

## Seller Diversity Advocate program

**GUIDE.SUMMARY Who This Seller Diversity Advocate (SDA) program is for eligible customers who meet the following criteria:**

- A current eBay seller with an account in good standing
- A seller who currently advocates for diversity or would like to advocate for diversity
- A seller who meets 1 of the eligibility requirements in the application
- A seller who has a reputable reputation inside and outside of the eBay community

Here are definitions of the terms "minority" and ally:

- Minority** - An underrepresented community characterized by cultural, racial, ethnic or physical differences with less power than the dominant majority of a given population.
- Ally** - A person who is not a member of the designated community, but advocates in support of the equal rights of that community.

**What Diversity & Inclusion (D&I) in the marketplace is a demonstration of 1 of our cultural values, being "richly diverse". We have committed to building a more diverse and inclusive workforce, workplace and marketplace in the years ahead. In 2018 we launched our**

**[2nd D&I report](https://static.ebayinc.com/assets/Uploads/Documents/eBay2017-DI-Full-Report.pdf)**, highlighting some of our steps forward. Last year, the first Diversity Pop-Up was held during eBay Open, where we learned that:

- Sellers want eBay to discuss and implement diversity and inclusion in an authentic way
- Sellers want to see more diversity in age, race/ethnicity, socioeconomic status, size/weight, geography, physical ability, religion, veteran status, sexual orientation and more in eBay programs and initiatives
- Sellers are offering to partner with eBay to attract other minority business owners in their local communities
- Sellers are asking for more resources and tools that directly affect the diverse needs of their businesses

In addressing this, we are now launching 2 new initiatives:

- Seller Diversity Questionnaire** - This voluntary annual questionnaire is intended to gather demographic information that will allow eBay to better identify and measure our broad range of Business-to-Customer (B2C)

sellers, their inventory and diverse business needs.. We would like to better understand our seller community so that we can better reflect the diversity of our online marketplace.</li></li>SDA program - Small business owners can apply to become a leading seller voice for those who share their experiences. This will enable eBay to connect and engage with more diverse communities.</li></ul> When</ul></li>May 15th - Seller news announcement</li></li>June 1st -&nbsp; Final day for SDA program applications</li></li>July 31st - Final day for Seller Diversity Questionnaire</li></ul> Where Currently, the program is by application only and only available to eBay accounts registered in the United States. How Customers can participate in 2 diversity initiatives: </ul></li>Seller Diversity Questionnaire</li></li>SDA program</li></ul> Why eBay was founded to enable economic access for all and we try to embed these principles in everything that we do. In 2018 we launched our<a

href="https://static.ebayinc.com/assets/Uploads/Documents/eBay2017-DI-Full-Report.pdf"

target="\_blank">2nd D&I report</a>, highlighting some of our steps forward with diversity and inclusion in the marketplace. This program is the first of many initiatives to highlight more diversity in order to better reflect the needs of our global customer base. This program is also a direct response to seller feedback from the Diversity Pop-Up at eBay Open 2017. eBay was created to ensure access to economic opportunity for all. The minority groups listed in the application represent some of the largest underrepresented groups in the nation, which are often limited in their access to economic opportunity. eBay is increasing its efforts to ensure that these communities have the right access, education and training to be successful on the platform. We are empowering sellers to promote themselves, their small businesses and the impact they've been able to make in their own lives and those within their communities. This group of SDAs will also be connected with the eBay Community, Influencers, Advocates and Small Business Ambassador Network (SBAN) programs. </h2></h2>GUIDE.RELATED\_LINKS CSKB content</ul></li></li><a href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1447"

[target="\\_blank"&#x26;Registering a selling account - becoming a seller on eBay&#x26;/a&#x26;/li&#x26;](#)  
[eBay content &#x26;/ul&#x26; &#x26;/li&#x26;Our 2017 Diversity &#x26; Inclusion Report&#x26;br&#x26; &#x26;a](#)  
[href="https://static.ebayinc.com/assets/Uploads/Documents/eBay2017-DI-Full-Report.pdf"](https://static.ebayinc.com/assets/Uploads/Documents/eBay2017-DI-Full-Report.pdf)

[target="\\_blank"&#x26;https://static.ebayinc.com/assets/Uploads/Documents/eBay2017-DI-Full-Report.](#)  
[pdf&#x26;/a&#x26;/li&#x26;](#)      [&#x26;/li&#x26;Seller      Diversity      Questionnaire&#x26;br&#x26;](#)      [&#x26;a](#)  
[href="https://survey.ebay.com/survey/selfserve/1f4b/180500"](https://survey.ebay.com/survey/selfserve/1f4b/180500)

[target="\\_blank"&#x26;https://survey.ebay.com/survey/selfserve/1f4b/180500&#x26;/a&#x26;/li&#x26;](#)  
[&#x26;/li&#x26;Seller      Diversity      Advocate      Program&#x26;br&#x26;](#)      [&#x26;a](#)  
[href="https://survey.ebay.com/survey/selfserve/1f4b/180500"](https://survey.ebay.com/survey/selfserve/1f4b/180500)

[target="\\_blank"&#x26;https://survey.ebay.com/survey/selfserve/1f4b/180500&#x26;/a&#x26;/li&#x26;](#)  
[&#x26;/li&#x26;The      eBay      Community:      Latest      Announcements&#x26;br&#x26;](#)      [&#x26;a](#)  
[href="https://community.ebay.com/t5/Announcements/bg-p/Announcements"](https://community.ebay.com/t5/Announcements/bg-p/Announcements)

[target="\\_blank"&#x26;https://community.ebay.com/t5/Announcements/bg-p/Announcements&#x26;/a&#x26;/li&#x26;](#)  
[&#x26;/li&#x26;Two      New      Initiatives      to      Promote      Seller      Diversity&#x26;br&#x26;](#)      [&#x26;a](#)  
[href="https://community.ebay.com/t5/Announcements/Two-New-Initiatives-to-Promote-Seller-Diversity/ba-p/28492647"](https://community.ebay.com/t5/Announcements/Two-New-Initiatives-to-Promote-Seller-Diversity/ba-p/28492647)

[target="\\_blank"&#x26;https://community.ebay.com/t5/Announcements/Two-New-Initiatives-to-Promote-](#)  
[Seller-Diversity/ba-p/28492647&#x26;/a&#x26;/li&#x26;](#)      [&#x26;/li&#x26;SBAN&#x26;br&#x26;](#)      [&#x26;a](#)  
[href="https://www.ebaymainstreet.com/sban"](https://www.ebaymainstreet.com/sban)

[target="\\_blank"&#x26;https://www.ebaymainstreet.com/sban&#x26;/a&#x26;/li&#x26;](#)      [&#x26;/li&#x26; &#x26;/ul&#x26;](#)      [Email](#)  
[&#x26;/ul&#x26; &#x26;/li&#x26;For additional questions about these two initiatives, send them to the eBay](#)  
[Community      team:&#x26;br&#x26;](#)      [&#x26;a](#)

[href="mailto:sellerdiversity@ebay.com"&#x26;sellerdiversity@ebay.com&#x26;/a&#x26;/li&#x26;](mailto:sellerdiversity@ebay.com)      [&#x26;/ul&#x26;](#)  
[&#x26;/h2&#x26;/h2&#x26;GUIDE.TALKING\\_POINTS &#x26;br&#x26;](#)      [This section includes talking points](#)  
[regarding:      &#x26;/ul&#x26;](#)      [&#x26;/li&#x26;/a](#)

[href="https://cskb.qa.ebay.com/csKBapp/art?page\\_content&#x26;id=GUIDE1640&#x26;ViewLocale="](https://cskb.qa.ebay.com/csKBapp/art?page_content&#x26;id=GUIDE1640&#x26;ViewLocale=)

en\_US#Questionnaire">Seller diversity questionnaire</a></li> </li></a>  
href="https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1640&ViewLocale=en\_US#Program">SDA program</a></li> </ul> </a>  
name="Questionnaire"></a>SDA questionnaire <br> This section includes talking points regarding the seller diversity questionnaire.<br>   Why is eBay asking these personal questions about its sellers? <br> The eBay marketplace includes customers from a broad range of backgrounds. As the e-commerce ecosystem evolves, we want to ensure that we have the best products and services for our buyers and sellers. We believe by having a more diverse set of sellers, it helps to attract a more diverse set of buyers to eBay. This process begins by understanding who our sellers are and the unique needs they have to be successful. We also want to acknowledge the feedback sellers provided at eBay Open 2017. Sellers freely shared their needs and concerns around diversity in the eBay marketplace and this process allows us to better measure and assess our efforts moving forward.<br>   Why is eBay asking about who we hire or who we partner with for our business? At eBay, we aim to celebrate not only the way our sellers sell on the platform, but also their civic engagement in their local communities. Many of our sellers donate proceeds to charity, hire underrepresented groups in their community and/or partner closely with other minority business owners. By partnering in this manner, our sellers provide economic stability, access to education, information and employment in their local communities and we want to identify and celebrate them too. Do I have to complete the questionnaire? No. This is a voluntary research questionnaire, but we do value your input and hope you will complete the questionnaire openly and honestly. How long is the questionnaire open? The questionnaire will be open from May 16th to July 31st. Will you be able to connect the questionnaire responses back to me? No. Questionnaire responses will be kept anonymous and will be aggregated to reflect information about different demographic groups as a whole. None of the data provided will allow us to identify which seller submitted the information. At the close of the questionnaire, you will be asked to provide your contact details if you wish to receive more information. This information will not be linked back to

your questionnaire responses.<br>   What are you going to do with my questionnaire responses? <br> Questionnaire responses will be used to inform seller engagement strategies moving forward. By understanding the demographic needs of our sellers, we can develop and enhance future and existing programs to better meet the needs of our seller population and the buyers who seek to purchase their inventory. Data will be collected and stored in alignment with T&a

href="https://www.ebay.com/help/policies/member-behaviour-policies/user-privacy-notice-privacy-policy?id=4260" target="\_blank">he eBay&nbsp;User Privacy Notice&/a>.<br> <br>   <a name="Program">&/a>SDA program <br> This section includes talking points regarding the SDA program.<br>   What is the SDA program? A partnership with existing sellers that empowers them to share their stories about their eBay business in their local communities. Sellers will get the opportunity to apply to speak to communities that share their experiences, join panels at internal/external events, submit ideas for new seller programs and initiatives and partner more closely with the eBay Community team. Why is eBay doing this? eBay was founded to enable economic access for all and we try to embed these principles in everything that we do. In 2018 we launched our <a href="https://static.ebayinc.com/assets/Uploads/Documents/eBay2017-DI-Full-Report.pdf" target="\_blank">2nd D&I report&/a>,, highlighting some of our steps forward with diversity and inclusion in the marketplace. This program is the first of many initiatives to highlight more diversity in order to better reflect the needs of our global customer base. This program is also a direct response to seller feedback from the Diversity Pop-Up at eBay Open 2017. Who is eligible? Eligible sellers meet the following criteria: <ul> <li>A current eBay seller with an account in good standing</li> <li>A seller who currently advocates for diversity or would like to advocate for diversity</li> <li>A seller who meets one of the eligibility requirements in the application</li> <li>A seller who has a reputable reputation inside and outside of the eBay community</li> </ul> Why are we focused on diversity? eBay was created to ensure

access to economic opportunity for all. The minority groups listed in the application represent some of the largest underrepresented groups in the nation, which are often limited in their access to economic opportunity. eBay is increasing its efforts to ensure that these communities have the right access, education and training to be successful on the platform.<br>   Why are senior citizens and youth groups considered minority groups? We understand that senior citizens and youth groups are not technically considered minority groups, but we want to recognize and partner with businesses who support their access to education and employment.<br>   How long is the Seller Diversity Advocate application open? The SDA application is open from May 16th to June 1st. Where do I go if I have more questions? If you have additional questions about these two initiatives, you can send them to the eBay Community team at <a href="mailto:sellerdiversity@ebay.com">sellerdiversity@ebay.com</a>. You can also join the diversity conversation on the <a href="https://community.ebay.com/t5/Discussion-Boards/ct-p/12001" target="\_blank">eBay Community Discussion Board</a>.   Why didn't I receive an email about these initiatives? The questionnaire and SDA program were sent via email to US-based sellers who have not received an eBay survey within the past 90 days and are opted in to receive eBay communications. If you are a US-based seller who did not receive this email, but you're interested in applying, feel free to complete the questionnaire and application via the links in the <a href="https://community.ebay.com/t5/Announcements/bg-p/Announcements" target="\_blank">Seller News Announcement</a>. </h2>