

Summer 2009



eBay Continues the Fight against Stolen Goods

Dear Retail Industry partner,

You have received this email because our paths have crossed in the past as we worked together for loss prevention in the retail industry. As you may know, I spent the last 25+ years managing loss prevention efforts for retailers including Limited Brands, Sunglass Hut, Target Corp. and Federated Department Stores. I am thrilled to have recently joined eBay's team of trust and safety professionals to bolster the company's ongoing efforts to prevent the sale of stolen goods. Through vigilance and strategic partnerships with law enforcement and retail partners like you, we are working to address this issue head on. View this [short video](#) about eBay law enforcement to learn more about our efforts.

Below is a copy of our new quarterly newsletter, "The P3 Report." Please take a moment to click on [this link to SUBSCRIBE](#). If you do not subscribe, you will not hear from us again.

Thank you for joining us in the fight against stolen goods.



Paul Jones
Global Director of Retail Partnerships
eBay Inc.


What's New



PROACT: What is it Anyway?

PROACT. It stands for "Partnering with Retailers Offensively Against Crime and Theft." eBay's PROACT program is a way to report evidence of theft to eBay for investigation. We're working to add new features to support our retail partners, including:



1. A dedicated fax hotline at  866... for retail investigators to report suspicious activity
2. A dedicated email address to facilitate quick communication with eBay about retail theft investigations: proact@ebay.com
3. Analysis of past cases to develop rules to stop the problem before it occurs
4. Forensic audit of sellers for suspicious patterns and adherence to eBay standards
5. Full partnership with your investigations, such as 3-day delivery of critical case information, records and law enforcement referrals
6. Assistance with developing and maintaining an undercover account
7. Daily and weekly exception reports to help us detect and resolve potential bad actors, and build controls to stop them
8. Monthly calls and Webinars to train site users and address any issues

Visit our [Police Blotter](#), where we share information with the Community about our efforts with law enforcement around the world.

Retail Loss Prevention departments in North America seeking assistance with an investigation relating to eBay and/or PayPal may contact eBay's PROACT program for assistance. If your company is not yet enrolled in the PROACT program, please



What Others are Saying About eBay's PROACT Initiative

"eBay through Proact is making a meaningful difference in assisting retailers with their stolen goods issues. I am excited about the partnership."

- Barry Grant
VP Loss Prevention, CPI Corp.

"This is another fine effort by eBay in building relationships with retailers. This demonstrates eBay's commitment to educating their team which will assist them in their efforts to build effective industry relationships."

- Gene Smith
President, The Loss Prevention Foundation

"We are experiencing positive results working with eBay in tackling the issue of ORC [organized retail crime]"

Scott Sanford*
Barnes & Noble, National Director of Investigations

*Note: Stay tuned to the next issue of the 3P Report to learn about a newly-developed product Scott is using in his investigations. Don't forget, you have to [subscribe](#) to receive it!



eBay to Award Scholarships for LP Qualification

eBay will soon begin accepting applications for scholarships for The Loss Prevention Qualified course. [Subscribe to the next newsletter](#) or contact Paul Jones at pjones@ebay.com for more details.

LeadsOnline

What is Leads Online?

Did you realize that eBay has developed a partnership with *Leads Online* that allows Law Enforcement to review our site and ascertain seller data to assist in their investigation? [Learn more.](#)

For more information, contact Paul Jones at pjones@ebay.com. To [SUBSCRIBE to the P3 Report, click here.](#)

eBay will not request personal data (password, credit card/bank numbers) in an e-mail.

If you do not wish to receive further communications, please [click here](#)

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people. process. partnerships.