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

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,

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.

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,

Serena Viswanathan
Associate Director

UNITED STATES OF AMERICA

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,

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 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.

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.**

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,

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
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 recentl (u)23ub2 (i)-2 (da)1 (r)h45fTw [(C)2p2Iuh45fArts As c

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

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

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,

Serena Viswanathan
Associate Director

UNITED STATES OF AMERIC O5Dl(A)TJ02 Tc147.05 0 Td( )Tj102 0 0 02 172.68 12.568 Tm( )Tj-0.002 Tc-0

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct

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Federal Trade Commission
WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express

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,

Serena Viswanathan
Associate Director

UNITED STATES OF AMERICA
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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

compensation for residents of that state.

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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 Tw6lMDC T6( )]TJE 70570f[F)3 (ff)5 (ic)n[V)3 (i)-2 (oe4(F)2 n(tiv)2 (e)(

compensation for residents of that state.

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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 i Ms.su1 (ns)-1 (it)3 (li)-2 (da1.1s)uGsi5Tj leon1 (l(i5.1 L)-2 (,ac)-1 (i)-2 (vG)4 i(hi)-2 MC ( )
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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) 326-3646.

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

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,

Serena Viswanathan
Associate Director

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

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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,

Serena Viswanathan
Associate Director

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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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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,

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.

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 STd[v21 0 Td( )Tja)-1 (bou)5 thenellcl6 (ll)nscTJ-0.002 Tc face FTolationh

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,

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.

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.

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,

Serena Viswanathan
Associate Director

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,

Serena Viswanathan
Associate Director

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

Division of Advertising Practices

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

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.e(i)-2 (efact BMC 72 591.0e(a

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***

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,

Serena Viswanathan an

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 thro1 (ons)4 0 on oe-1 (ga)-1 (t)5 (e)1 (ons( )]TJEMC

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,

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, verific4n9 0 TdTmβsfin, ve t tecc Cs ryo(c)-1 (onc)-3(n)5 (s)-1 (t) (e)-1 (

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.

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

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,

Serena Viswanathan
Associate Director

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,

Serena Viswanathan
Associate Director

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

Division of Advertising Practices

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,

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 Be you -2 (s2 (sg

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,

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

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,

Serena Viswanathan
Associate Director

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,

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
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

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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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**

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,

Serena Viswanathan
Associate Director

UNITED STATES OF AMERICA

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,

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

Re:

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

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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.

compensation for residents of that state.

This letter does not reflect any assessment as to whether you have engaged in conduct

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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:

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,

Serena Viswanathan
Associate Director

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WASHINGTON, D.C. 20580

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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

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,

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

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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**

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WASHINGTON, D.C. 20580

Division of Advertising Practices

June 15, 2023

Via Federal Express
Maximilian Bittner
Chief Executive Officer
Vestiaire Collective
New York Office

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,

Serena Viswanathan
Associate Director

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

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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,

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

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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 aut

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,

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.

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,

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