



*Office of the Director-General*

May 11, 2021

The Honorable Raphael Warnock  
U.S. Senate  
Washington, DC 20510

Dear Senator Warnock:

On behalf of the Transnational Alliance to Combat Illicit Trade (TRACIT), I am writing to thank you for sponsoring the INFORM Consumers Act. Your bill will lead to greater transparency and accountability for online marketplaces amid the exponentially growing problem of illicit goods sold online.

Your bill shines a bright light on the illicit traders and requires them to supply the most basic identification credentials that would be required in almost any other retail environment. S.936 goes a long way toward stopping fake, pirated and illicit goods from being offered in the first place. This is because you are cracking down on the thousands of suppliers who offer the millions upon millions of listings that ecommerce platforms claim is too overwhelming to contain. Your revolutionary bill focuses on who, not what.

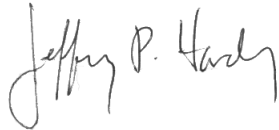
We applaud you and your fellow cosponsors for moving a strong bill that modernizes consumer protection laws and requires electronic marketplaces to better protect consumers by collecting, verifying and disclosing basic business information about their sellers. Consumers are entitled to an online browsing and shopping experience that is safe and secure from fraud. 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.

TRACIT is an independent, private sector trade association focused solely on mitigating the economic and social damages of illicit trade by strengthening government enforcement mechanisms and mobilizing businesses across industry sectors most impacted by illicit trade.

We look forward to working with you to achieve passage of this important bill.

Sincerely,

A handwritten signature in black ink that reads "Jeffrey P. Hardy". The signature is written in a cursive, flowing style.

Jeffrey P. Hardy  
Director-General



*Office of the Director-General*

May 11, 2021

The Honorable Marco Rubio  
U.S. Senate  
Washington, DC 20510

Dear Senator Rubio:

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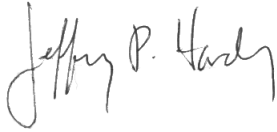
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Jeffrey P. Hardy  
Director-General