

eBay Compliance Audit

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SecureTech Solutions is conducting a report Audit on the eBay e-commerce website, It will check to see if the website is secure, vulnerabilities or any other flaws in the system, It will check for its privacy and data protection policies, security regarding payments and login, its child privacy and other ethical and security concerns regarding the E-commerce website.

When analysing your privacy policy we noticed that we were able to access the policy easily, and it said that you guys have data protection officers that protect the user's and customers' data, you guys also made it clear that the users can contact the data privacy team¹. We like that you tell us what type of data you guys collect, you guys are providing your customers with the right to be informed like when you create an account, your activity on the eCommerce website, and when you update your personal information, It's cool that you guys process the information just so you guys understand what changes to make. There are so many ways for the user to request access and modify their data via contacting the data protection team. Based on the User Privacy Notice, shows that Users can opt in and out of certain data collection practices. There are no cookie consent settings provided to the users that eBay provides, but information about the cookies and user privacy is provided¹. It also informs its users about the cookies it uses in its system. In its principles, it has a quote where it says "The privacy of your personal information is important to us. We are committed to providing you with an experience on all our sites and services that is safe, secure, and trustworthy."² You guys should mandate the user to read through the user agreement for at least 15 minutes and they can't advance until they do so, and until the time limit is up and they must scroll for them to advance.

Ebay's e-commerce website uses HTTPS, which means and shows that the website is safe and secure, and has some encryption and decryption, it also ensures that the communication is secure between the client(user/frontend) and server(app/backend)⁸. eBay does offer two-factor

authentication, it also offers biometrics like fingerprints if you want to log in. EBay also has multi-factor authentication in which the user can set up two-factor authentication, because of that it increases and makes the website more secure. eBay provides so much encryption when making payment, it provides end-to-end encryption and uses firewalls but it isn't fully transparent about its security policies or how it is designed, and specific compliance details are not provided, eBay also provides clear refund policies. You guys warn the users whether it's the actual website or a fake website by informing them to look for the "s" in the "https" in the URL to make sure it is a safe and secure website⁸.

EBay also has a policy that provides details necessary for its users with special access needs. They can increase content between background and fonts to make it easier for readers to read⁴. It also provides features such as zoom-ins and other features that'll make it easier for disabled people to use it properly. They provide alternative text for images to help people using assistive technology, like screen reader software. Ebay's software plug-in also helps designers adjust to color contrast which ensures readability for users with visual impairment⁴.

EBay doesn't target users under the age of 13 years old, it only restricts its users to be 18 years and older, it has a policy where if you catch a user that is below 18 years old you should report them. It also has a policy of reporting only the necessary and relevant information⁵. Since minors can't use this eCommerce website, there would be no point in having parental consent or controls on this website. EBay has data retention policies in which it shows commitment to data protection, it provides so many data retention policies, it also states how long it usually keeps the data for and what it plans on using that data for⁵. It is committed to having privacy very seriously

EBay displays terms of service, which show before they either make a purchase or sell something on eBay, eBay also has a term of sale policy, in which how the products should be

sold, how refunds should be processed, and how shipping will be handled along with its costs.

The users can not reach directly to the business owner, however, there is a contact page in which users can ask their questions and the contact page will answer that in seconds. If you are concerned about security or data breaches

eBay complies with legal and regulatory requirements regarding data sharing, security, privacy, accommodations, and activities. However, given that you don't comply with all the legal and regulatory requirements and the environment, I plan on recommending a few things to you guys. We recommended that you guys be more transparent about the cookies on the site, you guys already have a cookie banner, but to enhance it more, you should implement a cookie consent banner that allows users to opt in or out of specific cookie tracking categories. You guys also lack an exact timeframe for users to see their data retention. You guys don't provide clear intentions of whether you guys hash or salt the passwords of the users. You guys should inform your users that the passwords are safe and secure with them being hashed and salted. We like how you apply the General Data Privacy Regulation policies on the eBay website, but you don't have a GDPR-Compliant Cookie Consent Banner which you guys should implement if you want to build more trust for the users of the e-commerce website⁹. You guys should also clearly state the purpose of those cookies in a non-technical language. You guys are also not transparent about the type of payment security you guys have such as PCI DSS, PSD2, and 3DS2⁹. You guys should update the checkout pages with PCI DSS, PSD2, and 3DS2-compliance statements for added customer assurance and to make the purchases and payments more trusted. Your security centre page has so many parts such as Protect Your Account Information, Protect Your Privacy, Protect Your Devices, and Protect Your Wireless Network, but lacks an easily accessible section where it talks about Fraud Protection it should specifically about fraud, how to identify fraud,

how to combat fraud, what to do if you suspect there is some form of fraud happening. You also should include Multi-Factor Authentication notifications at both Dashboards and Login consistently not just logins⁹. Some images lack alternative texts for visual users especially when someone wants to sell on eBay, you should mandate all users who want to sell something to provide alternate text when creating their listing on eBay. Make the colour contrast easier and more accessible to find, because when I accessed the eBay website, it was hard for me to find and switch between dark mode and light mode⁹. When looking through an item for sale on eBay, we noticed there was no alternative text option for the image shown that shows a pile of silver quarters, and because of that, we must mandate alternative text options for disabled people.

Overall, you guys have so many strong and enhanced security features in your e-commerce website, your UI needs some work, and you guys need to provide more options such as alternative text, you guys are transparent in some cases but not in other cases, such as how your guy's passwords are stored, you guys always have warnings before anyone makes a purchase, you guys need to be transparent about what algorithms you need to use, how it is safe to create an account, how your passwords are safely stored and hashed, you guys also provide warnings and information on how to identify a malicious website. You guys include terms of agreements and service forms within the company's website. You guys always comply with the legal and regulatory requirements regards for data sharing and have informed the public about this information, but you should inform them more about this information to build trust. You guys have some accommodations for disabled people in terms of reading the information on the website, but not too much because some of the products for sale on eBay lack alternative text, you guys have strong security features but you guys are less transparent about them. Given our analysis of your e-commerce website, SecureTech plans on continuing its professional

relationship with the e-commerce website because you guys are clear on your data sharing policies, and you guys have strong security features and teach others how to identify and access a fake website. You guys also have a user term agreement which is another reason we plan on continuing doing business with you guys.

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