

1. For sellers

# Put product safety first

No matter where you sell  
**from, to, or through**, make  
it safe to buy online



**#PutProductSafetyFirst**

# Put product safety first.

When listing:

- ✓ Check local and global recalls regularly.
- ✓ Know what's banned or subject to mandatory requirements, in every country you sell to.
- ✓ Include product safety information, warnings, directions for use, age recommendations and labels in listings.

#PutProductSafetyFirst

# Put product safety first.

After listing:



#PutProductSafetyFirst

- ✓ Swiftly identify and remove unsafe products from sale as part of the recall.
- ✓ Keep consumers informed – contact them when product safety concerns arise.
- ✓ Be clear with consumers – if a product is identified as unsafe, advise them of the risk and action they should take to participate in the recall.
- ✓ Be contactable and responsive to consumers and authorities.

2. For online marketplace operators



# Put product safety first

Build trust by removing unsafe products from your platform and reach out to consumers who have bought dangerous products on your platform



[#PutProductSafetyFirst](#)

# Put product safety first

Build accountability and traceability on your platform:



#PutProductSafetyFirst

- ✓ Take measures to confirm the identity of, and vet, sellers before they list.
- ✓ Make the sellers' identity and contact information visible.
- ✓ Consider implementing unique seller and product identifiers.
- ✓ Ensure sellers advise consumers to stop using unsafe products and take corrective action such as a recall – and, if the seller isn't doing so, provide appropriate consumer advice and remedies.
- ✓ Educate sellers on their legal obligations in the jurisdictions they sell to.

# Put product safety first

Work with product safety regulators:

- ✓ Work with product safety regulators to identify and respond to emerging risks and persistent problems.
- ✓ Check local and global recalls regularly.
- ✓ Use technology to prevent, detect and remove unsafe products, especially those on the OECD Global Recalls portal and other public databases.

#PutProductSafetyFirst



# Put product safety first

Build consumer trust  
in your platform:



#PutProductSafetyFirst

- ✓ Make it easy for consumers to report unsafe products to you and the seller.
- ✓ Make a list of recalled products that were sold on your platform, and make it easy to find and read.
- ✓ Help consumers make safe decisions – share product safety information effectively and require sellers to include all relevant product safety information in their listings.