



5th November 2009

eBay's Privacy Rules approved by EU Members States

14 EU Data Protection Authorities approve eBay's privacy standards and procedures

A clear endorsement of eBay's commitment to privacy and a recognition of eBay's leadership in eCommerce-related privacy.

Luxembourg's National Data Protection Commission (CNPD) has formally approved eBay's binding corporate rules (BCRs) for privacy compliance for both customers and employees. The data protection authorities in the other 13 EU Member States where eBay operates have accepted the CNPD's findings and assessment, under a mutual recognition procedure.

eBay's approval represents a number of firsts:

- eBay is the first eCommerce company to receive this approval;
- It is the first time a company has received approval for both employee and customer BCRs in less than 12 months time;
- It is the first BCR approval led by the Luxembourg DPA.

BCRs are strict rules and procedures that ensure a consistent and high standard of protection for individuals' privacy. The approval means that all the data protection authorities are satisfied that the eBay Inc. group BCRs provide an adequate level of protection for eBay customers and employees, in relation to the processing of personal data and personal information transferred by eBay Inc. group members.

Scott Shipman, the Global Privacy Leader for eBay Inc., stated that, "We are excited to have met this major European data privacy milestone and to have been the first eCommerce company to do so. We are delighted at this recognition of our commitment to high privacy standards for our employees and customers. Data protection and privacy remains a key focus for eBay Inc as we continue to foster users' trust in our online platforms. The cooperation and communication eBay received from the CNPD and the other DPAs was greatly appreciated and made the project a success."

The President of the CNPD, Gerard Lommel stated, "We were very pleased with the exceptional work provided by eBay, by the quality of the documents elaborated and by the constructive dialogue in the process of validation and implementation of eBay's binding corporate rules, and are proud to have brought the international coordination procedure to a successful end."

About eBay Inc.

Founded in 1995, eBay Inc. connects hundreds of millions of people around the world every day, empowering them to explore new opportunities and innovate together. eBay Inc. does this by providing the Internet platforms of choice for global commerce, payments and communications. Since its inception, eBay Inc. has expanded to include some of the strongest brands in the world, including eBay, PayPal, Skype, StubHub, Shopping.com and others. eBay Inc. is headquartered in San Jose, California.

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