

Appendix 3:

Status of Complaints and Dispute Resolution by Specified Digital Platform Providers (FY2021)

1. Example of a complaint consultations desk established by a specified digital platform provider

Online Mall

Amazon	Rakuten	Yahoo!
<p>○Technical support You can contact us as follows by clicking on "Contact Us" in Seller Central. Email: 24 hours a day, 365 days a year Chat and phone: 9:00 a.m. to 9:00 p.m. daily *Inquiries can be made in Japanese.</p> <p>○Direct contact to the team that implemented the measure For actions such as account suspension, you can directly contact and appeal to the team that took the action.</p>	<p>○Complaints and Disputes Desk Disclosed on "Store Management Navi," a portal site for vendors that can be viewed after signing a contract.</p> <p>○EC consultant A contact person who is assigned to each business user.</p> <p>○Call center/chat desk Accepts inquiries about store operation system operation, campaigns, etc.</p>	<p>○Help Desk ●Shopping Help Desk Telephone Service (10:00 - 18:00 *Except for year-end and New Year holidays) ●Shopping help desk inquiry form (24 hours a day *Replies are sent from 10:00 a.m. to 6:00 p.m. except during the year-end and New Year holidays) ●Store AI chat support (Automatic response 24 hours a day, 365 days a year)</p> <p>○Yahoo! Shopping sales manager Weekdays 10:00 a.m. to 6:00 p.m. (*Except for year-end and New Year holidays)</p>

App Store

Apple	Google
<p>○Online form for filing complaints https://developer.apple.com/contact/p2b/ *Inquiries can be made in Japanese.</p>	<p>○Online form "Contact Google Play about account suspension, app removal or suspension of publication" https://support.google.com/googleplay/android-developer/troubleshooter/2993242?visit_id=637546048936857363-3967891678&rd=1 *Inquiries can be made in Japanese.</p>

(Source) Compiled by METI based on periodic reports (summary) submitted by specified digital platform providers.

2. Status of complaints and dispute resolution

Amazon.co.jp

Outline of the System

- Support for business users to solve problems related to their own seller accounts as much as possible.
- A specialized department called "Technical Support" was established to handle inquiries from business users. Respond according to the service standards, which stipulate procedures and response times to be observed, etc., for possible inquiries. To improve the quality of response, the quality of response to inquiries is monitored based on various indicators such as the number of cases per product sold and the average response time.
- Upon receipt of an objection, the team that implemented the measure carefully reviews the objection. If a measure was misjudged, the conditions under which the measure was implemented, etc., are revised to prevent recurrence. Regular scrutiny and remedial action by the management team.

Complaint and Dispute Resolution Results (FY2021)

- Number of complaints and disputes**
[Complaints] 56,910 cases, [Disputes] 45 cases
* The number of complaints corresponds to about 2% of all inquiries from business users in the previous fiscal year.
* The number of complaints includes those that complain about our decisions, services, response to inquiries, changes to the terms and conditions, etc.
* The number of disputes includes cases in which a business user has filed a lawsuit, arbitration, mediation, or other legal dispute resolution procedure against us, as well as cases in which a letter suggesting such a procedure has been sent to us.
- Main types of complaints and disputes**
[Complaints] Product display and listing-related (50%), Ordering, packaging and delivery-related (29%), Account registration/login/setup-related (6%), Advertising and additional service-related (4%)
[Disputes] Sales payment-related (24 cases), Account suspension-related (13 cases), product return-related (4 cases)
*The number of disputes is the cumulative total.
- Average processing period**
*The following period includes the period of waiting for a response from the business user.
[Complaints] 4.4 days on average. Of all complaints, about 52% were resolved within 24 hours and about 75% within three days.
[Disputes] The average time taken to process a written objection is 50 days.
- Summary of results**
✓ Approximately 74% of the complaints were resolved in accordance with the business user's wishes through additional explanations, support, and improvements by the business user based on these explanations and support.
✓ Of the dispute procedures, three cases were resolved by the end of the previous fiscal year (all were withdrawn by the business users).
✓ For written objections filed in the previous year, approximately 67% of those resolved in the previous year were resolved in a manner that maintained Amazon's decision.

(Source) Compiled by METI based on periodic reports (summary) submitted by Amazon Japan, LLC.

Rakuten Ichiba

Outline of the System

- With the enforcement of the TFDPA, a new "Complaints and Disputes Desk" was established. As a point of contact independent of other departments, etc., the desk responds to matters of complaint objectively and impartially from a third-party standpoint. All cases are fact-checked, and the results and reasons for the decisions are individually responded to the applicant. When responding, it does not provide a standardized response using a template, but rather respond to the specifics of each individual petition in a polite manner.
- The company has long accepted and responded to a wide range of requests and opinions from business users through channels such as EC consultants, call centers, and the "Rakuten Ichiba Service Improvement Committee", which exchanges opinions with business users of the market.

Complaint and Dispute Resolution Results (FY2021)

•Number of complaints and disputes

- 21 cases
- * The number of cases counted for those handled by the "Complaints and Disputes Desk".
 - * The number of inquiries received by EC consultants and call centers is not counted as the number of complaints and disputes, since a huge number of inquiries are received daily and it is difficult to clearly distinguish between opinions and inquiries and complaints and disputes in terms of content.

•Main types of complaints and disputes

"Common shipping included line"-related
Related to the return of fees, etc.
Relating to a request for withdrawal of cancellation of a store opening contract
Related to interpretation of terms and conditions
Related to requests for correction of violations by other vendors

•Average processing period

- 8.53 days
- * Average number of days from receipt of application to final response to the applicant (including holidays and public holidays)

•Summary of results

- ✓ The "Complaints and Disputes Desk" is independent of other departments, etc., and handles complaints and disputes objectively and impartially from a third-party standpoint.
- ✓ For all cases applied for at the desk, all cases are fact-checked, and the results and reasons for the decisions are individually responded to the applicant.

(Source) Compiled by METI based on periodic reports (summary) submitted by Rakuten Group, Inc.

Yahoo! Shopping

Outline of the System

- Inquiries are received at the "Help Desk" or "Sales Representative" and escalated to the appropriate department within the company depending on the content. Specifically, the following departments were assigned: (a) "Screening CS (Customer Satisfaction)" department for screening at the time of store opening, (b) "Guideline CS" department for violations of guidelines after store opening, (c) "Store CS" department for mall management, including customer service after store opening, and (d) "Help Desk" department for other general inquiries after store opening.
- There were no serious complaints or development of disputes. The objective of reassuring and convincing business users through prompt and appropriate complaint handling was achieved to a certain degree. The average time to completion of the first response is short, and the speed of response is acceptable. Complaints received are always closed with a reply from the Company, and no case has been closed with a complaint from a business user that has not been closed.
- A new internal system was created to centrally and comprehensively identify complaints received by each department, and the definitions of complaints were standardized. This has allowed for smoother compilation of grievance cases and post-verification of grievance handling.

Complaint and Dispute Resolution Results (FY2021)

•Number of complaints and disputes

- [Complaints] 123 cases, [Disputes] 0 case
- * In total, 348,500 cases, inquiries were received by each department.
 - * The above "complaints" are those deemed by each department to be specific appeals for reconsideration, rather than mere requests or questions.
 - * The above "dispute" refers to a case in which a problem between the Company and a business user has reached a point where it should be resolved through legal means such as litigation or mediation.

•Main types of complaints and disputes

[Complaints]
Investigation Department-related (7 cases) Complaints for disadvantages occurred by the result of screening at the time of store opening
Guideline CS Department-related (27 cases) Claims that the standard is not violated, lack of explanation of the guidelines, and that other stores may also be in violation
Store CS Department-related (18 cases) Claims from the Company due to consolatory payment programs, etc., closure or withdrawal of stores
Help Desk-related (32 cases) Services, store tools, store support, and manuals
Sales Department-related (46 cases) Functions, responses, guidelines, and operating policies

•Average processing period

- [Complaints]
Inquiries by phone: 10 minutes to complete primary response
Email inquiries: Primary response within 48 hours of receipt
- * Extracted figures managed by external customer management system and telephone system by measuring the time of incoming calls.

•Summary of results

- ✓ The Help Desk, which conducts satisfaction surveys in the form of questionnaires, received responses from 85% of respondents that they were satisfied with the service.

(Source) Compiled by METI based on periodic reports (summary) submitted by Yahoo Japan Corporation and other sources.

App Store

Outline of the System

- Apple provides an online form under the law that allows Japanese developers to file complaints in the categories of (1) restriction, suspension, or termination, (2) technical issues, (3) legal compliance, (4) payment. Complaints are reliably communicated to the person responsible within the company.
- Review and study the concept and specific efforts regarding the development of systems and procedures necessary to address complaints and resolve disputes by business users. Implement measures consistent with specific examples of efforts in the TFDPA guidelines. Response to complaints and disputes will generally help to clarify and improve Apple's existing internal processes and expedite the timeline for existing transparency efforts. Invest time and resources in updating notifications to business users.

Complaint and Dispute Resolution Results (FY2021)

●Number of complaints and disputes

[Complaints] 3 cases

*Objections received via the online form below are counted.
<https://developer.apple.com/contact/p2b/>

●Main types of complaints and disputes

[Complaints] All of them fall under the category of "Restriction/Suspension/Termination" due to the termination of the business user's account due to fraud.

●Average processing period

[Complaints] Six days from the filing of a complaint until the decision is communicated to the business user.

●Summary of results

- ✓ In two of the three cases, the company maintained termination measures against the business users because they repeatedly violated the guidelines and license agreements by committing fraudulent acts that endangered Apple users and caused other business users to suffer disadvantages.
- ✓ In the one remaining case, Apple rescinded the decision and reinstated the business user's account, and the business user acknowledged its own wrongdoing and violation of the guidelines and license agreement, and promptly took corrective action to eliminate the violation and ensure future compliance.

(Source) Compiled by METI based on periodic reports (summary) submitted by Apple Inc. and iTunes Inc.

Google Play Store

Outline of the System

- Complaint processing ends under various circumstances, including "when 48 hours have passed after the solution is presented," "when the customer confirms that the problem has been resolved," or "when the customer replies to the contact person with an acknowledgment".
- Provide multiple avenues for developers to raise issues and concerns (various support desks listed in the Google Play Policy Center). Through these mechanisms, Google handles developer's complaints efficiently and fairly, and considers these complaints to improve the operation of specific digital platforms.

Complaint and Dispute Resolution Results (FY2021)

●Number of complaints and disputes

[Complaints] 4,637 cases, [Disputes] 0 cases

* "Complaints" is the total number of complaints received through the designated contacts listed in the terms of use, including the help center, email contact, and website. All apps associated with Japanese-based developers with a Google Play Developer Sales/Distribution Agreement were identified for the count.

* "Dispute" is a claim case pending before a dispute resolution organization such as a court of law or arbitration with an app business operator.

●Main types of complaints and disputes

[Complaints] App/platform-related (2,301 cases),
Objection-related (1,988 cases),
Policy-related (250 cases),
Account management-related (61 cases),
Certification-related (37 cases)

●Average processing period

[Complaints]

Less than 24 hours: 3,135 cases (68%),
24-48 hours: 399 cases (9%),
More than 48 hours but less than 1 week: 637 cases (14%),
More than 1 week: 366 cases (9%)

●Summary of results

- ✓ Maintenance of enforcement decisions: 1,136 cases (25%)
- ✓ Revocation of enforcement decisions: 432 cases (9%)
- ✓ Problems solved: 2,959 cases (64%)
- ✓ Other: 110 cases (2%)
- * If Google provides support to a business user regarding account management, authentication, technical or other issues, this is recorded as a "problem resolution".

(Source) Compiled by METI based on periodic reports (summary) submitted by Google LLC.