

# Industry Best Practices for the Safety of Products Sold Online

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# About KID

# Kids In Danger

**KID**  
KIDS IN DANGER  
IMPROVING  
CHILDREN'S  
PRODUCT SAFETY

Kids In Danger (KID) was founded in 1998, following the death of Danny Keysar in an unsafe portable crib.



# KID's Mission



- Promote the development of safer children's products
- Advocate for children
- Educate the public, especially parents and caregivers, about keeping their children safe.



# KID TEST Program

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# Danny's Law



Danny Keysar  
Child Product  
Safety  
Notification Act.  
15 USC 2056a.

## **SEC. 104. STANDARDS AND CONSUMER REGISTRATION OF DURABLE NURSERY PRODUCTS.**

(a) **SHORT TITLE.**—This section may be cited as the “Danny Keysar Child Product Safety Notification Act”.

(b) **SAFETY STANDARDS.**—

# Safe from the Start



KID is online



The screenshot shows the homepage of www.kidsindanger.org. At the top, there is a navigation bar with the KID logo, the tagline "IMPROVING CHILDREN'S PRODUCT SAFETY", the date "Today is 10/12/2016", an "EVENT CALENDAR" button, and a search bar. Below this is a horizontal menu with links for "ABOUT US", "PROTECT YOUR CHILD", "DONATE", "CONTACT", and "PRESS CENTER".

On the left side, there is a vertical menu with links for "HOME", "ESPAÑOL/SPANISH", "ABOUT US", "NEWS IN 2016", "EVENTS", "PRODUCT HAZARDS", "PROGRAMS", "ADVOCACY", "FAMILY VOICES", and "PROTECT YOUR CHILD".

The main content area features a "DONATE NOW TO HELP OUT!" button, a "SIGN UP FOR EMAIL ALERTS" button, and a "IN THE NEWS - 5 MOST RECENT STORIES" section. The first story is titled "#FAMILYVOICESFRIDAY – DANNY L'S STORY" and includes a photo of a baby and a text snippet: "On one summer day in 1984, Danny went down for a nap. When his mother came back to check on him, she found him hanging outside his crib by his shirt, which had become entangled on the corner post extension of his crib. Danny had been strangled, and the injuries he sustained that day eventually..." Below the story is a button that says "VISIT THE KID BLOG FOR MORE NEWS".

At the bottom of the main content area, there are sections for "NEWS" and "EVENTS". The "NEWS" section includes a link to "AUGUST 2016" and a snippet about "groundbreaking research on furniture tip-". The "EVENTS" section includes a link to "KID Best Friend Award Night, 2016" and a snippet about "See the great pictures on Flickr".

On the right side, there is a "ETHAN'S STORY" section with a photo of a baby and a text snippet: "Ethan died just months after Riley when he was strangled in the same type portable crib. He was eight months old." Below this is a button that says "Continued at Family Voices". At the bottom right, there is a "GEM CLUB MEMBERS: THANK YOU!" button.

www.kidsindanger.org



# Coalition Building



KID fulfills our mission by working together with allies, regulators and parents' organizations.

**ConsumersUnion**



**icphso**<sup>TM</sup>  
INTERNATIONAL CONSUMER PRODUCT HEALTH AND SAFETY ORGANIZATION



# Online Shopping & Safety

# Online Shopping Trends



- 41% of global internet users purchased products online (2013)
- Online shopping thrives in Germany, India, Brazil and the United Kingdom (2015)
- 69% of US adults shop online monthly, 33% shop online every week (2015)



What do consumers expect in online shopping?



- They will get what they see online.
- It will work and not hurt their child.
- They will receive information they need to put it together and use it safely.

# What are the safety benefits of buying online?



- Product sales can be tracked:
  - The seller can reach consumers if there is a recall or safety issue
  - Regulators can identify hazards and know where the product was bought.
- Consumers can use online reviews to see safety experiences of other consumers and share their own.

# What are some of the safety concerns?

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- Consumers can't see health and safety warnings as they do on packaging in retail outlets
- Age grading might not be available
- Instructions for assembly might be hard to follow or missing, leading to misassembly.



# How to reach buyers with safety information



- Section 105 of the Consumer Product Safety Act requires the same safety warnings online or in catalogues as in stores on packaging
- Use technology to provide instruction videos, warning labels and more on the purchase site.



# Meeting safety standards



- What standards apply in different markets is not clear to consumer
- When sold directly to consumer, retailer standards and requirements may not be met
- Regulators have a hard time monitoring sales



# How to assure safety and quality of products sold online



- Look for standards markings on online sites
- Read reviews on the site and on other sites
- Check sites such as [SaferProducts.gov](https://www.saferproducts.gov) for incident reports

What can parents do to make sure the products they buy online are safe?



- Consider your purchase carefully
- Look for safety information on the site
- Use trusted online sites that have a return policy
- Check reviews
- Register your product with the manufacturer so you will get recall notices and safety information
- Report problems with products



What can organizations and businesses do?



- Provide full information to consumers on safety warnings, instructions and assembly online
- Offer product registration so consumers can be contacted if there is safety problem or recall
- Test all products for safety to industry or mandatory standards

## What can regulators do?



- Monitor internet sales in your jurisdiction
- Encourage consumers to report unsafe products sold online
- Require safety and warning information to be posted with products for sale online
- Take action against sellers of unsafe products
- Encourage testing to the strongest standards available

One Goal:  
safety



Together we can keep  
consumers and children safe  
and have a thriving online  
marketplace.

Thank you



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