

The Opportunity For Developers

The eBay Developers Program was founded in 2000 and third party software applications account for over 25% of eBay.com listings. eBay developers can use program resources to build and offer any of the following tools or services: Selling and buying – manage listing, bidding, checkout and shipping tasks Searching – customized interfaces for searching the eBay marketplace Affiliate – tools to drive buyers to eBay Customer service functionality – feedback, customer communications Merchandising - content and listing design Wireless – mobile applications for searching and re-bidding on eBay Interactive television – delivering the eBay experience to the set-top box For more information about the potential opportunities available to developers building on eBay, [look here](#).

Program and Privacy Policies The eBay Developers Program supports any application or service that complies with eBay policies. In rare cases, a developer may build an application which 1) does not comply with general site policies, 2) facilitates eBay users to not comply with policies or 3) due to automation of a site function, has a severe negative impact on the marketplace requiring us to limit its automated use. Violations or facilitation of violations of eBay policies may result in a range of actions, including: Listing cancellation Limits on user account privileges User account suspension Forfeit of eBay fees on cancelled listings Loss of user's Powerseller status Suspension of developer's access to the eBay Web Services Termination of developer's eBay Developers Program membership In order to align eBay's developer community with eBay policies and ensure violations (and resulting eBay actions) do not occur, developers should pay close attention to the following guidelines and eBay policies.