



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Melanie Goins, Esq.
General Counsel
1stdibs.com, Inc.
51 Astor Place, 3rd Floor
New York, NY 10003

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Goins:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because 1stdibs.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Melanie Goins, Esq.

June 15, 2023

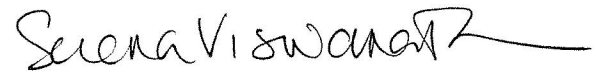
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Anindo Dey
Chief Executive Officer
Alibris, Inc.
2560 9th St, Suite 215
Berkeley, CA 94710-2565

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Dey:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Alibris appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

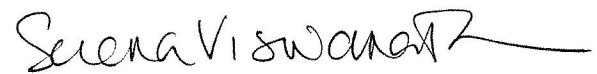
Anindo Dey
June 15, 2023
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

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Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Daniel Yong Zhang
Chairman and Chief Executive Officer
Alibaba Group
U.S. Office
525 Almanor Avenue, 4th Floor
Sunnyvale, CA 94085

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Yong Zhang:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because AliExpress appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties

Daniel Yong Zhang

June 15, 2023

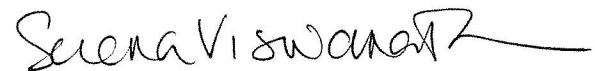
Page 2 of 2

and other remedies permitted under state law, and obtain damages, restitution, or other compensation for residents of that state.

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Serena Viswanathan
Associate Director



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Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

David A. Zapolsky, Esq.
Senior Vice President and General Counsel
Amazon.com, Inc.
410 Terry Avenue North
Seattle, WA 98109-5210

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Zapolsky:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Amazon.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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David A. Zapolsky, Esq.

June 15, 2023

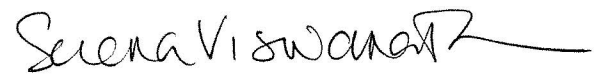
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Serena Viswanathan
Associate Director



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Division of Advertising Practices

June 15, 2023

Via Federal Express

Mike Steib
Chief Executive Officer
Artsy
401 Broadway, 24th Floor
New York, NY 10013

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Steib:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Artsy appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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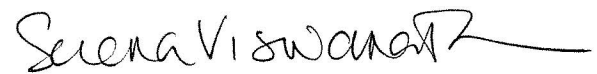
Mike Steib
June 15, 2023
Page 2 of 2

compensation for residents of that state.

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If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

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Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
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Division of Advertising Practices

June 15, 2023

Via Federal Express

Don Hendricks
Chief Executive Officer
Belk Inc.
2801 West Tyvola Road
Charlotte, NC 28217-4500

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Hendricks:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Belk.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Don Hendricks

June 15, 2023

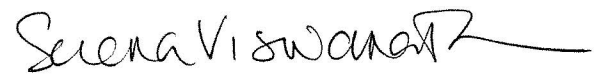
Page 2 of 2

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If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

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Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Quincy Faison
Chief Executive Officer
Bonanza Worldwide LLC
3131 Western Ave #428
Seattle, WA 98121

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Faison:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Bonanza appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Quincy Faison

June 15, 2023

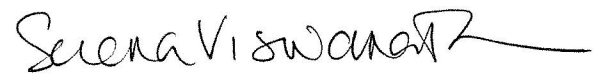
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

R. Scott Slifka, Esq.
Vice President and General Counsel, Americas of LEGO Group
LEGO Bricklink, Inc.
100 Print Shop Road
Enfield, CT 06082

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Slifka:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Bricklink appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

R. Scott Slifka, Esq.

June 15, 2023

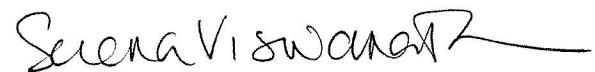
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Sumit Singh
Chief Executive Officer
Chewy, Inc.
7700 West Sunrise Boulevard
Plantation, FL 33322

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Singh:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Chewy.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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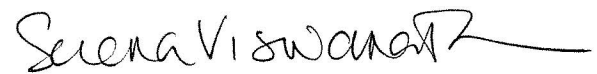
Sumit Singh
June 15, 2023
Page 2 of 2

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Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Laura Harradine-Greene, Esq.
Director of Legal
Depop
188 Grand St, 4th Floor
New York, NY 10013

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Harradine-Greene:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Depop appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

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Laura Harradine-Greene, Esq.

June 15, 2023

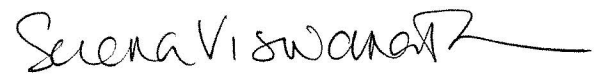
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Kevin Lewandowski
Chief Executive Officer
Discogs
4145 SW Watson Avenue
Beaverton, OR 97005

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Lewandowski:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Discogs appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Kevin Lewandowski

June 15, 2023

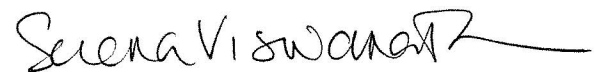
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Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Marie Oh Huber, Esq.
Senior Vice President, Chief Legal Officer & General Counsel
eBay Inc.
2025 Hamilton Avenue
San Jose, CA 95125

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Huber:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because eBay appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Marie Oh Huber, Esq.

June 15, 2023

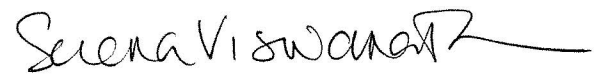
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Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Gary Sewell
Chief Executive Officer
eBid Ltd.
382 NE 191st St #42012
Miami, FL 33179

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Sewell:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because eBid.net appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

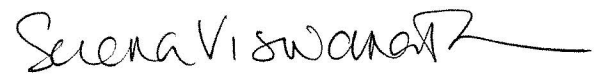
Gary Sewell
June 15, 2023
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

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Very truly yours,

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Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Dimitar Slavov
Owner
eCrater
105 Alberti Aisle
Irvine, CA 92614

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Slavov:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because eCrater appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Dimitar Slavov

June 15, 2023

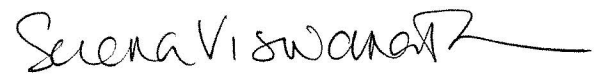
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Colin Stretch, Esq.
Chief Legal Officer
Etsy, Inc.
117 Adams Street
Brooklyn, NY 11201

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Stretch:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Etsy appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Colin Stretch, Esq.

June 15, 2023

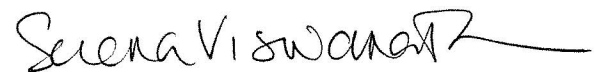
Page 2 of 2

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Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Laurel Krueger, Esq.
Chief Legal Officer
Express, Inc.
1 Express Drive
Columbus, OH 43230

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Krueger:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Express.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Laurel Krueger, Esq.

June 15, 2023

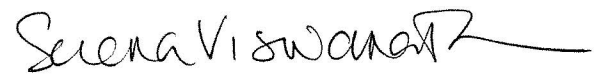
Page 2 of 2

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Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

James Maynard, Esq.
Chief Legal Officer & General Counsel
Farfetch UK Limited
U.S. Office
700 S. Flower St., Floor 30
Los Angeles, CA 90017-4101

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Maynard:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Farfetch appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties

James Maynard, Esq.

June 15, 2023

Page 2 of 2

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Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Ben Hemminger
Chief Executive Officer
Fashionphile Group, LLC
6359 Paseo Del Lago
Carlsbad, CA 92011

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Hemminger:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Fashionphile appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Ben Hemminger

June 15, 2023

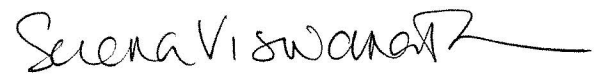
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Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Eddy Lu
Chief Executive Officer
1661, Inc. d/b/a GOAT
3433 West Exposition Place
Los Angeles, CA 90018

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Lu:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because GOAT appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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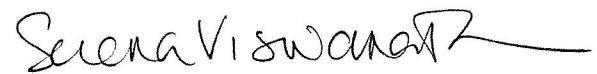
Eddy Lu
June 15, 2023
Page 2 of 2

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Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Hissan Bajwa, Esq.
General Counsel
Houzz Inc.
285 Hamilton Ave., Floor 4
Palo Alto, CA 94301-2540

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Bajwa:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Houzz appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Hissan Bajwa, Esq.

June 15, 2023

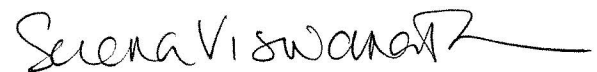
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Jennie Kent, Esq.
Chief Legal Officer
Kohl's Corporation
N56 W17000 Ridgewood Drive
Menomonee Falls, WI 53051

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Kent:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Kohls.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Jennie Kent, Esq.

June 15, 2023

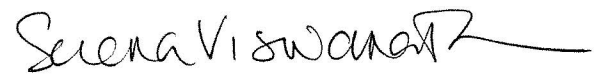
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Elisa Garcia, Esq.
Chief Legal Officer
Macy's, Inc.
151 West 34th Street
New York, NY 10001

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Garcia:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Macys.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Elisa Garcia, Esq.

June 15, 2023

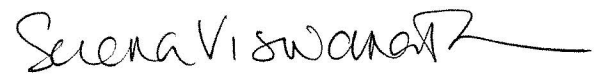
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Jenny Kim, Esq.
General Counsel
Mercari US
1530 Page Mill Road, Suite 100
Palo Alto, CA 94304

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Kim:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Mercari appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Jenny Kim, Esq.

June 15, 2023

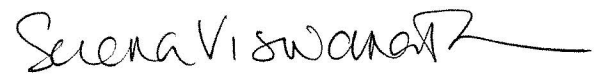
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Jennifer Newstead, Esq.
Chief Legal Officer
Meta Platforms, Inc.
1601 Willow Road
Menlo Park, CA 94025

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Newstead:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Facebook Marketplace, Facebook Shops, and Instagram Shopping appear to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties

Jennifer Newstead, Esq.

June 15, 2023

Page 2 of 2

and other remedies permitted under state law, and obtain damages, restitution, or other compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Matt Strathman, Esq.

General Counsel

Newegg

17560 Rowland Street

City of Industry, CA 91748

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Strathman:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Newegg appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Matt Strathman, Esq.

June 15, 2023

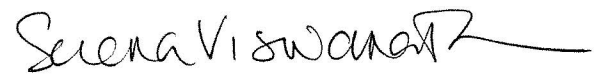
Page 2 of 2

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Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Nathan Garnett, Esq.
General Counsel
OfferUp, Inc.
1715 114th Avenue Southeast, Suite 100
Bellevue, WA 98004

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Garnett:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because OfferUp appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Nathan Garnett, Esq.

June 15, 2023

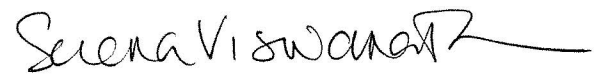
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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Robert Siffring, Esq.
Vice President & General Counsel
Oriental Trading Co., Inc.
5455 South 90th Street
Omaha, NE 68127

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Siffring:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Oriental Trading Co. appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Robert Siffring, Esq.

June 15, 2023

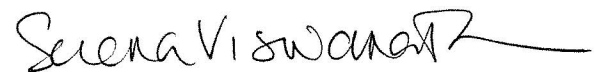
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

E. Glen Nickle, Esq.
Chief Legal Officer
Overstock.com, Inc.
799 W. Coliseum Way
Midvale, UT 84047

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Nickle:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Overstock.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

E. Glen Nickle, Esq.

June 15, 2023

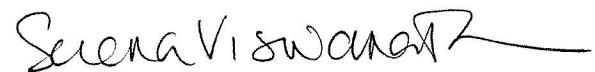
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If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Manish Chandra
Chief Executive Officer
Poshmark
203 Redwood Shores Pkwy, Floor 8
Redwood City, CA 94065

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Chandra:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Poshmark appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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Manish Chandra

June 15, 2023

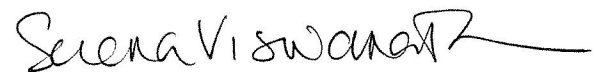
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If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Todd Suko, Esq.
Chief Legal Officer
The RealReal, Inc.
55 Francisco Steet, Suite 400
San Francisco, CA 94133

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Suko:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because TheRealReal.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Todd Suko, Esq.

June 15, 2023

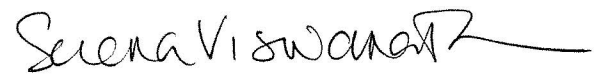
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Charles Gorra
Chief Executive Officer
Trendly, Inc. d/b/a Rebag
168 39th St, Bldg. 19, Unit 5B
Brooklyn, NY 11232

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Gorra:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Rebag.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

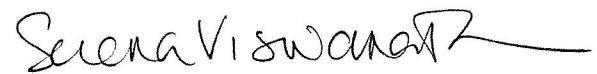
Charles Gorra
June 15, 2023
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

James Toy, Esq.
Group General Counsel
Redbubble Inc.
111 Sutter St., 17th Floor
San Francisco, CA 94104

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Toy:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because RedBubble appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

James Toy, Esq.

June 15, 2023

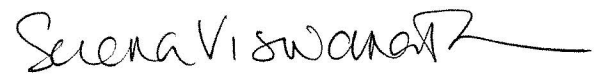
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compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

David Mandelbrot
Chief Executive Officer
Reverb.com, LLC
3345 N. Lincoln Ave.
Chicago, IL 60657

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Mandelbrot:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Reverb.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

David Mandelbrot

June 15, 2023

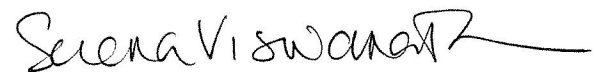
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Tom Johnson
Chief Executive Officer
Ruby Lane, Inc.
381 Bush Street, Suite 400
San Francisco, CA 94104

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Johnson:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Ruby Lane appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

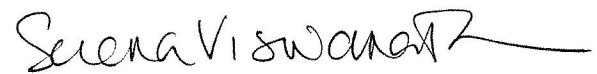
Tom Johnson
June 15, 2023
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Valerie Ho, Esq.
General Counsel
Shein Distribution Corporation
757 S. Alameda St., Suite 220
Los Angeles, CA 90021-1672

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Ho:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Shein.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Valerie Ho, Esq.

June 15, 2023

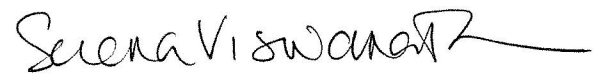
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Jessica Hertz, Esq.
General Counsel and Corporate Secretary of Shopify Inc.
Shopify (USA) Inc.
148 Lafayette St.
New York, NY 10013

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Hertz:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Shopify's Shop app appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Jessica Hertz, Esq.

June 15, 2023

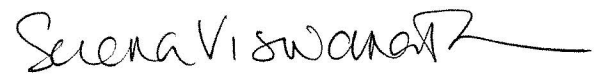
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If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Laura Lewis, Esq.
General Counsel
StockX Inc.
1046 Woodward Avenue
Detroit, MI 48226

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Lewis:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because StockX appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Laura Lewis, Esq.

June 15, 2023

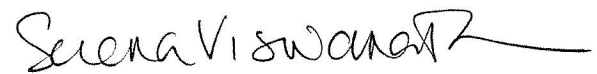
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If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Gray King
Chief Executive Officer
Swap.com, Inc.
1450 Atlantic Ave.
Rocky Mount, NC 27801

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. King:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Swap.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

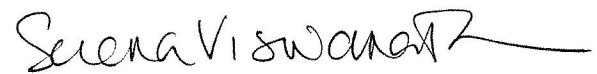
Gray King
June 15, 2023
Page 2 of 2

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This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Don H. Liu, Esq.
Executive Vice President and Chief Legal & Risk Officer
Target Corporation
1000 Nicollet Mall
Minneapolis, MN 55403

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Liu:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Target.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

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Don H. Liu, Esq.

June 15, 2023

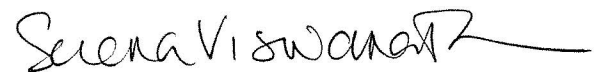
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compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Qin Sun
President
Temu (WhaleCo, Inc.)
31 St. James Avenue, Suite 355
Boston, MA 02116

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Sun:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Temu appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

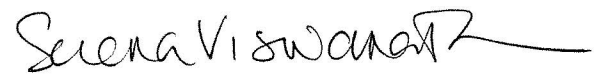
Qin Sun
June 15, 2023
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Alon Rotem, Esq.
Chief Legal Officer
ThredUp Inc.
969 Broadway, Suite 200
Oakland, CA 94607

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Rotem:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because ThredUp appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Alon Rotem, Esq.

June 15, 2023

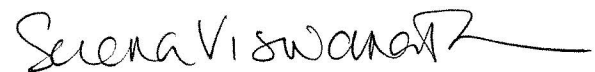
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a stylized flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Transformco d/b/a Sears d/b/a Kmart
3333 Beverly Road
Hoffman Estates, IL 60179
Attn: Legal Counsel

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Counsel:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Transformco (Sears.com, Kmart.com) appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other compensation for residents of that state.

Transformco d/b/a Sears d/b/a Kmart

June 15, 2023

Page 2 of 2

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Michael Silbert, Esq.
General Counsel
Urban Outfitters Inc.
5000 South Broad Street
Philadelphia, PA 19112-1495

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Silbert:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because UrbanOutfitters.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Michael Silbert, Esq.

June 15, 2023

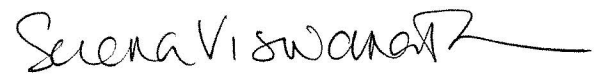
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Maximilian Bittner
Chief Executive Officer
Vestiaire Collective
New York Office
601 W. 26th Street, Suite 308
New York, NY 10001

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Bittner:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Vestiaire Collective appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties

Maximilian Bittner

June 15, 2023

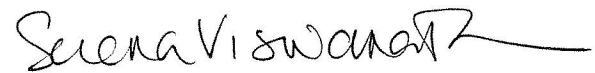
Page 2 of 2

and other remedies permitted under state law, and obtain damages, restitution, or other compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Rachel Brand, Esq.
Executive Vice President of Global Governance and Chief Legal Officer
Walmart Inc.
702 S.W. 8th Street
Bentonville, AR 72716

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Brand:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Walmart.com appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Rachel Brand, Esq.

June 15, 2023

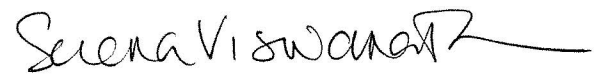
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express
Enrique Colbert, Esq.
General Counsel
Wayfair Inc.
4 Copley Place
Boston, MA 02116

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Colbert:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Wayfair appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Enrique Colbert, Esq.

June 15, 2023

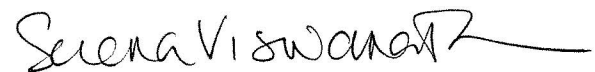
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, sweeping horizontal line.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Joe Yan
Chief Executive Officer
ContextLogic Inc. d/b/a Wish
One Sansome Street, 33rd Floor
San Francisco, CA 94104

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Mr. Yan:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Wish appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

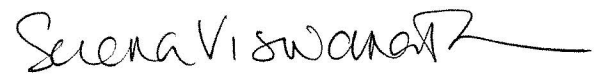
Joe Yan
June 15, 2023
Page 2 of 2

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct violative of the INFORM Consumers Act. We are distributing similar letters to numerous other companies that may meet the Act's definition of "online marketplace."

If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

Melanie Sherk, Esq.
Chief Legal & Business Development Officer
Zazzle Inc.
1200 Chestnut St.
Menlo Park, CA 94025

Re: INFORM Consumers Act, Effective June 27, 2023

Dear Ms. Sherk:

I am enclosing a copy of the INFORM Consumers Act, which Congress passed in December 2022 as part of the Consolidated Appropriations Act of 2023, Pub. L. No. 117-328, Div. BB, Title III, § 301, 136 Stat. 4459, 5555-62 (2022) (to be codified at 15 U.S.C. § 45f), as well as a copy of FTC staff's recently published business guidance concerning the Act. Because Zazzle appears to meet the definition of "online marketplace" under the Act, this letter is to notify you of your responsibility to comply with this law.

The INFORM Consumers Act, **effective June 27, 2023**, imposes obligations on online marketplaces regarding the collection, verification, safeguarding, and disclosure of certain identifying information of "high-volume third party sellers" that sell, offer to sell, or contract to sell new or unused consumer products in the United States through marketplaces' platforms. The Act also requires online marketplaces to provide for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace in certain circumstances. We recommend that you carefully review the statute and the enclosed guidance, and take all steps necessary to ensure that your company is in full compliance with the law by June 27.

We also urge you to communicate with your third party sellers about the information that the Act requires be collected, verified, and disclosed. Finally, we recommend that you advise them about how to avoid potential imposters attempting to trick them into sharing sensitive personal or account information.

Be advised that a violation of the INFORM Consumers Act is treated as a violation of an FTC rule. **Online marketplaces that violate the Act may face FTC law enforcement that could result in civil penalties of \$50,120 per violation. See 15 U.S.C. § 45(m)(1)(A).** The Act also gives enforcement authority to State Attorneys General and other officials authorized by the State. They may file an action in federal court to enjoin further law violation, seek civil penalties and other remedies permitted under state law, and obtain damages, restitution, or other

Melanie Sherk, Esq.

June 15, 2023

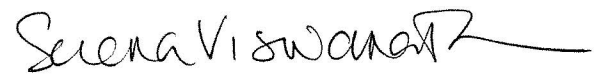
Page 2 of 2

compensation for residents of that state.

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If you have any questions about this letter or the enclosed materials, please contact Tiffany Woo at twoo@ftc.gov or (202) 326-3583, or Carl Settlemyer at csettlemyer@ftc.gov or (202) 326-2019.

Very truly yours,

A handwritten signature in black ink that reads "Serena Viswanathan" followed by a long, horizontal flourish.

Serena Viswanathan
Associate Director