



MEDIA RELEASE

TRACIT applauds introduction of legislation to protect consumers from counterfeit and stolen products online

Urgently Needed INFORM Consumers Act Will Bring Greater Transparency and Accountability to Online Marketplaces

Washington, DC, March 23, 2021 – Today, the Transnational Alliance to Combat Illicit Trade (TRACIT) joins with the Buy Safe America Coalition, a diverse group of retailers, consumer groups, wholesaler-distributors, and manufacturers in publicly declaring support of the introduction of the INFORM Consumers Act, legislation to increase transparency and accountability for online marketplaces amid the rapidly growing problem of illicit goods sold online.

Throughout the pandemic U.S. e-commerce grew by [44 percent](#) as more families shopped online. At the same time criminal networks targeted unsuspecting customers with the sale of [stolen](#), [counterfeit](#), [expired](#), [dangerous](#) and [defective](#) products. The INFORM Consumers Act, which was introduced today by Senators Durbin (D-IL), Cassidy (R-LA), Hirono (D-HI), Grassley (R-IA), Coons (D-DE) and Tillis (R-NC), would modernize consumer protection laws and require online marketplaces to collect and verify basic business information from sellers, in addition to requiring high-volume sellers to provide contact information to consumers.

“Consumers are entitled to an online browsing and shopping experience that is safe and secure from fraud,” stated Jeffrey Hardy, Director General of TRACIT. “Online marketplaces connecting people and those who profit from commerce over their website should be responsible, comply with the law and recognize the ethical/moral responsibility to assure consumers a safe and trusted environment.”

TRACIT advocates that it is time to move beyond relying solely on differing and voluntary approaches toward a more comprehensive means to assuring a safe environment for e-commerce. Business and consumers need harmonized rules that assure the same safe and accountable shopping experience online as they enjoy in the brick-and-mortar world. TRACIT supports a standardized “floor” of protections that ensures a level of due diligence and accountability, while encouraging innovation in providing higher and higher levels of protections that approximate the consumer protections currently governing offline sales and transactions.

“We start from the premise that our joint goal should be to stop fake, pirated and illicit goods from being offered in the first place,” explains Mr. Hardy. “We applaud Senators Durbin, Cassidy, Hirono, Grassley, Coons and Tillis for moving a strong bill that requires electronic marketplaces to better protect consumers by collecting, verifying and disclosing information about their sellers.”

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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.

About Buy Safe America

Visit BuySafeAmerica.org for more information about the growing problem of stolen and counterfeit goods and solutions to better protect consumers and businesses.

