

## INV - Threats and offensive language policy - Spam policy

&lt;h2&gt;GUIDE.SUMMARY &nbsp; Threats and offensive language policy What is the policy?

&lt;ul&gt; &lt;li&gt;It is strictly prohibited to engage in threats of bodily or physical harm or any kind of harassment using any method including by email, member to member messaging, on our public message boards (such as our discussion boards, groups, and other community areas) or within feedback comments &lt;ul&gt; &lt;li&gt;If a member receives a threat, it should be reported to local law enforcement&lt;/li&gt; &lt;/ul&gt; &lt;/li&gt; &lt;li&gt;Language that is hateful, obscene, offensive, profane, racist, sexual, defamatory, violent or discriminating, including on the grounds of race, ethnicity, color, religion, disability, national origin, sex, gender and gender identity&nbsp;or sexual orientation, cannot be used in profiles, user IDs, chat rooms, discussion boards, member communication, eBay Claims, eBay Stores, feedback, listings, product pages, collections, and any other areas of the site&lt;/li&gt; &lt;li&gt;Listings for products that contain profanity in the official title are allowed, as long as they follow these guidelines: &lt;ul&gt; &lt;li&gt;They must follow our &lt;a href="https://www.ebay.com/help/policies/prohibited-restricted-items/offensive-materials-policy?id=4324"&gt;Offensive materials policy&lt;/a&gt;&lt;/li&gt; &lt;li&gt;They must follow our &lt;a href="https://www.ebay.com/help/policies/prohibited-restricted-items/adult-items-policy?id=4278"&gt;Adult items policy&lt;/a&gt;&lt;/li&gt; &lt;li&gt;CDs, DVDs or other media with titles that include language which may be considered to be profane are allowed on eBay as long as any profane words are part of the official title&lt;/li&gt; &lt;li&gt;Adult items that include language which may be considered to be profane as part of their official title or description may be allowed as long as they follow our &lt;a href="https://www.ebay.com/help/policies/prohibited-restricted-items/adult-items-policy?id=4278"&gt;Adult items policy&lt;/a&gt;&lt;/li&gt; &lt;li&gt;Novelty items (shirts, stickers, etc.) containing profanity may be listed if the profane word is blurred out completely in any images, and the majority of the word has been replaced with asterisks in the item listing&lt;/li&gt; &lt;/ul&gt; &lt;/li&gt; &lt;li&gt;eBay customers being abusive toward eBay employees eBay does not tolerate employees being

personally attacked or abused (Abusive members).

- Internal Information

You may escalate a call to your team leader only when the abusive member refers to "You..." eg., racism, sexism, name-calling, personally threatening.

Why does eBay have this policy? This policy protects members, and ensures eBay remains free of threats and language that may cause offence.

**Spam policy** What is the policy? Sellers can't:

- Send other members emails that are not directly related to a purchase or sale on eBay
- Contact other members to make offers to buy or sell items outside of eBay, or use information obtained on eBay to solicit sales outside of eBay
- Send messages that include email addresses, phone numbers, social media links, contact information, usernames, external web links or addresses, or other personal or business information

Exception: Sellers may only opt to provide their phone number as part of the Ask a Seller a Question (ASQ) function to facilitate a sale on eBay.

- Send emails to other members that are unsolicited and commercial in nature
- Add other members to mailing lists without their permission, or send invitations to other members to join mailing lists that are not related to an eBay Store
- Send messages impersonating eBay

Why does eBay have this policy? This policy protects eBay members from the risk of fraudulent transactions off eBay. It also makes sure that users see important messages regarding transactions, without receiving unwanted spam.

## GUIDE.TALKING\_POINTS

### Threats and offensive language policy

Any threat of bodily harm made through email eBay will take action in cases when the threat is physical ("bodily harm") and explicit. We do not act on implied or perceived threats.

**Policy limitations** Our policy prohibits member-to-member threats of physical harm through any method -- including phone, email, and on our public message boards. However, we're only able to take action under this policy if the threat was made by email.

**Member actions** The member who is being threatened needs to report all other forms of threat or harassment to the proper law enforcement authorities, as well as the member's local phone company if the threat was made by

phone. Why profanity is not permitted <ul> <li>eBay wants to encourage a safe trading environment where members are free from unwanted profanity or other possibly offensive material.</li> <li>eBay allows any words that are the actual title of a song, CD, or other media product, or that are in the brand name of a product.</li> <li>Although novelty items are often comical and may have collector value, we permit novelty items that contain profanity only if the profane term(s) is blurred out in the listing. (This includes the title, description, and images.)</li> <li>The seller is ultimately responsible for the contents of their listings. If a seller is unable to "blur" out profane terms in their images, they'll need to remove those images.</li> </ul> What if my item isn't in my Unsold Folder? <ul> <li>We don't provide copies of listings that aren't eligible for relisting. You are welcome to create a new listing for your item as long as you abide by the listing policy guidelines.</li> </ul> Internal Information<br> <h4><a id="research" name="research">RESEARCH STEPS DURING CALLS</h4> Review the Feedback comment <ul> <li>This includes any replies or follow-ups.</li> </ul> Review the member to member communication <ul> <li>This includes case communications to see if the member has already contacted their customer. What steps they have taken to resolve the customer's concern or answer any questions?</li> </ul> Check SRs and MAC notes <ul> <li>You are looking for potential Feedback Revision requests</li> <li>For previous contacts about the same Feedback removal request</li> <li>Any other Feedback removals the member may have had in the past</li> </ul> Review listing(s) <ul> <li>Review listing(s) for any content or lack of content that may have resulted in customer dissatisfaction.</li> </ul> Check the Seller Dashboard/Seller Performance <ul> <li>You are looking to see if Feedback may possibly affect the member's status,<br>but make sure to keep the Detailed Seller Ratings confidential.</li> </ul> Ask probing questions <ul> <li>To find out what the member has done to address the customer's concern (are they addressing and answering all questions/concerns) or what the seller is willing to do to resolve the situation (return for a

refund).

- Direct the customer to the listing

Most of these situations can be resolved with friendly, professional communication. If the concern is about the item not being as described or confusion about terms of the transaction (shipping costs, shipping service, handling time, etc.), direct the customer to the listing so they can check it.

- Direct the member to the Seller Protection page

You can do this via Sell

Seller Information Centre

if the member states that eBay only protects the buyers.

This page details a number of seller protections including blocked bidder/buyer list, buyer requirements, Feedback removal if the case is ruled in the seller's favour, and recent buyer Feedback removal if a trend of abuse exists.

- Check for potential buyer policy violations

Check the entire member-to-member and case correspondence for Feedback extortion if the seller states that the buyer threatened the seller with negative Feedback to try to get a refund, return, or something outside of the transaction.

Educate to Buyer Abuse if the member is concerned that the buyer is abusing eBay processes (excessive low Feedback, DSRs, cases) and show where the Report Buyer option is. Educate to the blocked bidder buyer list, and buyer requirements as appropriate.

Report buyers to your Supervisor who indicate that they are potentially fraudulent or high risk (Nigerian scams, spoof eBay email stating eBay holding payment that will be released once item shipped).

Leaving Feedback for a Top-rated seller

- To leave negative Feedback for a Top-rated seller who has been registered on eBay for at least 12 months, a customer must wait at least 7 days before

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leaving negative or neutral Feedback.

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#### BEST PRACTICES

Stay calm and positive

- This is important, especially if the member is not.

- Refer to the buyer as "customer"

This emphasizes that this is a business transaction.

- Listen to the member

Do not interrupt. This is critical as the member may need to share their concern. It also brings up additional issues that need to be addressed such as the

member's lack of communication with their customer.

- Build rapport
- You can do this by valuing and complimenting the member and taking a personal interest in their selling activities/business.
- Be confident
- Give them the information in a kind, caring, and direct way without hesitating.
- Make sure the member is aware of the Seller Dashboard
- So they can continuously check their overall performance.
- Direct them to the Feedback removal page
- To show the situations where we would remove it.
- Educate the member on the Feedback revision process
- To see if its within timeframe. Ensure they communicate with their customer before sending the revision request.
- Do Not suggest Court Orders
- Only bring up court order removal options if the member brings up legal or if they are persistent that Feedback be removed.
- Put yourself in the buyer's shoes
- If you help the seller see why the buyer is unhappy, it could help the seller come to a resolution on how to help the buyer.
- Motors and Independent Feedback Review (to be discontinued from April 1, 2024)
- Motors Only: NetNeutrals is a company that for a fee mediates Feedback disputes, which can result in the Feedback being removed.
- Offer selling best practices such as tracking, 1 day handling, free shipping, etc.
- This will help sellers to avoid low Feedback and DSRs in the future. They may also be eligible for automatic 5-star ratings.
- Direct the member to the Daily Deals
- To show that these are the best sellers on the site. They get negative and/or neutral Feedback from time to time as well.
- Document member-to-member messaging
- When the member-to-member communication is used to investigate a Feedback removal, copy and paste the entire M2M thread into the MAC notes.

TALKING POINTS

For Feedback removal Talking Points see <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1299>

Spam policy What does eBay consider

spam? Some examples of spam include:

- Unsolicited email offers sent to potential buyers
- Email messages sent to a member on a mailing list without that member's prior permission
- Invitations to join a mailing list that aren't related to an eBay Store
- Offers to buy or sell off eBay
- Email sent using eBay Messages (or features such as the Contact member link) to send unsolicited commercial offers

What am I not allowed to include in a message on eBay? The following are not allowed to be included:

- Offers to buy or sell items outside of eBay
- Messages that include email addresses, phone numbers, or social media links, contact information or usernames
- Messages that include links or web addresses
- Email and websites impersonating eBay

Some members have reported receiving requests for personal information in email messages that look like they were sent from eBay, but weren't. Learn how to recognise spoof (fake) eBay websites and report spoof emails

- Sellers cannot show or link to direct email addresses in the listing or store pages (instead buyers can use the "Ask a question" feature at the bottom of the item description to send email messages to the seller)

What do I do if I receive a spam email? If you have received spam from another eBay member, please forward it to [spoof@ebay.com](mailto:spoof@ebay.com).