



**CONSUMER CONFIDENCE IN A DIGITAL ENVIRONMENT –
EBAY'S PERSPECTIVE**

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Consumer confidence in the digital environment depends on many factors and requires a multifaceted approach. eBay is in the unique position of being able to provide insight into this important issue from the perspective of the eBay community of buyers and sellers that trade directly with one another on the eBay marketplace.

The eBay community consists of more than 212 million registered users worldwide, approximately 50 million of which are in Europe. eBay users buy and sell goods on the marketplace at a local, national and cross-border level, adding approximately 6 million items to the site every day. There are approximately 105 million items on the eBay marketplace at any given time.

Trust and the eBay marketplace

Trust in the eBay marketplace is the major driver behind its success. The trust of the eBay community runs to the very core of the eBay business model. eBay therefore invests heavily in the cutting-edge technology and tools necessary to provide a reliable and safe online marketplace.

Crucially, buyers and sellers have the possibility to rate the transaction they've engaged in through the eBay Feedback Forum. Leaving feedback enables users to build an online reputation, which adds to the transparency of the online marketplace and in turn fosters trust and confidence. By reducing anonymity and the uncertainty of dealing with an unknown trading partner, the feedback system has proven to be extremely useful in overcoming hesitancy on the part of consumers and suppliers about trading on the Internet.

A safe online trading environment

eBay provides wide-ranging, clear easily accessible online information and user tutorials for buyers and sellers. Policies and guidance on responsible behaviour for buyers and sellers are easily accessible and enforced by the active eBay community and eBay's in-house customer support operations.

eBay engages and cooperates with the widest range of third party civil society stakeholders, such as IP rights owners and consumer associations, to develop joint policies that will foster a trustworthy but also competitive and thriving e-Commerce environment.

At both EU and Member State level, eBay in partnership with governments and other companies has established educational websites to help consumers protect themselves from phishing and spoof. For instance, eBay is a founding sponsor of Get Safe Online in the UK and a partner of 'Deutschland Sicher im Netz' in Germany. At the European level, eBay supported an educational website on phishing in cooperation with the European Internet Service Providers Association.

Legislation

Existing EU eCommerce and Consumer Protection legislation provides a sound basis for protecting the consumer in the online environment. eBay looks forward to the forthcoming Green Paper consultation on the revision of the Consumer Acquis and to working with all stakeholders to enhance the eCommerce experience.

About eBay Inc.

Founded in 1995, eBay pioneers communities built on commerce, sustained by trust, and inspired by opportunity. eBay enables e-commerce on a local, national and international basis with an array of websites – including the eBay Marketplaces, PayPal, Skype, Kijiji, Rent.com and Shopping.com – that bring together millions of buyers and sellers every day.