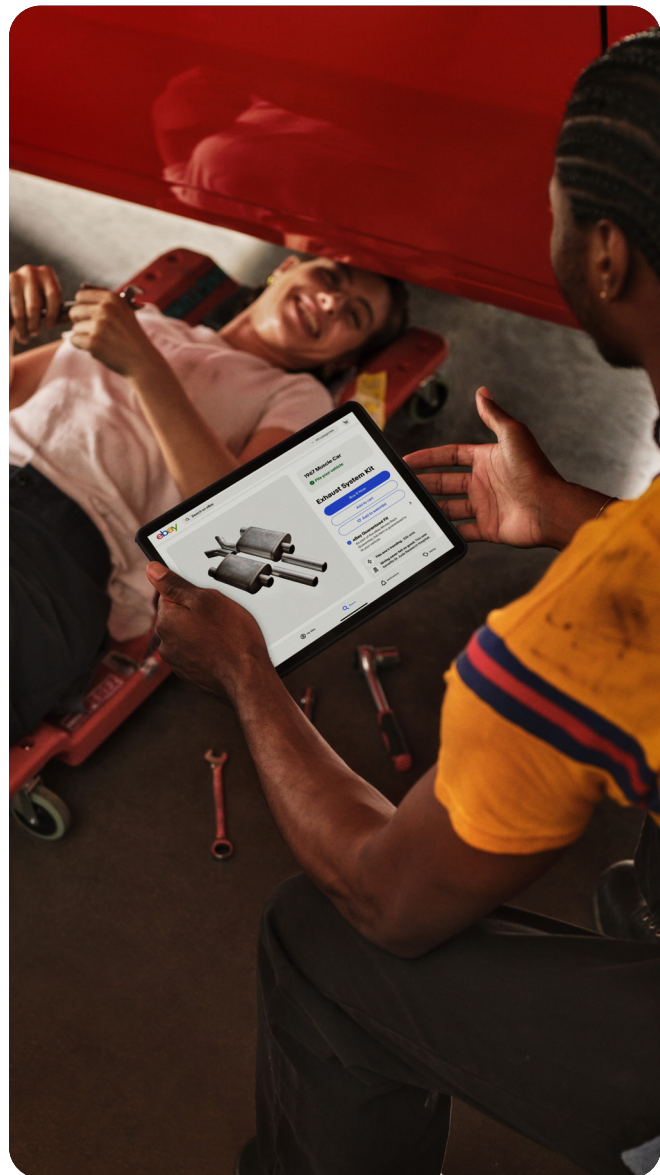


2025

Global Transparency Report

May 2026





Introduction

eBay is built on trust. Each day, we connect millions of people through our global marketplace, and we're committed to providing each of them with a secure, transparent platform where they can thrive.

Our teams innovate tirelessly toward this goal, drawing on eBay's decades of sustained investment in trust and safety. Advances in technology, including artificial intelligence (AI), propel this work, powering thousands of proprietary, risk-based evaluations across listings while helping us identify and address issues at scale. In 2025, for example:

- 98.2% of prohibited listings were blocked at the point of listing creation and never appeared on the marketplace.
- 21 million listings of potentially unsafe products were prevented through automated blocks.
- 1.8 million prohibited wildlife listings, including ivory, were blocked or removed.

All users are required to follow applicable laws and regulations. In addition, eBay requires users to adhere to our [User Agreement](#) and [User Privacy Notice](#). To provide clarity to sellers and protection to buyers, we also maintain and enforce a robust set of platform policies to address:

- [Prohibited and Restricted Items](#)
- [Counterfeit Items](#)
- [Intellectual Property \(IP\) Infringement](#)
- [International Trade Rules](#)
- [Privacy Principles](#)
- [AI Governance](#)

We are proud to highlight our progress in the past year. eBay remains focused on advancing our technology, refining our policies, and collaborating with regulators, brands, and industry partners to keep our marketplace open, trusted, and safe.

*All report data is for calendar year 2025 unless otherwise noted.



eBay "By the Numbers" in Q4 2025

Total active buyers worldwide	135M
Live listings on the marketplace	2.5B
Markets worldwide: Connecting sellers and buyers	190+

Preventing Counterfeit and Prohibited Items

eBay takes decisive action to prevent [Counterfeit](#) or [Prohibited and Restricted](#) Items from appearing on our marketplace. We use a multi-layered approach that combines advanced AI moderation with trained authenticators and investigators to identify, block, or remove listings that infringe third-party IP rights or otherwise violate our policies. In 2025, these efforts led to the proactive removal of approximately 7.9 million potentially Counterfeit or Prohibited Items.

eBay also relies on partnerships with rights owners and other external stakeholders, which are essential for maintaining a safe and trusted marketplace. Approximately 75,000 IP rights owners are enrolled in eBay's [Verified Rights Owner \(VeRO\)](#) program, which enables them to report suspected infringement. eBay promptly removes reported listings, notifies sellers, and reviews accounts for possible enforcement action.

Technology and People Working Together

We use advanced technology tools, including AI-powered image detection, to help keep our marketplace safe. Our systems detect prohibited items and automatically block, remove, or flag them for human review. Listings that violate eBay policies are promptly removed, and sellers receive information about the action. eBay's policies — and the processes and procedures we use to implement and enforce those policies — are designed to prevent repeat violations, including permanent suspension for serious or repeat offenders. Overall, we proactively suspended more than 55,000 accounts for IP violations and the listing of Prohibited Items in 2025.

In addition, AI-driven algorithms focused on product safety issues — such as product recalls and safety alerts — blocked 21 million potentially unsafe listings in 2025. The eBay community also plays a critical role. Through our [Report Item](#) functionality, users can report items they suspect may violate a policy. In 2025, community reports led to 1.6 million listings being removed. Combined with rights owner reports, third-party reports led to the removal of 4.3 million listings.

We continue to strengthen the combination of people, policies, and technologies that define our approach. Our [Feedback System](#), based on verified purchases, remains central to a trusted buying experience. In addition, [Product Reviews](#) help buyers make better-informed purchasing decisions. Finally, we continuously evaluate accuracy and provide sellers with appeal mechanisms.



Authenticity Guarantee



eBay's [Authenticity Guarantee](#) program provides physical inspection and verification of eligible items conducted by professionally-trained authenticators. More than 15 million items have been processed through the program as of December of 2025. Authenticity Guarantee is offered to buyers in the U.S., Canada, the U.K., Australia, and Germany in select focused categories, including [watches](#), [sneakers](#), [streetwear](#), [handbags](#), and [other luxury accessories](#), [trading cards](#), and [jewelry](#). In 2025, eBay continued to expand the program across regions and categories, including availability in the U.K. and Germany, broader coverage across apparel, jewelry, watches, and handbags, and the rollout of Optional Authentication Guarantee to additional markets.

56M

In 2025, 56 million violative listings were blocked at the time of creation by our algorithms for IP issues.

244.5M

Our algorithms blocked another 244.5 million potential Prohibited and Restricted Item violations.

Partnering With Law Enforcement and Regulators

eBay's [Criminal and Regulatory Investigations Team](#) helps protect our community from criminal activity and selling 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, we collaborate with retail loss prevention teams in North America and the U.K. to combat organized retail crime (ORC) by sharing information and supporting investigations. Our [Law Enforcement Portal](#) enables law enforcement officers to submit investigation-related requests and for eBay to be able to respond quickly and securely.

We work closely with regulators around the world to stay ahead of emerging risks, strengthen our policies and tools, and support the timely removal of Prohibited Items. Our [Regulatory Portal](#) allows participating authorities to flag and automatically remove listings outside of the existing consumer reporting functionality on the site. The Portal also allows government agencies to provide buyers and sellers with important consumer safety information and context about why certain listings may be removed.

As a founding member of the [Coalition to End Wildlife Trafficking Online](#), eBay is committed to fighting the illegal trade of endangered species. We have strengthened our wildlife protection policies, trained enforcement teams to better identify endangered species products, enhanced automation (including for elephant ivory), and educated users on how they can help. In 2025, we blocked or removed 1.8 million listings that violated our prohibited wildlife policies. We also share best practices with industry peers to expand our collective impact.

eBay has also committed to a range of voluntary product safety measures:

European Memorandum of Understanding on Counterfeits (since 2011): An agreement to help prevent counterfeit goods from being sold on online marketplaces.

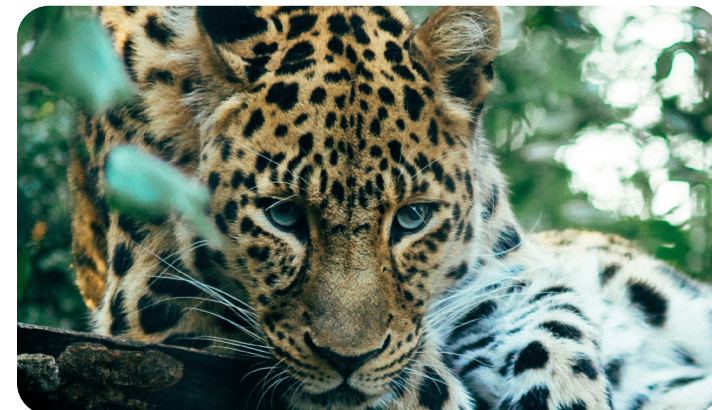
EU Product Safety Pledge (2018): A commitment from online marketplaces to use monitoring, reporting mechanisms, and education to help keep unsafe products off their platforms.

Product Safety Pledge+ and Consumer Protection Pledge (2023): The Product Safety Pledge+ expands on the EU's original Product Safety Pledge to more proactively detect, remove, and block unsafe products from online marketplaces. The Consumer Protection Pledge is a broader voluntary framework for collaboration between online marketplaces and authorities to address illegal or harmful content and protect consumers.

Global Product Safety Pledges (2023): Additional voluntary commitments in Japan, Canada, and Australia to identify risks, track trends, and strengthen consumer protections.

At an international level, eBay has partnered with the Organisation for Economic Cooperation and Development (OECD) since 2013 and serves as Vice-Chair of the Consumer Policy Committee at Business at OECD (BIAC). This work has supported the development of product safety guidelines, increased information sharing, and promotion of the [OECD Global Recalls Portal](#). We have also contributed to global awareness campaigns and policy research related to online marketplace safety.

Through these partnerships, eBay continues to strengthen collaboration with regulators, industry peers, and international organizations to support a safe, transparent, and trusted global marketplace.



2025 Data Points

19,611

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

27,962

Number of eBay records produced for law enforcement.

165

Authorities registered with eBay's Regulatory Portal as of 2025.

21,152

Listings removed following notifications through the Regulatory Portal.

Key Facts

eBay “By the Numbers” as of Q4 2025

Total active buyers worldwide

135M

Live listings on the marketplace

2.5B

Markets worldwide: Connecting sellers and buyers

190+

*All report data is for calendar year 2025 unless otherwise noted.

98.2%

of prohibited listings blocked at the point of listing creation and never appeared on the marketplace.

75K

IP rights owners enrolled in eBay’s Verified Rights Owner (VeRO) Program.

55K+

accounts proactively suspended for IP and the listing of Prohibited Items.

21M

listings of potentially unsafe products were prevented through automated blocks.

1.6M

listings removed due to community reports.

15M+

items processed through Authenticity Guarantee program as of December 2025.

Violative listings blocked at the time of creation by our algorithms for IP issues

56M

Potential Prohibited and Restricted Item violations blocked by our algorithms

244.5M

Listings that were blocked or removed for violating our prohibited wildlife policies

1.8M

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

19,611

27,962

eBay records produced for law enforcement.

165

Authorities registered with eBay’s Regulatory Portal as of 2025.

21,152

listings removed following Regulatory Portal notifications.



About This Report:

We are voluntarily providing this transparency report and are not obligated to update the statements in this report if new information becomes available. It is intended to be complementary to regulatory reporting frameworks. Data and corresponding statements made within this report are from the calendar year of 2025 from January 1, 2025, to December 31, 2025. 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.