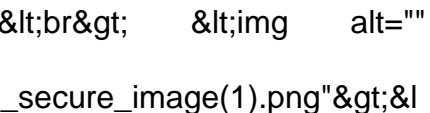


New industry-wide security standards require HTTPS

GUIDE.SUMMARY What HTTPS

- Browsers alert users when a page they visit does not use the Hypertext Transfer Protocol Secure (HTTPS) application protocol
- Any content with a mix of HTTPS and HTTP content triggers a privacy error, such as "Not secure". Example:

src="https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_not_secure_image(1).png"
- eBay sellers must update their listings to use HTTPS
- Doing this enables eBay to migrate our View Item page from HTTP to HTTPS
- Sellers need to replace all of the item description and gallery image resources with HTTPS-compliant resources

Note: When using Google Incognito mode feature, users will see the privacy error in the address bar at the top of the View Item page

- HSTS

When eBay enables an HTTP Strict-Transport-Security (HSTS) header, it lets a browser know that our site complies with HTTPS

- If a customer reports that an eBay page is "broken", it may be that the page is not HTTPS-compliant. Or if an application is HTTP, then customers might see continuous redirects or the "ERR_TOO_MANY_REDIRECTS" error message.
- Teammates should consult with a team leader to determine if they should submit a TRACE ticket. In addition, eBay has established an HTTPS tiger team for questions or concerns:
DL-eBay-HttpsTigerTeam@ebay.com

Note: Do not share the DL with customers

- 1 click away deprecation North America
- A "not secure" warning show even on the listing description that is "1 click away"
- To ensure that our buyers feel secure, we require all new listings to contain only secure HTTPS content
- All new listings containing non-secure HTTP content are blocked
- All other locales If the seller has not updated their listings to HTTPS:
- A buyer who is using a new version of their browser won't necessarily see a privacy error
- However, for those listings,

the buyer will need to click the See full item description button on the View Item page

When

September 15, 2018

Enhanced browser security standards applied in North America

Enhanced browser security standards applied in all other locales

GUIDE.RELATED_LINKS Help Pages

Replacing active content

<http://pages.ebay.com/sell/itemdescription/bestpractices.html>

<http://pages.ebay.com/sell/itemdescription/bestpractices.html>

Seller Hub Manage active listings

<http://www.ebay.com/sh/lst/active/active-content>

<http://www.ebay.com/sh/lst/active/active-content> Note: The

info is visible only after the seller clicks into a listing to revise.

Need help managing active content

<http://pages.ebay.com/sell/itemdescription/bestpractices.html#helpmanaging>

<http://pages.ebay.com/sell/itemdescription/bestpractices.html#helpmanaging>

HTTPS landing page

<http://pages.ebay.com/seller-center/listing/browser-security-standards.html>

<http://pages.ebay.com/seller-center/listing/browser-security-standards.html>

Test if your eBay item description is mobile friendly

<http://www.ebay.com/tools/sell/mobile-friendly-test>

<http://www.ebay.com/tools/sell/mobile-friendly-test>

Best practices for creating mobile-friendly listings

<http://pages.ebay.com/sell/itemdescription/mobilefriendlyguidelines.html>

target="_blank">http://pages.ebay.com/sell/itemdescription/mobilefriendlyguidelines.html
 Offers to buy or sell outside of eBay
 <a
href="http://pages.ebay.com/help/policies/rfe-spam-non-ebay-sale.html"
target="_blank">http://pages.ebay.com/help/policies/rfe-spam-non-ebay-sale.html</li&
gt; CSKB articles <a
href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1579"
target="_blank">Eliminating active content for a secure, mobile-first eBay
<a href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=LIVE2111"
target="_blank">New industry-wide security standards require HTTPS
<a href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1529"
target="_blank">Off-eBay Sales <a
href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1238"
target="_blank">Contact info in listings policy - List Practices <a
href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1241"
target="_blank">Other circumvention of eBay fees policy <a
href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1259"
target="_blank">Incorrect link usage policy Solutions
<a href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=SOL10799"
target="_blank">Replacing active content (SOL10799) Other
 HTTPS listings view page
 <a
href="http://www.qa.ebay.com/sh/lst/active/http-content"
target="_blank">http://www.qa.ebay.com/sh/lst/active/http-content Lvis
dashboard
 <a href="http://www.lvsstats.pp.stratus.ebay.com/app/index.html#/itemutils"
target="_blank">http://www.lvsstats.pp.stratus.ebay.com/app/index.html#/itemutils</li&
gt; </h2></h2>GUIDE.TALKING_POINTS 1-click away deprecation in North
America Why are we doing this? eBay is doing its part so buyers do not see the

new, and bolder, "Not secure" message from Google when they visit your listings

Google is increasing the security standard even more. The not secure prompt will show even on the listing description that is "1-click away"

To ensure that our buyers feel secure, all new listings will contain only secure HTTPS content

You will need to ensure that your images, such as eBay gallery images and multi-SKU item images, are also HTTPS compliant

I self-host photos in my descriptions. Will my photos be compliant if the host site is secure?

Your self-hosted images will be compliant if the host site is secure. For example, it supports SSL and is HTTPS-compliant

You will need to change the prefix on each of the self-hosted image web addresses from HTTP to HTTPS

As a seller, how can I help provide information to eBay when I see a buyer abusing returns?

If you see a buyer abusing returns, you can Report a problem with a buyer, which is available for any return request received

We will use that input to continue to strengthen our ability to flag abusive buyers

1-click away feature

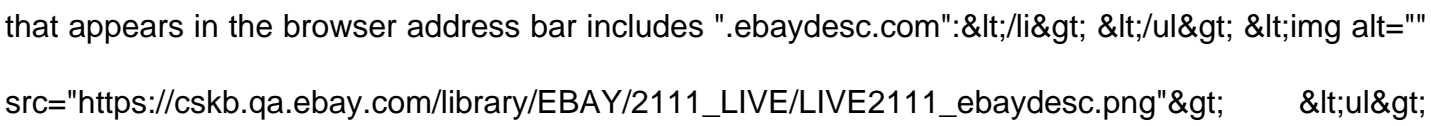
How does an item description appear for listings with 1-click away?

A snippet of the item description (up to 800 characters long) will show on the listing page

This snippet is either created by the seller, or pulled directly by eBay from the listing's description

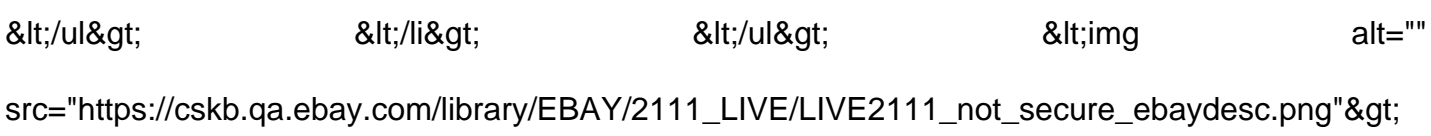
In addition, there is a "See full item description" button the buyer can click for more information

Buyers may notice that the domain that appears in the browser address bar includes ".ebaydesc.com":



Only if a customer actually types something will they see the privacy error on the description page

Example: seller provides a "search feature" in the listing description. The "not secure" message may appear when a buyer attempts to use that search feature:




After a seller makes a listing HTTPS-compliant, how long will it be until the 1-click away

feature no longer appears? Merely seconds Sellers can check back within the hour to ensure it has changed Is there a way a seller can edit the 1-click away snippet? Yes. See View Item description summary feature Why should sellers be worried about the 1-click away feature? Sellers should not be worried about the 1-click away feature It is similar to what we are doing on mobile today, and a seller can remove it by becoming HTTPS compliant This feature will keep the overall eBay marketplace more secure and make buyers more confident in buying on eBay Is this extra click solution the long-term fix? It may diminish the browsing experience To ensure your listing descriptions are not 1-click away, update your listings to be HTTPS compliant In the future, we are exploring an option to remove this content all together General questions about HTTPS Does eBay ask you to sign in if you click on "view item description"? No. If a customer has not yet signed in, eBay will not ask them to sign in once they click on "view item description" Will the HTTPS requirement affect all browsers, such as Internet Explorer and Safari, or will this just be on Google Chrome? The item description snippet and the "See full item description" button will appear on all browsers Google is starting the stronger security standards, but other browsers will follow What is considered "data input" when referencing what will trigger the "Not secure" message to appear? Any interaction with page requiring text entry Examples: Search in global header Increase quantity of items Entering in a bid Do sellers have to do anything on their end to ensure buyers are able to see their item description by way of HTTPS? No. Once you become HTTPS compliant, we will: Automatically update your listings Remove the "See full item description" button

 We recommend that you browse your listings as a buyer, to make sure that they are showing up as expected Will eBay compensate if my sales and views go down? No, there will be no compensation As long as your listing is secure, it will show up as normal How is this more secure? This change is meant to ensure any type of data that customers type into websites is secure and not accessible by others This change impacts all websites, not just eBay How is eBay going to make sure the buyer reads my description before purchasing? eBay does not make sure buyers read item descriptions before making a purchase Are sellers required to make changes in their Store/Shop pages as well? Sellers should ensure their eBay Store pages are HTTPS compliant as well From October 2017, Store pages that have HTTP content may be shown as "Not secure" in the browser address bar What will happen if I change my content to HTTPS, but my domain is not HTTPS compliant? Your content will likely show up as a broken image or video Contact your domain to make sure they are HTTPS compliant, or remove HTTP content altogether I use a 3rd-party provider to design and manage my listings, and they assure me that their tools and features are compliant. Do my listings still need attention? Your listings or storefront could still contain non-compliant content if you created Good 'til Canceled (GTC) listings, or created your storefront, before your 3rd party provider updated their security protocol Contact your provider to learn how they can help you update older GTC listings, draft listings, listing templates, and storefronts What is the difference between an HTTP connection and an HTTPS connection? dir="ltr">Both load Web sites from the server into your web browser, but HTTPS creates a secure (encrypted) connection between eBay and your browser How can sellers securely integrate their item images into their listings? The best option is to use the eBay picture service / catalogue If the pictures come from their own web

servers, sellers must secure their web servers with an SSL certificate They must contact their web host. If sellers use 3rd parties, sellers must adapt their connections to HTTPS How can sellers securely integrate their item templates / layouts? They can add layout commands directly to the item description If the templates come from their own web servers, sellers must secure their Web servers with an SSL certificate They must contact their web host If sellers use 3rd parties, sellers must adapt their connections to HTTPS General questions about HSTS What is HSTS? HSTS is a response header which tells a web browser that a site, on which the header is enabled, is completely HTTPS and should be accessed over HTTPS only. How is this different from having just HTTPS without HSTS? There are 2 advantages to enabling HSTS on the site. An HTTPS site will generally have both HTTP and HTTPS endpoints/url. The HTTP endpoint in most cases is used as a redirect to the HTTPS site. For example, <http://www.ebay.com/> redirects to <https://www.ebay.com/>. This redirect generally adds a small delay, as it's an extra network call and can be avoided with HSTS. The browser is already aware the site is HTTPS ready and simply requests for <https://www.ebay.com/> immediately. The site is more secure as the first request is made straight over HTTPS and not HTTP. It protects customers against these concerns: Protocol downgrade attacks that can make a browser abandon a secure, high-quality mode of operation. Cookie hijacking that exploits an otherwise secure, valid connection. How will this affect my application? HTTPS applications are not affected at all. Instead, they receive less requests and redirects and might see faster load times. If your application is HTTP, then customers might see continuous redirects or the ERR_TOO_MANY_REDIRECTS error message.



src="https://cskb.qa.ebay.com/library/EBAY/1599_GUIDE/GUIDE1599_redirects.png">

 What should an eBay vendor, partner, or developer do if their application is still HTTP?

 Our HTTPS tiger team is keeping track of HTTP applications. Before we report your application to them, let's see if your application falls under 1 of these criteria:

Your application or any associated page is not yet migrated to HTTPS

Your application changes the URL when redirecting from HTTP to HTTPS

Your application does a conditional redirect from HTTP to HTTPS and still has some logic

served over HTTP You decommissioned the HTTP endpoint before June

2018 You do not plan to migrate and have asked for an exception

 You must migrate to HTTPS as early as possible, unless you plan to

decommission your application. If my application is HTTPS, should I enable the

HSTS header? No. Right now, we are evaluating which applications under

www.ebay.com will be affected. Once the evaluation is complete and we are confident the header

can be enabled, then we'll reach out to application teams individually to enable the header in a

phased approach. </h2><h2>GUIDE.DETAILED_INFORMATION

Hypertext Transfer Protocol Secure (HTTPS) Example of a

secure HTTPS web address:

https://i.ytimg.com/vi/DGLxoe9D1a4/hqdefault.jpg Example of a

non-secure HTTP web address:

http://i.ytimg.com/vi/DGLxoe9D1a4/hqdefault.jpg eBay issues list The "non-secure content (HTTP)

issues" list shows all non-compliant listings (see also

how to access this list) If there are no listings presented here, then all of

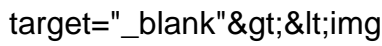

the seller's listings are compliant: <a


href="https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_one.png"

target="_blank"><img alt=""



src="https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_one.png">
Seller can click Edit for the listed item(s) and our eBay inline tools will help
them find the non-compliant content When the seller clicks See details, a
pop up will present the exact links that are not compliant, as in the following examples:
 <a href="https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_two.png"
target="_blank">


<a href="https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_three.png"
target="_blank"> Once
the seller corrects those links and updates the listings, the full descriptions are displayed on the
View Item page within a few minutes. Accessing the list
There are few ways to access the eBay Non-Secure content issues list: Sellers
can start at the <a
href="http://pages.ebay.com/seller-center/listing/browser-security-standards.html"
target="_blank">landing page about how to secure their listings. It provides them
with a link to the <a href="https://www.ebay.com/sh/lst/active/http-content"
target="_blank">eBay non-secure content (HTTP) issues checker in the "How to secure
your listings" section. <a
href="https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_fout.png"
target="_blank">
In Selling Manager (SM) and Selling Manager Pro (SMP) There's a link to
"Remove HTTP content from your listings" in the "Improve Your Listings, sell more" section.
 <a
href="https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_five.png"

https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_five.png 

[My eBay Selling](#) [All Selling](#) [Selling Reminders](#), [Link to "Remove HTTP content from your listings"](#)

https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_six.png 

GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE

 How sellers learn about the changes

For active content, OeS (Off eBay Sales), and HTTPS changes, we're sending an email to notify customers about listings that are non-compliant with any/all of these changes.


The emails are sent on the 13th and the 27th of each month.

Click [here](https://cskb.qa.ebay.com/library/EBAY/2129_LIVE/LIVE2129_email.png) to see an example of the email.


HTTPS


 How sellers identify non-compliant listings

Item/Account-Level:

<http://www.qa.ebay.com/sh/lst/active/http-content>  HTTPS listings view [page](#)

Is there a way to change the listings in bulk? Our eBay bulk editor can help sellers make changes to 200 listings at a time for HTTPS. Follow these steps:

Go to the <http://www.ebay.com/sh/landing> 

[Seller Hub](#) 


Select Listings



Select noncompliant listings (if any).

Click Edit, then Edit fields, and select Item description.

Use the feature to find "HTTP:" and to replace with "HTTPS:".

We're exploring options to make this easier for you in the future.

For more, [refer a list of](http://pages.ebay.com/seller-center/listing/listing-advanced-sellers/third-party-listing-tools.html#third-party-listing-tools) 

<http://pages.ebay.com/seller-center/listing/listing-advanced-sellers/third-party-listing-tools.html#third-party-listing-tools>  3rd-party providers  that may offer solutions to both identify and edit your listings in bulk.

How can sellers find out if they are


using HTTP content in their article descriptions? Follow these steps:

- Open the listing.
- Select Edit Listing.
- Switch to the HTML view in the article description.
- Press CTRL + F in the browser and search for instances of "HTTP:".
- If there are links with "HTTP:" (without s), the seller must take action and replace all links with "HTTPS:".

Make listings HTTPS compliant

- Use the eBay non-secure content (HTTP) issues list (<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1599#accessinglist>) to identify the eBay listings that contain HTTP content.
- Determine if the 3rd-party website (domain) seller uses to host content is compliant with HTTPS.

- They may be able to find this information on the host domain's website or by contacting the domain.
- If the domain supports HTTPS, seller needs to find all "HTTP:" in their listings and replace them with "HTTPS:"
- Our eBay bulk edit tool can help them make this change 200 listings at a time.
- In <http://www.ebay.com/sh/landing> Seller Hub:
- Go to the Listings tab
- Select non-compliant listings
- Click Edit
- Then Edit fields
- Select Item description



https://cskb.qa.ebay.com/library/EBAY/1599_GUIDE/findReplaceHTMLContent_BLING.png

- If a host domain is not compliant with the stronger browser security standards, and sellers wish for the full item description to be displayed
- Seller will need to remove the content hosted on that domain from their listing.
- Once the domain is HTTPS compliant, they can reinstate the content into their listings.
- If a seller uses a 3rd-party selling solution:
- They need to contact their provider for assistance
- If they need additional help, consider using an eBay

<http://pages.ebay.com/seller-center/listing/listing-advanced-sellers/third-party-listing-tools.html>

#third-party-listing-tools" target="_blank">3rd-party listing tool listed in our Channel Advisor. A seller updated and revised their listings. The listings are reported as "compliant" in all checkers. Why is 1-click away is still showing? The system checks for the "1-click away display" when a change to the
item description
field is saved So if there were no changes to the item description (example: only pictures and/or CSS were edited), the system doesn't check to remove "1-click away" Seller just needs to add a space, or a line, or any other minor change to the item description, and then save the listing; 1-click away will be gone immediately
 HTTPS and gallery images updates A seller is unable to find any non-HTTPS links in their item descriptions, but they are still getting flagged for HTTP: It is possible that they are using a link to upload their gallery photo(s) that are being hosted elsewhere That is, they didn't upload a picture file to eBay for eBay to host, but they are hosting their pictures on another website or server These links also need to be HTTPS compliant You can see in the listing flow there is an option to just add photos by uploading a file, but there is also an option to "copy your photos from a web address" by adding a link to a photo. Note:
Many times this is automatic if they are using a 3rd party tool - so they may not even know they've done this

 <a href="https://cskb.qa.ebay.com/library/EBAY/2111_LIVE/LIVE2111_eight.png"

target="_blank">
 When the seller clicks the "copy your photos from a web address" link, a pop up window opens, where seller can enter a web address to a hosted picture. Seller needs to either: Update that link to HTTPS (if the hosting site is HTTPS) Or simply upload the picture/file to eBay HTTP links in CSS Scenario: Seller finds only HTTPS-Links in

this item description (and not any HTTP) but our system still says that the description contains http-links

http-links

the internal tool

href="http://contcmplsvcclient.pp.vip.ebay.com/admin/compliance.jsp%20"

target="_blank">http://contcmplsvcclient.pp.vip.ebay.com/admin/compliance.jsp

you see that http-links are contained in the CSS code

Information for the seller:


It is likely that you are using cascading-style-sheets (CSS), to format your item descriptions

CSS-files may also contain http-links that will need to be changed (just once)

Updating a CSS-file will be effective for all listings using that CSS formatting

Steps to check and update the CSS:

- Open item description in the SYI form
- Change editor from Standard to HTML mode
- See below an example of a link to a CSS-file (these files are usually located on a seller-hosted server, or at servers of an internet provider who created the templates for the seller):



src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1599/GUIDE1599_css1.png"


Copy the link and paste it to a new browser window

It will show you the CSS-script, sometimes a confusing mass of code

Use CTRL+ F to search for "http:"

Check if the links still work if you add the missing "s"

If they work, seller then needs to edit and save the new version on their server (or simply delete the links if not needed):



src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1501%20-%202000/1599/GUIDE1599_css2.png"

If they don't work, seller should ask his service-provider for support

As soon as all CSS-files are free from "http:" links, all related item-descriptions should no longer display the 1-click-away solution

##