. I'm proud of eBay's extensive and recognized efforts