



Privacy in an online environment

Global Forum - November 2004

eBay's business

The World's Online Marketplace

eBay's vision

Provide a global online trading platform
where practically anyone can trade
practically anything

3



eBay Does NOT Have Traditional Auctions

The screenshot shows a Microsoft Internet Explorer browser window displaying an eBay auction page. The address bar shows the URL: <http://cgi.benl.ebay.be/ws/eBayISAPI.dll?ViewItem&category=47385&item=6908787103&rd=1&ssPageName=WDVW>. The page title is "eBay-object 6908787103 (loopt af op 05-jul-04 20:09:10 CEST) - LA PLEIADE VOLTAIRE ROMANS ET CO".

The page content includes the eBay logo, navigation links (home, betalen, inschrijven, inloggen, services, site-overzicht, hulp), and a search bar. The main heading is "LA PLEIADE VOLTAIRE ROMANS ET CONTES éd 1954" with object number 6908787103. The current bid is EUR 12,00, with 5 hours and 32 minutes remaining. The highest bidder is novasys.be (104 stars). The seller's feedback score is 7, with 100% positive feedback.

Verkoopgegevens	
gspollesuums (Z)	Feedbackscore: 7
	Positieve feedback: 100%
	Lid sinds 17-jan-04 in België
	Feedback lezen
	Vraag het de verkoper
	Andere objecten van de verkoper bekijken

Beschrijving De verkoper neemt de volledige verantwoordelijkheid voor het aanbieden van dit object.

Some interesting facts... (Q3 2004)

- **125 Million Registered users**
- **348 Million Listings**
- **USD 8,3 Billion Gross Merchandise Value**
- **430.000 people in the US make a full-time or part-time living selling on eBay**

5



Some interesting facts...

International...

- eBay Motors UK sold almost 2.5 times the vehicles of the country's largest independent car dealer in 2003.



6



Some interesting facts...

International...

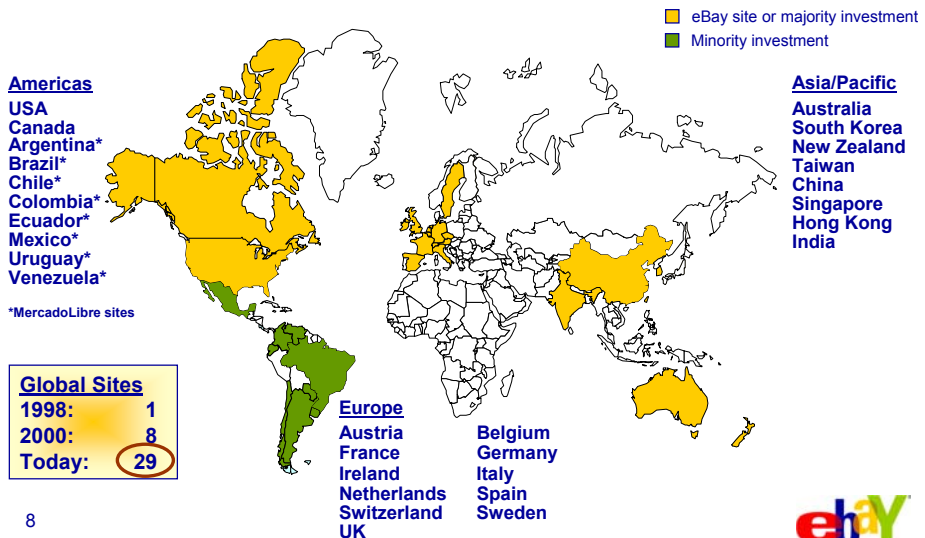
- 17% of all personal parcels shipped by Deutsche Post AG were items sold on eBay Germany in Q2-04.



7



Global footprint – geography



8



eBay Member Profile – Feedback Page

The screenshot shows the eBay member profile for 'dreamlife90' (3528 stars, Power Seller). The page includes navigation links, a feedback score of 3528 (99.8% positive), and a table of recent ratings. Below this is a list of feedback comments from buyers and sellers.

Recent Ratings	Part Month	Past 6 Months	Past 12 Months
positive	352	1833	2805
neutral	1	1	1
negative	1	1	1

Comment	From	Date / Time	Item #
Excellent seller, fast emails and shipment. AAA+++	Buyer pharaoh4 (1408)	Feb-25-03 14:35	2157309581
ABSOLUTELY THE PERFECT EBAYER. SENT IMMEDIATELY!!! JUST WONDERFUL. THANKS!	Buyer jmxion10 (1)	Feb-25-03 12:35	2157309582
Very fast transaction, quick delivery.	Buyer crazyguy (224)	Feb-25-03 12:00	2157309583
An excellent customer, thank you for your business!!!	Seller dddaddvdee (13)	Feb-25-03 10:25	2157309584
Would not trade again, never shipped my item!	Buyer kate lovespez (656)	Feb-25-03 02:35	2157309585

- Feedback Score
- Summary of Feedback
- Registration Date
- Feedback Comments
- Ability to Contact Seller
- Ability to Contact Past Users Who Dealt with Seller
- Ability to Review Seller's Past Transactions and Status
- New: Percentage favorable, Tabs for buying and selling feedback.

9



Privacy Vision

- Provide an open environment that facilitates online trade through trust
- Trust is facilitated by the fair information principles, and by providing our users with:
 - notice and communication
 - choice and control
 - security, authentication and enforcement
- Trust is earned with integrity and time

10



Privacy the eBay Way

- Recent Trust Numbers*
 - I trust that eBay is abiding by it's Privacy Policy = >90%
 - eBay does not sell PII to third parties = >90%
 - eBay has adequate security to protect my PII = >90%
 - Before registering, did you read the privacy policy = 69%
 - Of those who read it, 89% thought it was not difficult to read
 - How satisfied are you with eBay's overall privacy practices, taking SPAM, trust, security, and all other privacy factors into account = >90%

*Survey conducted Q1-Q2 2003 of 2000 current users, mainly buyers, through random participation by an email invitation. Responses are those that did not disagree with the statements above.

11



Privacy the eBay Way - Transparent

Appendix to the Privacy Policy

How third parties may have access to your information you disclose to eBay.

Below is an easy-to-read chart that describes the ways in which we use your information and allow others to use your information. It's important to remember that eBay will not sell or rent your information to third parties for marketing purposes, and will only disclose your information in accordance with our Privacy Policy and/or with your permission. As you will read, personally identifiable information is for the most part only shared with third parties in order to complete a transaction or an activity you have initiated on our site. Additionally, you will see that we do not share your personally identifiable information with advertisers. While we do share contact information and other public information that is available on the site with law enforcement to help keep the community a safe place to trade, we do not provide financial, historical, billing, or other non-public information to law enforcement unless required to do so by law.

It is our goal to make our privacy practices easy to understand. We have created easy-to-read summaries, privacy principles, a privacy chart, and we are working on privacy-enhancing technology to help summarize our full privacy policy. If you have questions about any part of this summary or if you would like more detailed information, we encourage you to review our full [Privacy Policy](#).

	Advertisers	Internal Service Providers	External Service Providers	eBay Community	Legal Requests
Personal Information					
Full Name		2	3	4	X
User ID		2	3	X	X
Email Address		2	3	4*	X
Street Address		2	3		X
State	1	2	3	4	X
City	1	2	3	4	X
Zip Code	1	2	3	4	X
Phone Number		2	3	4	X
Country	1	2	3	4	X

12



Privacy the eBay Way - Consent

Registration: Agree to Terms

1 Enter Information 2 Agree to Terms 3 Confirm Your Email

Please read the User Agreement and Privacy Policy below.

User Agreement

THE FOLLOWING DESCRIBES THE TERMS ON WHICH EBAY OFFERS YOU ACCESS TO OUR SERVICES.

Privacy Policy

Your privacy is very important to us. We do not sell or rent your personal information to third parties for their marketing purposes without your explicit consent. Please read this privacy policy to...

Check the boxes and click **I Agree** to accept the User Agreement, Privacy Policy and incorporated terms.

I am 18+ years old.

I understand that I can choose not to receive communications from eBay.

After completing registration, I can change how eBay contacts me at any time by going to the Notification Preferences page in My eBay.

[Decline](#)

Copyright © 1999-2003 eBay Inc. All Rights Reserved.
Designated trademarks and brands are the property of their respective owners.
Use of this Web site constitutes acceptance of the eBay [User Agreement](#) and [Privacy Policy](#).

TRUSTe

13



Privacy Paradigm Issues

- Retention v. Deletion
 - Conflicting requests from users.
 - **“Please delete all my information and never communicate with me again.”**
 - Retention for primary use of data, with/out consent
 - Deletion in the face of legal, regulatory and audit compliance
- How to continue protecting the consumer against Fraud?

14



Education -- Spoof Email Protection Tutorial

Multi-Page format allows us to deliver multiple messages that are easy to follow.



The tutorial content helps us also educate members about how to stay safe online.

Ability to visually show samples of a spoof.

Tutorial is in pop-up format with the ability for user to click "Learn More" for additional info on spoof protection.

15

