

Japanese Product Safety Pledge Overview

- The Japanese Product Safety Pledge is a response to (1) the OECD's "Communiqué on Product Safety Pledges" and (2) the changing environment where the market size of BtoC and CtoC product sales on online marketplaces (OM) is increasing, while the ratio of serious product accidents is also increasing. It is a **"public-private collaborative voluntary initiative"** by the Consumer Affairs Agency (CAA) and other relevant ministries and agencies for consumer products and OM operators **that goes beyond the legal framework for product safety**, and **key performance indicators (KPI) have been calculated**.
- Specifically, OM operators are invited to **declare (sign) the Japanese Product Safety Pledge**. By doing so, **OM operators pledge to remove recalled or unsafe products from the market**, either voluntarily or at the request of the relevant ministries and agencies. OM operators also pledge **to establish and maintain a system to prevent the re-listing of recalled products**, etc., and relevant ministries and agencies are required to **provide explanatory materials for sellers**.
- The discipline of OM operators is based on both unified discipline (e.g., OM operators are requested to remove recalled or unsafe product listings within 2 business days) and autonomous discipline based on the scale and characteristics of the OM.

Japanese Product Safety Pledge Highlights

(1. Annual performance confirmation by signatories)

Quality control by annual follow-up using Key Performance Indicator (KPI)

(2. Expansion and enhancement of existing approach)

Educational material for sellers and exhibitors

Extensive and exhaustive removal of recalled/unsafe product listings

System improvement against re-listing recalled/unsafe products and malicious sellers

(3. Japan original approach *new measures)

Added "actual workflow" and other items related to consumers to KPI

CAA analyzes listing removal status in cooperation with regulatory authorities

CAA publishes listing removal in its website as breaking news