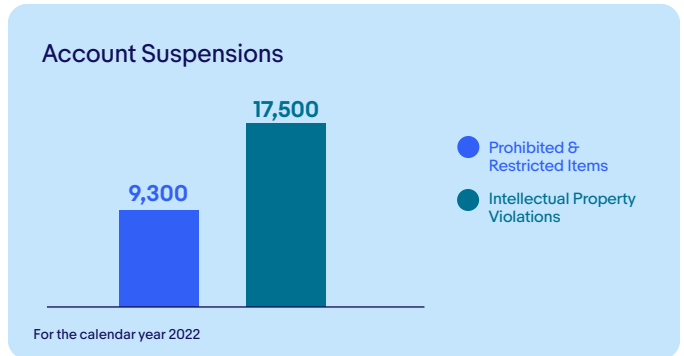
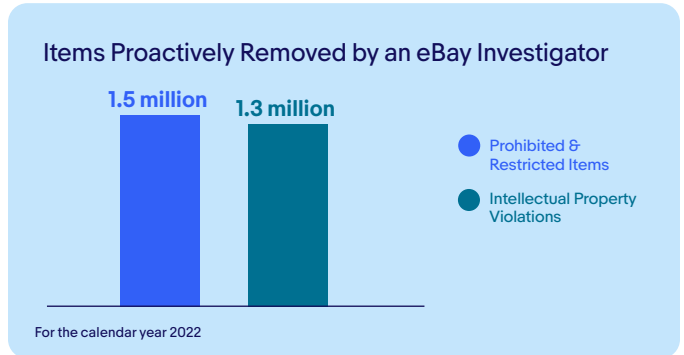
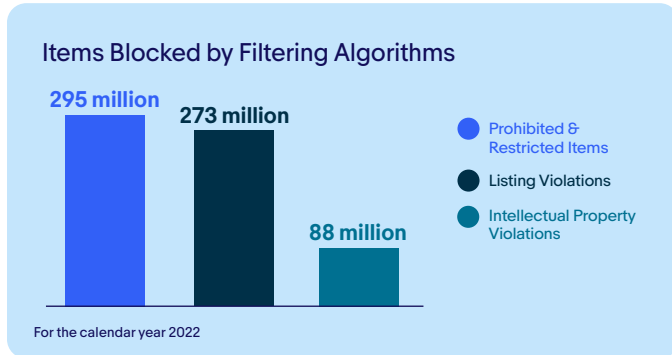


Keeping our Marketplace Safe

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 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. eBay also continues to invest heavily in technology using AI and image detection to proactively identify and address suspicious behavior, and potentially problematic items.



🔍 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.

“ 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

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”.

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.

VeRO

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](#).



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

Law Enforcement Portal

eBay maintains a dedicated [law enforcement portal](#) to enable law enforcement officers to submit investigation-related requests to the eBay platform quickly and securely.

PROACT

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).



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.

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. As of 2022, 235 agencies had registered with eBay's Regulatory Portal, and 29,530 listings were removed following notifications through the portal.