



EU Store Transparency Report

Updated April 2024

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Introduction

Nearly three decades ago, Amazon set out to be Earth's most customer-centric company, where people can discover and purchase the widest possible selection of safe and authentic goods. As part of that mission, we obsess over earning and maintaining trust by ensuring that we provide a trustworthy shopping experience. We believe that customer trust is difficult to earn and easy to lose. We invest heavily in people and technology to protect customers, selling partners, brands, and advertisers from any form of fraud or abuse.

This is the second Amazon EU Store Transparency Report that includes the requirements as part of the EU Digital Services Act (DSA). This report sets out how Amazon has invested in ensuring a trustworthy shopping experience and continues to raise the bar in keeping our EU store safe for customers, selling partners, brands, and advertisers and includes data from July through December of 2023.

We are proud of the progress we have made in preventing content that is illegal or violates our terms and conditions from being available in our store. This has required significant resources, innovation by Amazon, and partnerships that we have built with rights owners, government agencies, law enforcement, Intellectual Property (IP) organisations, and many others. We have established best practices that can be applied across the retail industry globally—in our proactive controls, our innovative tools, and for how the private and public sector can work together to provide consumers, small businesses, and selling partners a trustworthy shopping experience. While we believe we have made a great deal of progress, we continue to invest in improving our shopping and selling experience.

We also believe that the industry still has a long way to go. Amazon continues to be committed to investing, innovating, and being a great partner.

Investments in people and technology

In 2023, Amazon invested more than **\$1.2 billion** and employed more than **15,000 people** – including machine learning scientists, software developers, and expert investigators – who were dedicated to protecting customers, brands, selling partners, and our store from counterfeit, fraud, and other forms of abuse.

Founded in 1994, Amazon started as a retailer for books. In 2001, Amazon opened its store to third-party sellers. We opened our first store in the European Union (EU) in 1998, in Germany. Over the last 25 years, we've contributed to the growth of local communities and created jobs and economic opportunities in most of the EU Member States and locations, from isolated rural and neglected post-industrial areas to city centres and campuses. Today, Amazon operates stores in Germany, Italy, France, Spain, Netherlands, Sweden, Poland, and Belgium, and we employ people across many other EU Member States. We directly employ more than 150,000 people in permanent roles across 21 EU Member States, including more than 35,000 people in professional functions. We have corporate offices in approximately 50 European cities, including 11 cities in Germany, five in France, five in Italy, and two in Spain. We've also invested in 15 research and development centres in nine Member States, and we operate more than 250 logistics centres across the EU. These resources help to service an estimated 199,878,628 average monthly recipients of service in EU Member States.

Average monthly recipients of service in EU Member States

Member state country	Average monthly recipients
Austria	5,918,414
Belgium	3,980,013
Bulgaria	82,823
Croatia	157,059
Cyprus	77,080
Czech Republic	172,005
Denmark	290,365
Estonia	66,385
Finland	196,458
France	36,397,038
Germany	63,347,632
Greece	187,405
Hungary	124,519
Ireland	284,029
Italy	49,206,183
Latvia	66,186
Lithuania	75,937
Luxembourg	423,545
Malta	79,096
Netherlands	5,020,071
Poland	2,503,955
Portugal	1,656,075
Romania	157,086
Slovakia	58,285
Slovenia	171,439
Spain	26,994,376
Sweden	2,185,169

Robust proactive controls

Our voluntary controls use advanced machine learning techniques and automation to monitor different aspects of our store for potentially fraudulent, infringing, inauthentic, non-compliant or unsafe products or content to maintain a trustworthy shopping experience. Our automated detection tools operate continuously throughout every step of selling in our store, starting from when a prospective seller begins their registration process to listing or updating a product, changing key account information, receiving a funds disbursement, and more. In most cases, bad actors are stopped from even creating an account or listing a single product for sale, and prohibited content is stopped before a customer ever sees it.

Seller Verification

Amazon uses advanced technology and expert human reviewers to verify the identities of potential sellers. Prospective sellers are required to provide a variety of information, such as government-issued photo IDs, taxpayer details, and banking information.

We employ advanced identity detection methods like document forgery detection, advanced image and video verification, and other technologies to quickly confirm the authenticity of government-issued IDs and whether they match the individual applying to sell in our store. In addition to verifying these, Amazon's systems analyse numerous data points, including behaviour signals and connections to previously detected bad actors, to detect and prevent risks.

Robust, upfront vetting

Our innovations in seller vetting are deterring bad actors from attempting to create new selling accounts. In 2023, Amazon stopped more than **700,000 bad actor attempts** to create new selling accounts, stopping them before they were able to list a single product for sale in our store.

Amazon's systems continuously scan both new and existing seller accounts, reviewing changes in registration details, sellers' behaviour, and analysing various risk signals. In the event Amazon identifies risky changes, we promptly initiate an investigation using both automated and human review, request additional seller information if necessary, and take appropriate action.

Product safety and compliance

Our content moderation systems aimed at product compliance include controls that function through automated rules to identify and remove non-compliant products. We employ thousands of keyword-based algorithms and machine learning models that are continuously run against the EU store's product catalogue, considering linguistic differences and local compliance requirements by EU storefront location, to identify potential policy violations. These controls aim to prevent non-compliant products from being listed or flag them for Amazon's expert investigators so listings can be stopped if compliance issues are found or additional information is needed from sellers.

Automated brand protections

Amazon's Intellectual Property Policy prohibits listings that violate rights owners' IP rights. Amazon Brand Registry, a free service launched in 2017, enables brands to more effectively protect their IP, whether or not they sell on Amazon. Through Brand Registry, brands can share IP and product data, which Amazon uses to prevent potential infringements. The purpose of these automated brand protections is to detect content that likely infringes the IP rights of brands and other rights owners. Amazon's automated technology scans billions of attempted changes to product detail pages daily for signs of potential abuse, including the creation of new listings and changes to existing listings. For example, our tools use advanced machine learning to prevent the attempted listing of counterfeit or infringing products—scanning keywords, text, and logos which are identical or similar to registered trademarks or copyrighted work. We use the data and learnings gathered throughout these processes to innovate and improve our proactive protections. When we receive a valid notice of infringement or a customer complaint, our machine learning algorithms use this information to learn and improve protections for brands.

Continuous monitoring

In 2023, Amazon's proactive controls blocked more than **99%** of suspected infringing listings before a brand ever had to find and report them.

Advertising

We proactively detect and remove advertising content that violates our Ad Policies, which are designed to maintain a high customer experience bar for ads on the store. We require all advertising content to comply with all applicable laws, rules, and regulations; to be appropriate for a general audience, and honest about the products or services that ad promotes. For example, we prohibit deceptive, misleading or offensive ads, as well as certain sexual, violent, or offensive content.

We invest heavily in people and technology to protect customers, brands, advertisers, and the EU store from fraud and other forms of abuse. Amazon deploys a number of measures to ensure compliance with our Ad Policies and detect infringing ads, including through automated moderation tools that check millions of ads and their visible ad elements per day worldwide (including advertiser-supplied images, product listing titles and images, and product descriptions). For example, we implement deny lists on certain products that block all ads for customers who search for specific query terms (e.g. "guns"). Ad Policies also block specific listings for being viable for advertising.

To complement our automated measures, expert teams also conduct human reviews of ads to identify any potential non-compliance and apply the learnings as feedback to continually improve our automated moderation tools.

Trustworthy reviews

Our moderation processes for community content include machine learning models that detect content that violates our Community Guidelines and prevent it from being published. We strictly prohibit fake reviews that intentionally mislead customers by providing information that is not impartial, authentic, or intended for that product or service. We invest significant resources to proactively stop fake reviews. This includes machine learning models that detect risk, including relationships between accounts, sign-in activity, review history, and other indications of unusual behaviour, as well as expert investigators who use sophisticated fraud-detection tools to analyse and prevent fake reviews from ever appearing in our store.

Our machine learning models analyse millions of reviews each week using thousands of data points to detect risk. The review ranking algorithm considers signals from Amazon's fraud-detection tools related to the authenticity of a review. When we strongly suspect that a review is inauthentic, we suppress the review completely so it is not displayed in the Amazon EU store.



Offensive and controversial products

Amazon prohibits the sale of products that promote, incite, or glorify hatred, violence, racial, sexual, or religious discrimination or promote organisations with such views; contain pornography, glorify rape or paedophilia or promote the abuse or sexual exploitation of children; or graphically portray violence or victims of violence, and advocate terrorism; among other material deemed inappropriate or offensive. We leverage machine learning and automation to filter listing submissions that we suspect of potential policy violation, and then our content moderation teams manually review these suspect listings.

Voluntary content moderation

In the second half of 2023, we took 280 million actions on our own initiative, which included actions taken through the proactive content moderation tools we have built to remove content from our EU store, as well as those related to policy violations or other types of non-illegal content.

Number of actions taken on our own initiative by type of restriction

Type of restriction	# of Actions
Remove content	41 million
Disable content	210 million
Suspend monetary payments	0.3 million
Partially suspend provision of the service	28 million
Totally suspend provision of the service	0.7 million
Suspend the account	0.7 million
Make another restriction	1 million
All others	0

Number of actions taken on our own initiative by type of content

Related to	# of Actions
Product	254 million
Multimedia (including Image, Text, and Video)	26 million
All others	0

Powerful tools

Our teams are constantly innovating on behalf of customers, brands and selling partners to create a safe and trustworthy shopping experience. This includes building tools that we provide to brands and selling partners to help them comply with applicable laws and our terms and conditions, and also empower them to provide us with feedback and information that we use to improve our proactive controls and automated content moderation.

Business and educational tools for selling partners

We have straightforward policies and a suite of powerful tools available for sellers to ensure their products are offered in accordance with applicable laws. Entrepreneurs and small businesses can use these policies as a guide to get started in our store and list their first products after they undergo our seller verification process.

When we innovate to improve the experience of selling on Amazon, we start by listening to our selling partners. Our selling partner insights programmes seek feedback on our features and processes by polling selling partners when they log in to their selling accounts, sharing ad-hoc surveys, and hosting interactive workshops with our teams. Selling partners can contact us in a variety of ways, including by email, phone, and chat, and we also analyse selling partner contacts to detect and fix the drivers of these issues and improve our help content and processes.

Our new tools and services help selling partners launch new products, optimise listings, and expand their businesses globally. We continue to keep selling partners informed, with tips on how to optimise their Amazon selling experience, as well as updates on new regulatory requirements and policies, in regular news announcements via Seller Central, seller forums, newsletters, and our seller app.

Amazon EU store's Intellectual Property Policy provides clear and practical information to sellers about IP rights and common IP concerns that might arise when selling in Amazon's store, including regarding the enforcement of those rights. Amazon has no tolerance for bad actors that are attempting to intentionally abuse or circumvent these policies, but we also recognise that honest, well-intending sellers share Amazon's mission to protect consumers while respecting the IP rights of others, but some may unknowingly list a non-compliant or prohibited product because they are unaware of an applicable legal requirement or Amazon policy.



Amazon's Seller University helps European selling partners learn and master our tools and grow their businesses by offering courses on hundreds of topics, including how to start selling on Amazon, how Fulfilment by Amazon (FBA) works, and advertising tips for brand owners.

The Amazon EU store also prompts sellers to provide relevant product safety and compliance materials, including product compliance warnings and markings on product pages and high-quality six-sided images of their products and packaging. Often and where available, we leverage APIs and public resources to help make compliance easy and reliable. For example, sellers can display energy efficiency labelling by simply giving us their European Product Registry for Energy Labelling ID information.

Brand protection tools

Amazon creates powerful tools for rights owners to protect their brands by partnering with us. We work with a large and ever-growing number of brands, and because they know their products best, we work together so we can be even more effective in proactively stopping counterfeit, fraud, and other forms of abuse.

We launched Amazon Brand Registry, a free service for brands, whether they sell in our store or not. The service provides brands the ability to better manage and grow their brand with Amazon, and protect their brand and IP rights. Through the Report a Violation tool, brand owners can more easily search for, identify, and report infringements and subsequently track their submissions within the dedicated Submission History dashboard. They also get access to many other brand protection and brand building features. Within Brand Registry, the Impact Dashboard provides brands a snapshot of Amazon's proactive protections, including data on volume of infringing listings blocked or removed for each brand, by country and product category.

For small businesses that are just getting started and are looking for help in obtaining and protecting their IP, our IP Accelerator programme helps these businesses efficiently obtain IP rights, offering a trusted and cost-effective way for business owners to protect their brands. IP Accelerator has helped more than 15,000 brands obtain trademark protection, supporting business owners from 38 countries and in 13 languages, through a network of trusted IP law firms.

Project Zero combines Amazon's advanced technology with the sophisticated knowledge that brands have of their own IP and how best to detect counterfeits of their brands. Since launch, Project Zero has empowered more than 25,000 brands to leverage the combined power of automated protections to proactively block or remove infringements, the ability to immediately remove suspected counterfeit listings themselves, and serialisation technology to proactively prevent counterfeits from reaching customers across the supply chain.

Transparency is a product serialisation service that prevents counterfeits from reaching customers by using codes to uniquely identify individual units of enrolled products.

These codes can be scanned throughout the supply chain and by customers to verify authenticity using the Amazon Shopping App or Transparency App, regardless of where the products were purchased. Amazon verifies these codes to ensure that only authentic units are shipped to customers. More than 1.6 billion product units enrolled in Transparency, whether sold in Amazon's store or elsewhere in the retail supply chain, have been authenticated as genuine through code scan verification.

Latest innovations in our fight against counterfeits

In October 2023, we made Transparency interoperable with brands' own product serialisation systems. Interoperability allows brands that already have their own product serialisation on their products or packaging to easily, and more quickly, benefit from Transparency's counterfeit protections without requiring any changes to their existing manufacturing and packaging processes.

Automated and expert content moderation

Amazon employs machine learning scientists, data analysts, software developers, and expert investigators dedicated to protecting customers, brands, selling partners, and our store from illegal content, including counterfeit, fraud, and other forms of abuse. These employees help us drive both automated and expert manual content moderation.

Leveraging automation to drive scaled impact

Our automated tools help us scale our protections and take action more quickly. They help us operate at scale to prevent bad actors from registering an account, and to detect and remove listings or other content that violate our policies or the law. These automated tools range from text-based algorithms that identify specific keywords to sophisticated image recognition and machine learning models. Once our tools have identified potentially infringing or illegal content, we use a mixture of automated tools and expert investigators to determine the appropriate enforcement action.

When our automated tools identify prohibited content with a high degree of confidence, they automatically take enforcement action. We use the data and learnings gathered from these technologies and valid notices of infringement or illegal content to innovate and improve our controls.

In the second half of 2023, 33 million of our voluntary actions were fully automated. 93% of our fully automated decisions were accurate.



Safeguards applied to automation

To safeguard against potential errors made by our automated tools, we implement processes to ensure that we have a high confidence rate that our automated tools operate as intended and to minimise mistakes. We do this by ensuring our automated tools meet a high bar of accuracy before they are launched by testing the provision of the control, and by continuously auditing our automated tools after they launch and removing from use automation that does not maintain a sufficiently high level of accuracy. We also constantly improve our automated tools by training them using new information, including internal learnings and developments (including outcomes of expert manual decisions) and external risk signals, so they can learn and constantly get better at proactively identifying and blocking non-compliant products automatically.

Expert manual reviews

All Amazon staff, including staff dedicated to content moderation, are required to meet Amazon's Leadership Principles. The Leadership Principles are a set of guidelines that Amazon employees use every day to solve problems, evaluate trade-offs, and make decisions. There are 16 in total, and they are the framework of how we evaluate potential candidates for jobs and set the expectations of performance across Amazon. In addition, the level of qualification and expertise our content moderators have is diverse and varies depending on their specific job role.

Most of our content moderators have a bachelor's degree in relevant fields of study, including computer science, information technology, data science, information security, finance, foreign studies, IP, and risk management. All staff dedicated to content moderation have demonstrated experience performing research on a variety of topics, including fraud, abuse, trust, and risk; and have the ability to investigate complex and highly technical problems, and perform root cause analysis.

Linguistic expertise and training

Although most of our expert investigators are able to make content moderation decisions without specific linguistic expertise, we do have investigator teams with working proficiency in the national language of the Amazon EU store that they support, specifically German, French, Spanish, Italian, Dutch, Polish, and Swedish, in addition to English. Those with proficiency in national EU store languages assist with implementing language-based automated controls and machine-translation technology, defining local store requirements and policies, auditing corresponding decisions, and interacting with Member State authorities.

Our expert investigators dedicated to content moderation, including the administration of Amazon's notice and action mechanisms, complaints and appeals procedures, are trained to identify illegal content and content that infringes our terms and conditions. Our investigators receive: an exhaustive onboarding process to familiarise themselves with the underlying policies and standardised operating procedures, which must be completed before they are able to take their own moderation decisions; robust continued on-the-job training and periodical knowledge tests, including on any new tools or processes; and when needed, support from subject matter coaches and escalation paths to team managers.

This includes training in the relevant subject matter to better protect our customers and, additionally, regular training on our company's policies, terms and conditions, and their specific area of expertise, whether that's product safety and compliance, IP and brand protection, controversial content, or misleading customer reviews. For example, investigators dedicated to evaluating IP infringement notices receive training and support in accurately identifying different types of infringing listing content, including trademarks, copyright, design and patents. Similarly, investigators creating product listing rules have detailed knowledge of Amazon's catalogue and are trained to accurately develop and apply product listing rules.



Notices and regulatory contacts

Through the tools we have built, selling partners, brands, and customers can submit notices that alert Amazon when they think they have found illegal content in our store. When we receive a notice, we take action quickly to investigate and if accurate, remove content from our store.

Article 16 notices

In the second half of 2023, our reporting mechanisms and tools received 363,731 notices. We resolved 228,660 notices through automated processes. We took 787,225 actions on valid notices. Our terms and conditions prohibit any illegal content being offered for sale and so all of our actions are taken because the information

or content violated both our policies and applicable law. The median time to take action on a notice and confirm our actions with the submitter was less than one day.

Number of Article 16 notices received by type

Related to	# of Notices
Image	17,948
Product	345,146
Video	567
Text	70
All others	0

Anti-abuse measures

We take the notices and reports we receive from users seriously. Misuse of our systems can negatively impact customers and sellers, and we have measures in place to identify and take action when these systems are abused. We investigate and take action against submitters who we suspect or have been found to submit false reports. In the second half of 2023, we took enforcement action against 3,415 users of our service for repeatedly submitting unfounded notices and complaints.

Regulatory contacts

If there is an instance where a bad actor or content has evaded our proactive controls or notice systems and we receive a contact from a regulator, we move quickly to respond and resolve the issue. In the second half of 2023, we received 1,215 contacts from EU Member States' authorities. The median time to inform an authority we received their contact was less than one day, and the median time to resolve an authority contact was less than two days.

Of those contacts, 1,215 were related to Product and we had no contacts related to App, Audio, Image, Synthetic Media, Text, Video, or Other.

Regulatory contacts received by EU Member State

Member state country	# of Contacts
Austria	16
Belgium	13
Denmark	6
France	102
Germany	801
Ireland	75
Italy	58
Luxembourg	17
Malta	2
Netherlands	2
Poland	2
Slovenia	1
Spain	95
Sweden	25
All others	0

Complaint and dispute resolution

When we identify and remove a non-compliant or unsafe product offer or suspend a seller, advertiser, or rights owner due to a policy violation, we provide clear and actionable communications.

We describe the policy violation that led to the enforcement action, and also provide additional information about Amazon's policies and compliance resources that can help users be compliant in the future. We have a process to remediate policy violations, appeal enforcements, or dispute enforcements and ask Amazon to re-examine decisions.

Complaint resolution

In the second half of 2023, we received 131,821 complaints. 3,470 complaints were because the user disagreed with our decision not to take action on a notice of alleged illegal content. 128,351 complaints were because they disagreed with the specific action we took in response to the user uploaded content. Of the complaints received, we reversed 36,408 of our original decisions. Our median time to resolve a complaint was one day.

Out-of-court disputes

If sellers remain dissatisfied with an Amazon decision after reaching out to our support teams, they can seek resolution for most disputes through an independent mediation process, facilitated by the Centre for Effective Dispute Resolution. This redress mechanism enhances Amazon's ability to appropriately protect sellers' interests and expression. We also have organised teams dedicated to ensuring that we hear and address selling partner pain points.

In the second half of 2023, EU selling partners submitted two out-of-court disputes. In these two mediations, the independent mediator issued one settlement outcome favourable to Amazon (where there was no recommendation to implement) and one settlement outcome which was split (where the recommendation was partially in favour of Amazon and partially in favour of the selling partner). In the split settlement outcome, Amazon did not implement the mediator's recommendation so as not to prejudice the outcome of ongoing legal proceedings. The median time for a mediator to complete settlement procedures was 56 days, which is the time from when the mediator notifies Amazon of the dispute to when the mediator shares their recommendation with us.

Holding bad actors accountable

In partnership with brands and law enforcement, we have been able to hold more bad actors accountable through civil litigation and criminal referrals to law enforcement organisations—working to stop them from abusing our and other retailers’ stores across the industry in the future. Our efforts to identify and help dismantle counterfeit organisations, fake reviews brokers, and other fraudsters are still early but are working. We are proud of our efforts so far and how they have helped ensure that far more criminals are held accountable, but we also believe that there is far more for industry and government to do in holding bad actors accountable.

We also know honest users sometimes make mistakes. However, we have no tolerance for intentional and repeated abuse of our systems and we take necessary action to stop abuse in our store. In the second half of 2023, Amazon took enforcement action against 39,415 users of our service for publishing illegal content.

We also responded to 9,950 legal requests from EU Member States’ authorities for information about users of our service in the legally mandated time-frames.

Legal requests from EU Member States’ authorities

Member state country	# of Requests
Belgium	80
Finland	1
France	767
Germany	5,547
Italy	1,455
Luxembourg	9
Netherlands	76
Poland	57
Spain	1,983
Sweden	15
All others	0

Disrupting counterfeit networks across the globe

We continue to work with brands and law enforcement to hold more counterfeiters accountable, to deter these criminals from abusing our store, and to stop them from selling counterfeits anywhere. Amazon's Counterfeit Crimes Unit (CCU) works with brands, customs agencies, and law enforcement to track down counterfeiters, shut down bad actors' accounts, seize counterfeit inventory, and prosecute those involved. CCU has disrupted counterfeiters and their networks through civil suits, joint enforcement actions, and seizures with law enforcement worldwide. When Amazon identifies an issue, we act quickly to protect customers, brands, and our store, including removing the problematic content or listing and, where appropriate, blocking accounts, withholding funds, quarantining physical inventory, or referring bad actors to law enforcement.

Since its launch in 2020, CCU has pursued more than 21,000 bad actors through litigation and criminal referrals to law enforcement. In 2023, Amazon identified, seized, and appropriately disposed of more than 7 million counterfeit products worldwide, preventing them from harming customers or being resold elsewhere in the retail supply chain.

Amazon and BMW Group win first civil lawsuit in Spain to shut down counterfeiters

In October 2023, Amazon and BMW Group filed a first-of-its-kind joint civil lawsuit in Spain against four local fraudsters who attempted to sell counterfeit BMW parts and accessories across Europe. The judgement by the European Union Trademark Court in Alicante ruled that the bad actors broke the law, violated Amazon's policies, and infringed on BMW Group's registered trademarks by trying to sell counterfeit products, including valve caps, badges, and key rings.

Taking action against fake reviews brokers

Our goal is to ensure that every review in Amazon's store is trustworthy and reflects customers' actual experiences. For that reason, Amazon welcomes authentic reviews—whether positive or negative—but strictly prohibits fake reviews that intentionally mislead customers by providing information that is not impartial, authentic, or intended for that product or service. Amazon has been pursuing legal actions against fake reviews brokers to combat the root cause of fake reviews in the retail industry. Amazon has won dozens of injunctions, particularly in Europe, resulting in several paid-review companies being shut down and halting their activities.

Our legal actions globally are driving positive results as we have shut down some of the largest global brokers, including Matronex and Climbazon. By taking such action, Amazon targets the source of the problem. Because fake review brokers use third-party services like social media and encrypted third-party messaging services to facilitate their illicit schemes, Amazon investigates and regularly reports abusive groups, deceptive influencers, and other bad actors to these third-party social media and message services.

Fake review website shut down after Amazon wins first civil case of its kind in Italy

Amazon won a key battle against fake reviews in Italy, following a ruling issued by the Court of Milan against a bad actor who attempted to facilitate the posting of 5-star ratings on the Amazon.it store. The ruling led to the immediate closure of the Italian fake review website, Realreviews.it, and prohibited its operator from conducting similar activities in the future. The Milan court ruling came in response to legal action taken by Amazon against Realreviews.it, which revealed how the site offered prospective reviewers a full refund for purchased products if they published and provided proof of a 5-star review. The court ruled that the website's owner acted in violation of unfair competition laws, thereby causing harm to both Amazon and its customers.

The legal action in Italy is part of a wider ongoing campaign by Amazon to stop fake reviews globally. Last year Amazon took action against 44 bad actors in Europe, including eight new lawsuits in Italy, Spain, Austria, Germany and France.



Amazon's Head of External Relations for Trustworthy Reviews, Rebecca Mond (right), with fellow members at the first Coalition for Trusted Reviews conference held in Brussels.

Collaborating across partners and industry

We know that we can be more effective by working together across the private and public sector. We regularly engage with other interested parties from industry participants, consumer protection organisations, governments and regulators, academia, and others that share our desire to work collaboratively to protect consumers and small businesses. We have launched private sector information sharing agreements and participated in voluntary product safety pledges with governments all over the world, and continue to seek out other opportunities to partner more closely with other industry members and governments where it can drive positive, substantive impact.

In September 2023, Amazon became the first retailer to join the European Union Intellectual Property Office's (EUIPO) Intellectual Property Enforcement Portal (IPEP). The IPEP includes customs officials, police authorities, rights holders, and now retailers, who are dedicated to identifying, detecting, and stopping counterfeits from reaching consumers within the EU. Amazon now has formal information-sharing partnerships with customs and law enforcement agencies in three major regions: the US, the EU, and Japan.

Private sector information-sharing

We believe that there should be more private sector information-sharing. As we laid out in our [2021 blueprint for stopping counterfeiters](#) and our [2023 blueprint for stopping fake reviews](#), we think it's critical that private and public sector partnership includes greater sharing of information.

Our membership in the Anti-Counterfeiting Exchange, an industry collaboration that started in the US, is designed to make it more difficult for counterfeiters to move among different stores, and safer for consumers to shop anywhere they choose. We are eager to see the same or similar efforts across the globe, so we can all use this type of information in our ongoing efforts to detect and address counterfeiting, and we look forward to leveraging jurisdiction and region-specific best practices in the EU, such as those laid out in the IP Toolbox against Counterfeiting and the framework of the EU Memorandum of Understanding, to enable conversations and drive European industry-wide data sharing on counterfeiters. Similarly, in 2023, Amazon, Booking.com, Expedia Group, Glassdoor, Tripadvisor, and Trustpilot launched the global Coalition for Trusted Reviews, a cross-industry collaboration committed to protecting access to trustworthy consumer reviews worldwide. Together, members will define best practices for hosting online reviews and sharing methods of fake review detection, aiming to stop fake reviews at the source. Amazon hosted the first Coalition for Trusted Reviews conference in Brussels in December 2023 with fellow coalition founding members. The event facilitated in-depth discussions and collaboration among members, as well as with EU and UK policymakers, industry associations, and consumer groups.

Protecting our borders

Amazon also wants to see greater information-sharing to stop counterfeits at the borders. We continue to expand our work with customs agencies to mutually exchange information on counterfeit activity. We can aid customs agencies in their detection, search and seizure efforts, and strengthen law enforcement's ability to dismantle criminal networks behind these illicit goods. Customs agencies can work with us to not only stop the shipments they seize, but to also help freeze other assets and inventory from counterfeiters that we may know about.

Partnering with law enforcement

In addition to the efforts mentioned earlier on stopping counterfeiters and fake reviews brokers where Amazon partners closely with law enforcement, Amazon also shares information on potential suspicious customer transactions and relevant data points with law enforcement agencies across Europe, such as customer information in accordance with the Explosive Precursor Regulation. For this purpose, Amazon invests significant efforts into identifying and reporting transactions that may be suspicious when combined with information that law enforcement may have.

Amazon has classified several hundred thousand products for which transactions are monitored, and complex combination purchases are flagged for potentially being suspicious. All of the results are reviewed by risk managers, to ensure correct reporting considering the impact an incorrect report might have on our customers and on the general public.



Amazon's Director of EU Public Policy, James Waterworth (far left), with representatives from other companies at the signing ceremony for the European Commission's "Product Safety Pledge+"

Our efforts in working with the authorities and law enforcement agencies are underlined by the fact that we are actively participating in the EU Standing Committee on Precursors, the German Arbeitskreis on Explosive Precursors, and are in close contact with the relevant national contact points. In light of this participation, we have contributed to the Guidance Documents released by the Commission on the identification and reporting of suspicious precursors.

Product safety pledges

Amazon has signed four product safety pledges across the world in the EU, Australia, Japan, and Canada. Each pledge commits signatories to meet certain standards like actioning on recalled product notifications from governments efficiently or providing data to regulatory partners to help inform and improve their processes and compliance laws. As a founding signatory of the EU Product Safety Pledge in 2018, Amazon was pleased to continue our cooperation with the European Commission by signing an updated agreement—Product Safety Pledge+ in March 2023.

The original 2018 Product Safety Pledge was the first of its kind, demonstrating the value of bringing together key stakeholders and taking a pragmatic approach with clear benefits for consumers.

The new Pledge+ features commitments beyond what is established in the EU safety legislation, strengthening cooperation and dialogue between signatories and authorities to protect consumers. The pledge also serves as the backdrop to a pilot project where consumer groups are considered trusted partners and can report potentially non-compliant and unsafe products to pledge signatories to be investigated and taken down well ahead of a formal regulatory investigation and notification.

Our commitment to partnering across sectors to protect consumers from product safety issues is also laid out in our [blueprint for private and public sector partnership to improve product safety for consumers](#).

Conclusion

Amazon is known for its customer obsession, and an essential part of that is earning and maintaining our customers' and selling partners' trust. Inherent to that, we do not sacrifice customer safety or long-term customer trust for short-term gain. It is the reason we invest far above and beyond our legal obligations to ensure a trustworthy shopping and selling experience.

We recognise that our job of protecting our customers, brands, and selling partners is never done. In this area, as with the rest of Amazon, we always perceive that it is Day 1 and that we must continue to innovate and get even better than where we are today.

In addition to our robust and proactive controls, we are continuously creating new tools and advancing our technology to detect bad actors and illegal content and stop it from being found in our store. We head off fraud, counterfeiting, and inappropriate content before customers ever see it in our store. In cases where we have missed something and it is reported to us, we swiftly remove the content, hold bad actors accountable, and use such incidents to inform our prevention and monitoring efforts going forward.

We will continue to innovate and join forces with industry and governments to improve outcomes for consumers. We will continue to post updates to our ongoing efforts via this report every six months, including those areas required for reporting by the DSA.