

## TRACIT Lends Support for New Coalition to Protect Consumers Online

### *Buy Safe America Will Bring Safety, Transparency and Accountability to Dominant Online Marketplaces*

**Washington, DC, 17 August 2020** – The Transnational Alliance to Combat Illicit Trade (TRACIT) today announced its support for the [Buy Safe America](#) coalition, a diverse group of responsible retailers, consumer groups, manufacturers and intellectual property advocates who support efforts at all levels of government to protect consumers and communities from the sale of counterfeit and stolen goods.

The coalition supports legislation that requires online marketplaces to collect and verify basic information of third parties who sell products on their platforms. Last month, Congress made progress on this issue when Rep. Jan Schakowsky (D-Ill.) [introduced](#) the Integrity, Notification, and Fairness in Online Retail Marketplaces for Consumers (INFORM) Act, which would mandate online marketplaces collect and verify the identity of high-volume third-party sellers by obtaining their government ID, tax ID, bank account information and contact information.

**“The INFORM Consumers Act will provide much needed transparency of online marketplaces,”** said TRACIT Director General Jeffrey Hardy. **“If platforms like Amazon and eBay start improving the verification of third-party sellers, then they’ll be taking a giant step in protecting consumers from fraud, counterfeiting and other forms of illicit trade.”**

Members of the Buy Safe America Coalition include The Toy Association, American Apparel and Footwear Association, Gemini Shippers, Halloween Costume Association, ICSC: International Council of Shopping Centers, Juvenile Product Manufacturers Association, Fashion Jewelry & Accessories Trade Association, Transnational Alliance to Combat Illicit Trade, Consumer Healthcare Products Association, TIC Council, Fashion Accessories Shippers Association, Communications Cable & Connectivity Association, and the Retail Industry Leaders Association.

**“We look forward to working with the Buy Safe America Coalition to get legislation passed that will strengthen controls on eCommerce platforms,”** said Hardy. **“It makes no sense to continue letting third-party suppliers or fraudulent advertisers hide behind the curtain.”**

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### About TRACIT

The Transnational Alliance to Combat Illicit Trade ([TRACIT](#)) is an independent, private sector initiative to mitigate the economic and social damages of illicit trade by strengthening government enforcement mechanisms and mobilizing businesses across industry sectors most impacted by illicit trade. For more information, to arrange an interview, please contact:

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