



AUSTRALIAN COMPETITION  
& CONSUMER COMMISSION

# Australian Product Safety Pledge

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Australian Competition and Consumer Commission  
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# Foreword

I am pleased to present the Australian Product Safety Pledge (the pledge), the first one of its kind in Australia developed by the Australian Competition and Consumer Commission (ACCC) in collaboration with AliExpress, Amazon Australia, Catch.com.au and eBay Australia. The pledge seeks to protect Australian consumers shopping online from product safety risks. It encourages signatories to demonstrate their commitment to a common framework of product safety-related responsibilities and to report on the outcomes and effectiveness of their product safety initiatives.

Unsafe products can cause significant harm to Australian consumers, impacting not only the health and wellbeing of consumers but also the broader economy, resulting in a loss of consumer confidence and trust.

This pledge sets out how signatories will be active in policing product safety across their businesses in a framework where expectations are public and results are measurable. In signing the pledge each signatory is committing to take various steps to provide consumers a safe and trusted online shopping experience.

The pledge is voluntary and outlines good practice approaches expected of industry and we encourage the adoption and implementation of the pledge by all online businesses, particularly those facilitating the supply of products to Australian consumers.

The ACCC recognises the spirit of cooperation the signatories have demonstrated during their engagement on the pledge initiative and their ongoing commitment to product safety more broadly. The existing measures these signatories have in place, coupled with any additional measures they take under the pledge will have a positive impact on mitigating product safety risks. We also welcome additional efforts taken by any business to improve product safety and help keep Australian consumers safe when shopping online.

The ACCC will continue to support signatories in their ongoing commitment to the pledge by driving broader adoption of the pledge, maintaining and updating the Product Safety Australia website, facilitating regular meetings with signatories, and sharing information on emerging product safety issues.

Enhancing product safety is vital to consumer confidence and trust. Online businesses that are seeking to strengthen or improve their product safety policies and initiatives will be interested in participating in the pledge, and are strongly encouraged to contact the [ACCC](#).

The ACCC recognises and appreciates the contribution and support of all signatories in the development of the pledge and their willingness to work with the ACCC to further strengthen and improve product safety across their businesses.

**Delia Rickard**  
Deputy Chair

# Overview

Major online businesses\* have signed the pledge with the ACCC (modelled on a similar successful initiative in the European Union), to demonstrate their commitment to product safety and to strengthen and improve product safety online.

As the digital economy continues to grow, the ACCC has prioritised improving product safety online. The pledge is an initiative developed by the ACCC in collaboration with signatories to strengthen online product safety through a combination of preventative and corrective actions.

The pledge is a voluntary initiative which commits its signatories to certain product safety-related responsibilities and reporting on the outcomes and effectiveness of their product safety initiatives.

This initiative recognises the significant role online businesses have in shaping and enhancing product safety compliance in the digital economy to help keep Australian consumers safe.

The pledge is expected to:

- reduce the number of unsafe goods sold online by improving the detection of these goods before they are sold to Australian consumers or as soon as practicable after the product has been listed for sale
- enable faster and more efficient removal of identified unsafe products
- raise consumer and supplier awareness of the importance of product safety
- encourage other online businesses to adopt measures that protect consumers from unsafe products.

\* In the context of the pledge, signatories include, but are not limited to, online businesses that facilitate marketplace services, engaging in business-to-consumer or consumer-to-consumer transactions via the internet.

# Australian Product Safety Pledge



**1.** Regularly consult the Product Safety Australia<sup>1</sup> website and other relevant sources for information on recalled/unsafe products. Take appropriate action<sup>2</sup> on these products once they are identified.



**2.** Provide a dedicated contact point(s) for Australian regulatory authorities to notify and request take-downs of recalled/unsafe products.



**3.** Remove identified unsafe product listings within two business days of the dedicated contact point(s) receiving a take-down request from Australian regulatory authorities. Inform authorities on the action that has been taken and any relevant outcomes.



**4.** Cooperate with Australian regulatory authorities in identifying, as far as possible, the supply chain of unsafe products by responding to data/information requests within ten business days should relevant information not be publicly available.



**5.** Have an internal mechanism for processing data/information requests and take-downs of unsafe products.



**6.** Provide a clear pathway for consumers to notify the pledge signatory directly of unsafe product listings. Such notifications are treated according to signatory's processes and where responses to consumers are appropriate, they are given within five business days.



**7.** Implement measures to facilitate sellers' compliance with Australian product safety laws. Share information with sellers on compliance training/guidance, including a link to the ACCC's 'Selling online' page on the Product Safety Australia website.<sup>3</sup>



**8.** Cooperate with Australian regulatory authorities and sellers to inform consumers<sup>4</sup> about relevant recalls or corrective actions on unsafe products.



**9.** Set up processes aimed at preventing or restricting the sale of banned, non-compliant and recalled products as appropriate.



**10.** Put in place reasonable measures to act against repeat offenders selling unsafe products, including in cooperation with Australian regulatory authorities.



**11.** Take measures aimed at preventing the reappearance of unsafe product listings already removed.



**12.** Explore the potential use of new technologies and innovation to improve the detection and removal of unsafe products.

<sup>1</sup> [www.productsafety.gov.au](http://www.productsafety.gov.au)

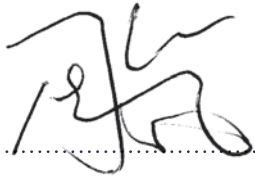
<sup>2</sup> This could include, among other things, removal of product listings, blocking the sale of a product into Australia and/or informing consumers and sellers, as appropriate.

<sup>3</sup> [www.productsafety.gov.au/sellingonline](http://www.productsafety.gov.au/sellingonline)

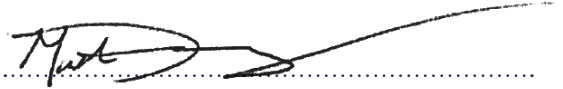
<sup>4</sup> This may also include informing sellers and requesting them to contact concerned buyers.

# Signatories

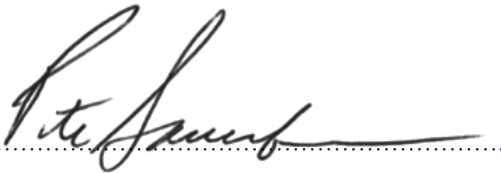
23 November 2020



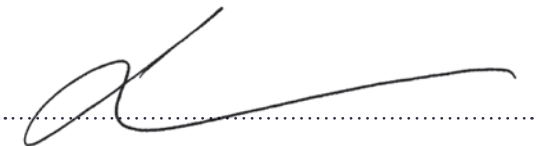
**Maggie Zhou**  
Managing Director  
Alibaba Group



**Matt Furlong**  
Country Manager  
Amazon Australia



**Pete Sauerborn**  
Managing Director  
Catch.com.au  
(Catch Marketplace)



**Tim MacKinnon**  
Vice President &  
Managing Director  
eBay Australia & New Zealand

29 April 2021



**Sean Senvirtne**  
Chief Executive Officer  
MyDeal.com.au

# Key Performance Indicators

Each pledge signatory is required to submit a report to the ACCC outlining how its business has performed during the financial year (1 July–30 June), measured against three key performance indicators (KPIs).

## KPI 1: The signatory is an informed and responsive product safety stakeholder

- Percentage of listings<sup>5</sup> removed within two business days as a result of consulting a variety of information sources such as the [Product Safety Australia website](#).
- Percentage of listings removed within two business days as a result of take-down requests made by Australian regulatory authorities<sup>6</sup> to the dedicated contact point(s).

## KPI 2: The signatory empowers suppliers and consumers with product safety information and operates as a safe and trusted online business

- A qualitative KPI that aims to capture ways in which signatories promote product safety information and support consumers in accessing remedies.

## KPI 3: The signatory delivers proactive and innovative product safety mitigation strategies

- A qualitative KPI that aims to capture ways in which signatories prevent, detect and remove unsafe products<sup>7</sup>, deter non-compliance and use innovation to improve product safety processes and initiatives.

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5 'Listings' refers to those products that are actively available for sale to a consumer located in Australia.

6 'Australian regulatory authorities' refers to the ACCC and ACL state and territory regulators.

7 'Unsafe products' refers to those that may present a safety risk to consumers including products that are non-compliant with [mandatory standards](#), [banned](#) or [recalled](#). For more information refer to the [Guidance on the consumer guarantee as to acceptable quality and 'safe'](#) publication.





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