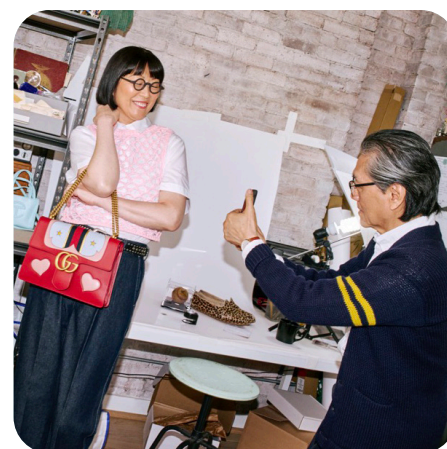


# 2024 Global Transparency Report

September 2025





Introduction

Every day, eBay connects millions of enthusiasts across our global marketplace. We are deeply committed to protecting our users and securing our marketplace, ensuring eBay remains a trusted destination for enthusiasts. Our teams work around the world to establish and uphold robust policies, build strong partnerships, and develop innovative tools that empower our global community — and as a company we’ve invested billions of dollars in trust and safety.

Advancements in technology, including the use of AI, continue to propel our efforts forward. Every item listed on eBay undergoes thousands of proprietary, risk-based evaluations. In 2024, this enabled us to block 98.8% of prohibited item violations before they ever appeared on the marketplace. eBay’s product safety filter algorithms blocked 40.8 million violations, and we also blocked or removed 1 million violations for prohibited wildlife listings such as ivory in 2024.

We have built a robust policy framework to protect consumers and provide clarity to sellers about what can and cannot be sold, and under what conditions. Every eBay user must adhere to all applicable laws and regulations, our [User Agreement](#), and our [User Privacy Notice](#). As part of this governance, eBay has developed policies to prevent the sale of [Prohibited and Restricted Items and Counterfeit Goods](#), and items that infringe [Intellectual Property](#) rights or violate [International Trading](#) rules. In addition, eBay’s [Privacy Principles](#) guide our employees in cultivating a safe, secure, and trustworthy customer experience.

We are proud to highlight our progress in eBay’s 2024 Global Transparency Report, and will continue to lead by example — advancing technology, refining policies, and building partnerships that raise the bar for our community and the broader ecommerce landscape.

eBay “[By the Numbers](#)” as of Q4 2024

134 million

active buyers worldwide

Approx. 2.4 billion

live items on the marketplace

190+ markets

sellers and buyers worldwide

98.8%

of prohibited item violations blocked before ever appearing on eBay



“Trust is the foundation of all we do at eBay. Our teams innovate every day to drive safety and transparency for our customers worldwide.”


— Jamie Iannone, President & CEO



## Preventing Counterfeit and Prohibited Items

eBay takes decisive action to prevent counterfeit and prohibited items from appearing on our marketplace. We invest in a multi-pronged approach that combines sophisticated AI moderation, highly-trained eBay investigators, and robust buyer-protection programs to identify, block, and remove items that infringe on intellectual property or are otherwise prohibited. In 2024, these efforts led to the proactive removal of approximately 4.5 million potentially counterfeit and prohibited items.

Central to keeping eBay a safe and trusted marketplace is its partnership with the approximately 72,000 active intellectual property (IP) rights owners enrolled in eBay's [Verified Rights Owner \(VeRO\) Program](#). Launched in 1998, the VeRO Program enables IP rights owners to report to eBay potentially counterfeit items or other IP infringement issues. eBay promptly removes reported listings, notifies the seller, and reviews the seller account for possible enforcement action.



### Authenticity Guarantee

eBay's [Authenticity Guarantee program](#) supports these efforts by providing physical inspection and verification of eligible items by professionally-trained authenticators. More than 15 million items have been verified through the program as of June of 2025. also offers seller protections, including intermediated returns. Authenticity Guarantee is currently available in the U.S. for [watches](#), [sneakers](#), [streetwear](#), [handbags and other luxury accessories](#), [trading cards](#), and [jewelry](#), and the program continues to expand to additional categories and regions.



### Technology and People Working Together

We use AI and image detection technology to help keep our marketplace safe. Our algorithms screen listings to detect prohibited items, automatically blocking or flagging them for review when necessary. Listings that violate eBay policy are promptly removed, and sellers receive a clear explanation of the decision. We also enforce strong measures to deter repeat violations, including permanent suspension for serious or repeated offenses.

In 2024, AI-driven algorithms that focus on product safety issues — such as safety alerts and recalls — blocked 41 million violations. This progress is the result of our continued investment in new detection technologies, employee training, and more effective enforcement measures.

eBay's community plays a critical role in these efforts. Through our [Report Item](#) functionality, any eBay user can report potential policy violations. Last year, the eBay community reported 1.6 million items for removal through this process. When combined with reports from rights owners, third-party reports totaled 3.8 million in 2024. Overall, we proactively suspended more than 37,000 accounts for IP violations and the listing of prohibited or restricted items.

eBay also continues to strengthen the robust combination of people, policies, and tools that define our approach. Our [feedback system](#), powered by verified purchases, remains a cornerstone of the trusted buying experience on our marketplace. eBay's [Money Back Guarantee](#), applicable to most items purchased on eBay, helps protect buyers when an item is not received, or the item they receive is different from what was described in the item listing, and they are unable to resolve the dispute with the seller. In addition, user [product reviews](#) help prospective buyers make informed decisions before completing a purchase.

**45  
Million** violations were blocked by our filtering algorithms for Intellectual Property issues.

**257  
Million** prohibited and restricted item violations.  
Our filtering algorithms blocked another





## Law Enforcement and Regulators

eBay's [Criminal and Regulatory Investigations Team](#) protects eBay's communities from criminal activity and prohibited items by investigating potential misuse of the platform and proactively referring cases to law enforcement for prosecution. Through our Partnering with Retailers Offensively Against Crime and Theft (PROACT) program, eBay collaborates with retail loss prevention teams in North America and the U.K. to address Organized Retail Crime (ORC), sharing information and collaborating on investigations. In addition, eBay's [law enforcement portal](#) allows law enforcement officers to submit investigation-related requests to eBay quickly and securely.

eBay works directly with regulators around the world to stay ahead of emerging risks, strengthen our policies and technology tools, and ensure the timely removal of any prohibited items. Our [Regulatory Portal](#), [launched](#) in 2021, allows participating authorities to flag and remove listings outside of the existing consumer reporting functionality on the site. The Regulatory Portal also allows government agencies to contact sellers and buyers to share important consumer safety information.

As a founding member of the [Coalition to End Wildlife Trafficking Online](#), eBay is committed to fighting the illegal trade of endangered species. We've strengthened our prohibited content policies for wildlife, trained enforcement teams to better identify endangered species products, enhanced automation for products like elephant ivory, and educated users on how they can help. In 2024, we blocked or removed 1 million violations for prohibited wildlife listings such as ivory. We also share best practices with industry peers to amplify our collective impact.





eBay has also voluntarily committed to additional product safety measures through a range of signatory efforts:

- Since 2011, eBay has been a signatory of the [European Memorandum of Understanding \(MoU\) on the sale of counterfeit goods](#), working alongside online platforms and rights owners to create a safer online environment for consumers.
- In 2018, we expanded our commitment by signing the [EU Product Safety Pledge](#), which outlines voluntary actions that go beyond what is already established by EU legislation.
- In 2022, to further improve product safety, eBay proposed to the EU Commission a Pilot Project that improves the detection of unsafe products before they are sold to consumers. Under the Pilot Project, companies agreed to react to notices from consumer organizations within two working days if enough information was provided to identify unsafe products.
- In March 2023, eBay signed the Product Safety Pledge+ (PSP+) — an enhanced version of the original pledge — followed by the Consumer Protection Pledge in November 2023, which adds digital consumer rights commitments to the PSP+. Also in June 2023, eBay expanded its global safety commitments by signing the Japanese Product Safety Pledge and the [Canadian Product Safety Pledge](#). eBay is also a founding signatory of the [Australian Product Safety Pledge](#), working with Australian safety regulators and online marketplaces to identify product safety risks, track emerging trends, and help keep consumers safe.
- Finally, at an international level, eBay has partnered with the Organisation for Economic Cooperation and Development (OECD) since March 2013, and has joined Business at OECD (BIAC) as Vice-Chair of the Consumer Policy Committee by taking the lead on consumer product safety principles. This collaboration has led to the development of eBay's product safety guidelines, greater information sharing, and eBay's promotion of the [OECD Global Recalls Portal](#). We have also supported the OECD's global awareness campaign on the safety of toys sold online and contributed to key product safety reports, including the policy paper [The Role of Online Marketplaces in Protecting and Empowering Consumers](#).

Through these partnerships and collaborative initiatives, eBay reinforces its commitment to working with regulators, industry peers, and international organizations to create a safer, more transparent, and more trusted global marketplace.

# 19,534

Number of subpoenas, warrants, and other forms of requests for user records from law enforcement agencies around the globe

# 25,100

Number of eBay records produced for law enforcement

# 361

Agencies registered with eBay's Regulatory Portal as of 2024

# 17,400

Listings removed following notifications through the portal



## 2024 GLOBAL TRANSPARENCY REPORT

**Legal Disclaimer:** We are voluntarily providing this transparency report and are not obligated to update the statements in this report if new information becomes available. Data and corresponding statements made within this report are from the calendar year of 2024 from January 1, 2024, to December 31, 2024. We intend to provide future transparency reports, but the information presented in the future may be different in substance or presentation. This report is provided on an aggregate basis and reflects actions taken in line with eBay's policies or applicable law, based on information received from third parties, eBay's risk assessments or other signals. This is not intended as a report pursuant to the transparency report obligations set out in the Digital Services Act.