



EUROPEAN COMMISSION
DIRECTORATE-GENERAL
TAXATION AND CUSTOMS UNION
Customs
Protection of citizens and enforcement of IPR

Brussels
TAXUD.A.5.001/

**MINUTES OF A STAKEHOLDER MEETING:
EUROPEAN COMMISSION AND
AMAZON**

Participants: European Commission:

DG TAXUD A.1:
DG TAXUD A.2
DG TAXUD A.3

DG TAXUD A.5
DG GROW C.4:

Amazon:

Date and location: Wednesday 9 June 2021, online meeting

Note taker: Taxud A.5

Main points discussed:

Amazon described their market segments: web services businesses, entertainment, consumers and sellers.

[REDACTED]

Amazon then presented the 3 sales models they use:

- Amazon retail business;
- market place: FBA (where sellers use the Amazon platform and the Amazon logistics to deliver the goods) and MFN (where seller ships directly to the customer); in this latter case Amazon is not involved in the shipping and in the import declaration;
- retail business: goods are sold directly by Amazon (it is registered for IOSS and obtained an AEO C [REDACTED]).

[REDACTED]

Amazon ([REDACTED]) presented then the brand protection programme that consists of:

CONTROLS

- proactive controls: identity check (biographical info, credit card, bank account, ID, IP addresses, VPNs, if the account is linked to accounts blocked, etc...) of the potential sellers done via learning machines and followed by human checks done by investigators; Amazon informed that the machines control all the sellers and will get back to us with information about the percentage of checks done by the investigators and what triggers those;
- in person verification: programme launched in 2020 (done via video conference due to Covid) where they ask sellers to provide passport, ID and VAT number;
- postcard programme: Amazon sends a postcard to the seller address with a code and the seller has to reply back by using the code so certifying its identity.

Amazon confirmed that they respect all the laws about privacy and they are GDPR compliant.

TOOLS FOR BRANDS

- [REDACTED]
- [REDACTED]
- transparency (each product presents a 2D code that can be checked by the buyer and also by customs via the transparency app – programme available in [REDACTED] – 500 million of products – Amazon checks 100% for FBA and for MFN asks the sellers to provide the evidence of the check done); on the

question if there is any agreement with other platforms to use the same code, Amazon replied that for the time being there are no;

- IP accelerator (tool to incentivise SMEs to build an IPR portfolio – 7000 in EU/US)

Amazon informed that

[REDACTED]

[REDACTED]

TAXUD A.3 asked how the control programmes apply across the different sales models and Amazon replied that the verification processes are in place for all the sales models, with some differences in vetting procedures per each sales model.