

2008

Introduction To eBay Trust & Safety

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Important Information

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Agenda

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- Who Trust & Safety Are and What We Do
- How eBay Looks at Marketplace Policies
- Where You Can Find Info on eBay Policies
- The Basics of Some Key Policies
- Knowing Where You Stand

Who Are Trust & Safety?

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- eBay Trust & Safety
 - Lots of people, around the globe, 24/7
 - Focused on enabling a terrific trading platform
 - Do the right thing for buyers
 - Help sellers do the right thing for buyers

Our Goals

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Across all of eBay's biggest marketplaces, we have one clear goal this year: improve the overall customer experience.

For buyers, this means we are enhancing eBay as a place to get great value and selection from sellers they can trust.

For sellers, great service will make the difference in 2008.

We'll be rewarding sellers who provide a superior experience to buyers.

How eBay Looks at Marketplace Policies

Why Do We Have Marketplace Policies?

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- eBay's policies are intended to:
 - support government laws and regulations
 - minimize risks to both buyers and sellers
 - provide equal opportunity to all buyers and sellers
 - protect intellectual property rights
 - provide an enjoyable buying experience
 - support the values of the eBay Community

Where You Can Find Information On eBay Policies

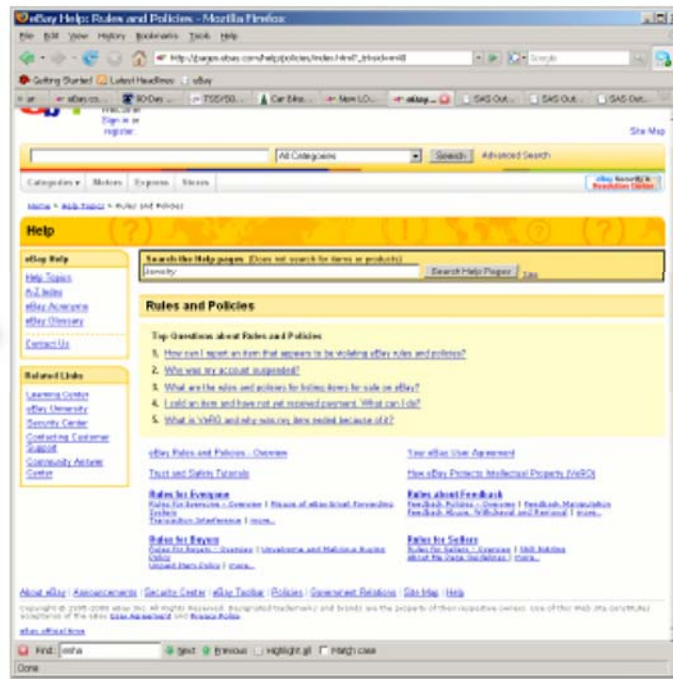
Where Is Information?

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- Marketplace Policy info is easy to find



eBay Home Page.
Click on Policies...

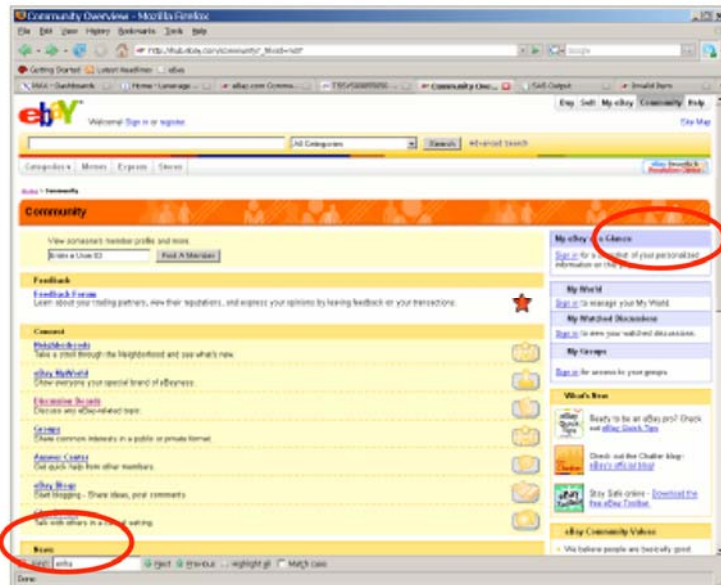


...takes you to the
Policy Hub Page

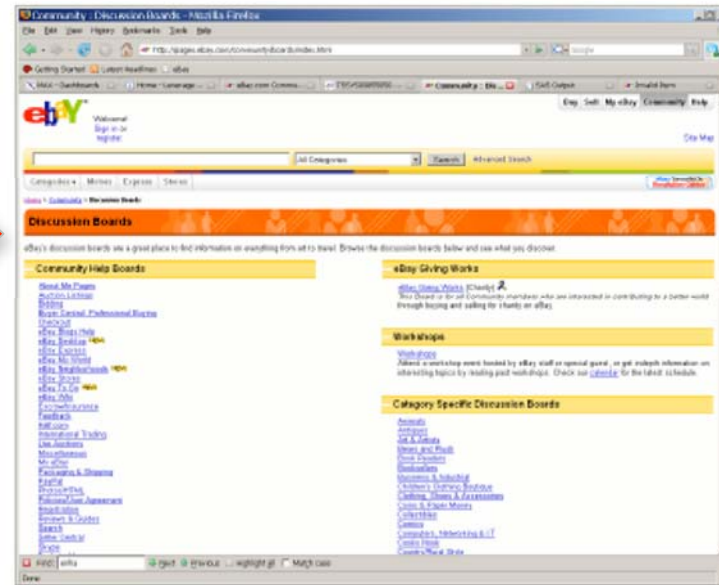
Help From the Community

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- Community members can often provide great advice regarding specific policies



Going to Community, then to Discussion Boards...



...takes you to a wealth of Community knowledge

What Do Policies Cover?

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- Key areas, based on your role and activities
 - **Your User Agreement**: the contract between you and eBay
 - **Trust & Safety Tutorials**: fast-path education on important policies
 - **Rules about Feedback**: eBay's system for member reputations
 - **Rules for Everyone**: apply to all members and employees
 - **Rules for Buyers**: bidding and buying responsibly
 - **Rules for Sellers**: important policies that apply to selling
 - Prohibited & Restricted Items
(Can you sell hippopotamus ivory on eBay?)
 - Rules for Listings
(Why is "MP3 Player, not iPod" not allowed?)
 - Rules on Intellectual Property
(How does eBay help protect rights owners?)

The Basics of Some Key Policies

Most Common Mistakes

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- Which policies are violated most frequently?
 - Keyword spamming
 - Excessive shipping
 - Inappropriate use of links
 - Circumvention of eBay fees
 - Prohibited items
 - Misleading title

Understanding these simple policies will make it easy for you to avoid accidentally violating them

Keyword Spamming

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- Policy: Sellers may not place brand names or other inappropriate keywords in a title, subtitle, item specifics, or description for the purpose of gaining attention or diverting members to a listing
- The text sellers place in listings must be directly relevant to the item being sold
- Examples: no list of terms, inappropriate brand use, white-on-white text

Excessive Shipping

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- Sellers may charge reasonable shipping and handling fees to cover the costs for mailing, packaging, and handling the items they are selling
- Shipping and handling fees may not be listed as a percentage of the final sale price
- Sellers who want to be sure they are in compliance with this policy may charge actual shipping costs plus actual packaging materials cost (or less)

Inappropriate Use of Links

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- Permitted links include:
 - One link to a page that further describes the item
 - One link to your email address
 - Links to photos of the item
 - Links to your eBay Store or Half.com listings
 - Links to your About Me page or eBay My World page
 - Embedded video from an approved video provider
- Links that aren't permitted include:
 - Links to Web sites or pages that offer to trade goods or services outside of eBay
 - Links to videos hosted on unapproved sites

Circumvention of eBay Fees

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- Users may not use systems or techniques to circumvent, or avoid, eBay fees
- Examples:
 - Offer to sell outside of eBay
 - Choice listings
 - Reserve fee avoidance
 - Offer additional items for sale in the item description

Prohibited Items

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- Policies about listing items are often based on country and state laws
- Many restrictions may involve the sale of dangerous or sensitive items and are not necessarily prohibited by law
- When selling across borders, be aware of international trading and import restrictions
- Some items are allowed under certain circumstances (e.g., some medical instruments)

Misleading Title

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- Sellers are not permitted to create titles for their listings that do not accurately describe the item for sale
- Example:
A title that is simply “Apple iPod” must refer to an actual iPod, not to an iPod accessory (or something unrelated)

“Live Wire” Policies

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- Certain policy violations can carry **very** strong consequences
 - Shill bidding
 - Seller nonperformance
 - Selling counterfeit or misrepresented items
 - Any type of fraud

You owe it to yourself to understand these policies. Understanding is critical to your long-term success. Violations can drive immediate suspension.

Shill Bidding

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- Shill bidding is bidding that artificially increases an item's price or apparent desirability
- Family members, roommates, and employees of sellers are not permitted to bid on items offered by the seller—even if their sole intent is to purchase the item (they can use “Buy it Now”)

Seller Nonperformance

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- eBay expects sellers to deliver a consistently high level of buyer satisfaction
- Sellers are obligated to provide good service to their buyers
- Buyer satisfaction is reflected in feedback score, DSRs, and disputes

Counterfeit or Misrepresented Items

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- Counterfeits, unauthorized replicas, unauthorized items, or unauthorized copies are not permitted on eBay
- Items that are significantly misrepresented are not permitted on eBay
- **Guideline:** If the product you are selling bears the name or logo of a company, but it wasn't made or endorsed by that company, don't list it on eBay

Fraud

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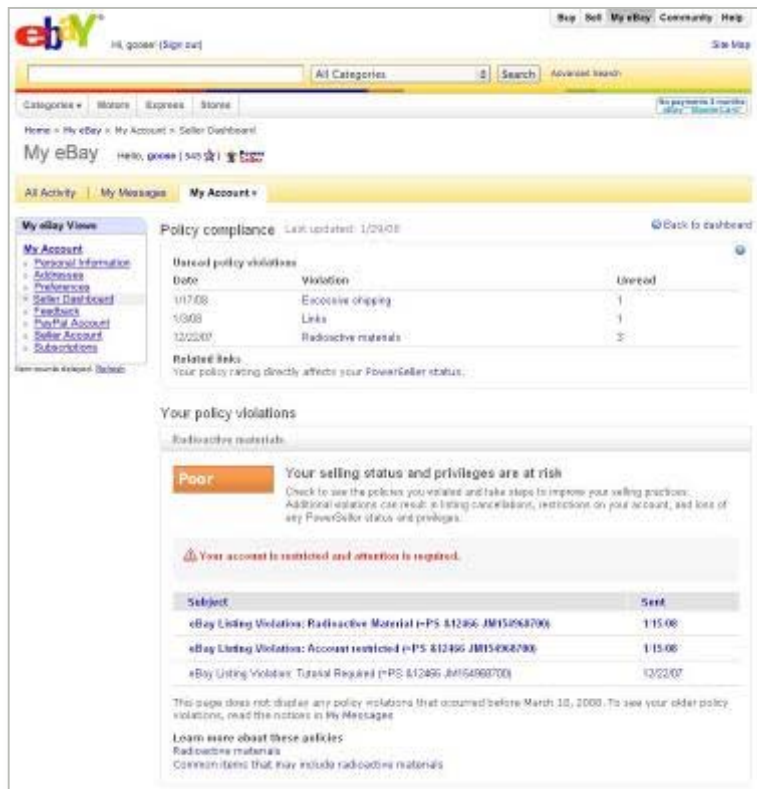
- For many eBay policies, sellers who violate the policies will receive escalating consequences
- A seller who is committing fraud on the site is subject to immediate and permanent suspension

Knowing Where You Stand

Knowing Where You Stand

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- The Seller Dashboard gives you a great picture of your “Marketplace Policy” situation



The screenshot shows the eBay Seller Dashboard with a focus on the 'Policy compliance' section. The dashboard includes a navigation menu on the left, a search bar at the top, and a main content area. The 'Policy compliance' section is updated as of 1/29/08 and contains a table of dated policy violations. Below this, there is a 'Your policy violations' section with a 'Poor' status indicator and a warning that the account is restricted and attention is required. A table of recent violations is also visible, listing subjects like 'eBay Listing Violation: Radioactive Material' and 'eBay Listing Violation: Account revealed'.

Date	Violation	Unread
1/17/08	Excessive shipping	1
1/9/08	Links	1
12/22/07	Radioactive materials	2

Poor Your selling status and privileges are at risk. Check to see the policies you violated and take steps to improve your selling practices. Additional violations can result in listing cancellations, restrictions on your account, and loss of any PowerSeller status and privileges.

Your account is restricted and attention is required.

Subject	Sent
eBay Listing Violation: Radioactive Material (PS #12496 JM15496700)	1/15/08
eBay Listing Violation: Account revealed (PS #12496 JM15496700)	1/15/08
eBay Listing Violation: Tutorial Required (PS #12496 JM15496700)	12/22/07

Like the dashboard in your car, your Seller Dashboard quickly gives you vital information! *(Remember... it is still a good idea to read your Owner's Manual... and the eBay Policy pages.)*

Ready To List & Sell?

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Review eBay policies

- Know the policies that apply to your item, and to selling on eBay in general
- Ask CS or other Community members questions about any policies you don't understand

Research your item

- Ensure your item is not illegal or prohibited
- Authenticate your item if needed—selling counterfeit items is against the law

List your Item

- Be sure your listing follows guidelines
- Review and follow any messaging in the Sell Your Item flow
- Describe your item accurately and completely

If there is a problem

- Check your seller dashboard for details (including My Messages)
- Review relevant policy pages
- Only relist items once you are certain you have corrected the issue

Summary

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- Review the eBay policies
- Research your item
- Ensure good buyer experiences
- Check your status on the Seller Dashboard

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Q&A

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Thank you!

To learn more, visit

www.ebay.com/education