

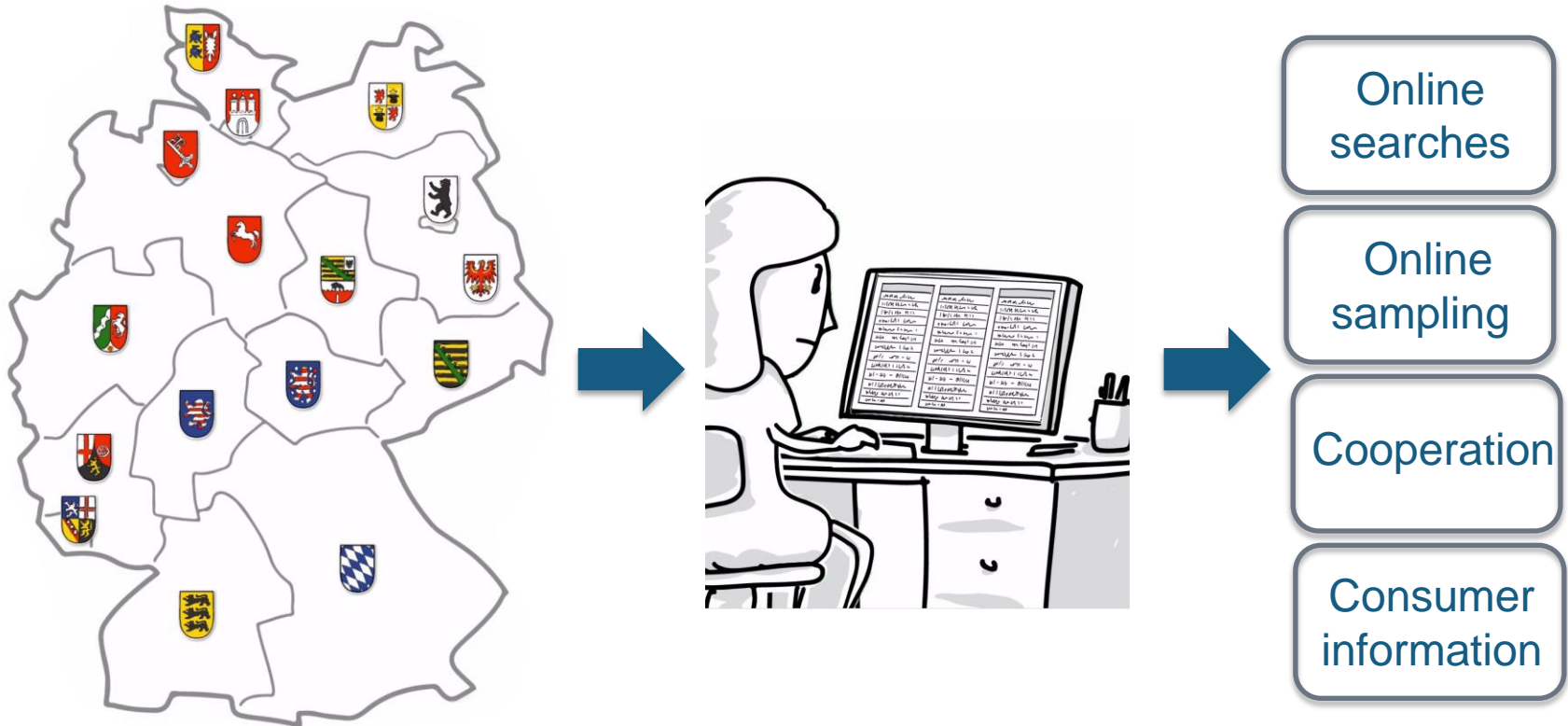


## **G@ZIELT**

- **The German Central Unit for eCommerce Control**
- **Cooperation with Stakeholders**

# G@ZIELT

## Tasks & actions



# G@ZIELT – Identification of products

Risk-based selection of products for online searches

Sources for product searches



RASFF

RAPEX

AAC

INFOSAN

RAS

Local CA

MS/TC  
authority

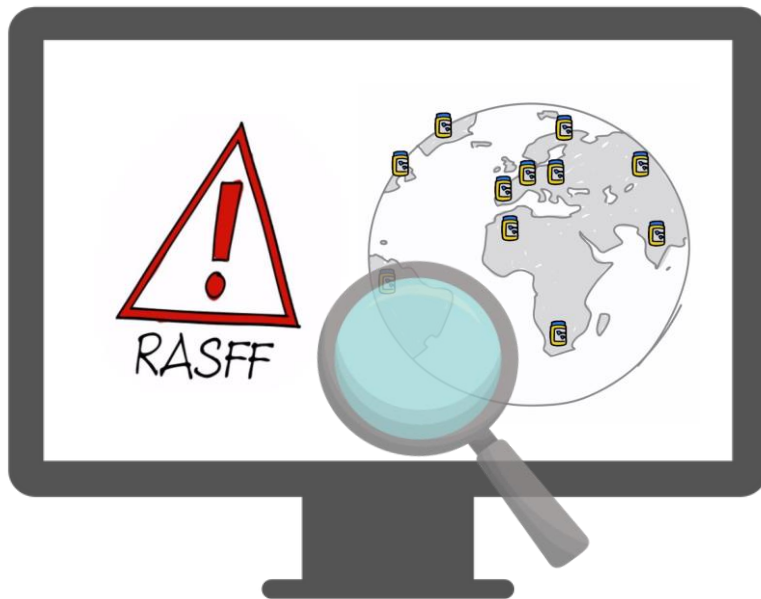
Consumer  
complaint

NGO

Public  
warning

# G@ZIELT – online search types

## Risk-orientated product search



### Sildenafil in food supplement

- Search by G@ZIELT
- Offers in DE and MS
- DE offers to G@ZIELT contact points
- Follow-up notification to MS via NCP-RASFF

On site  
inspections

Sampling

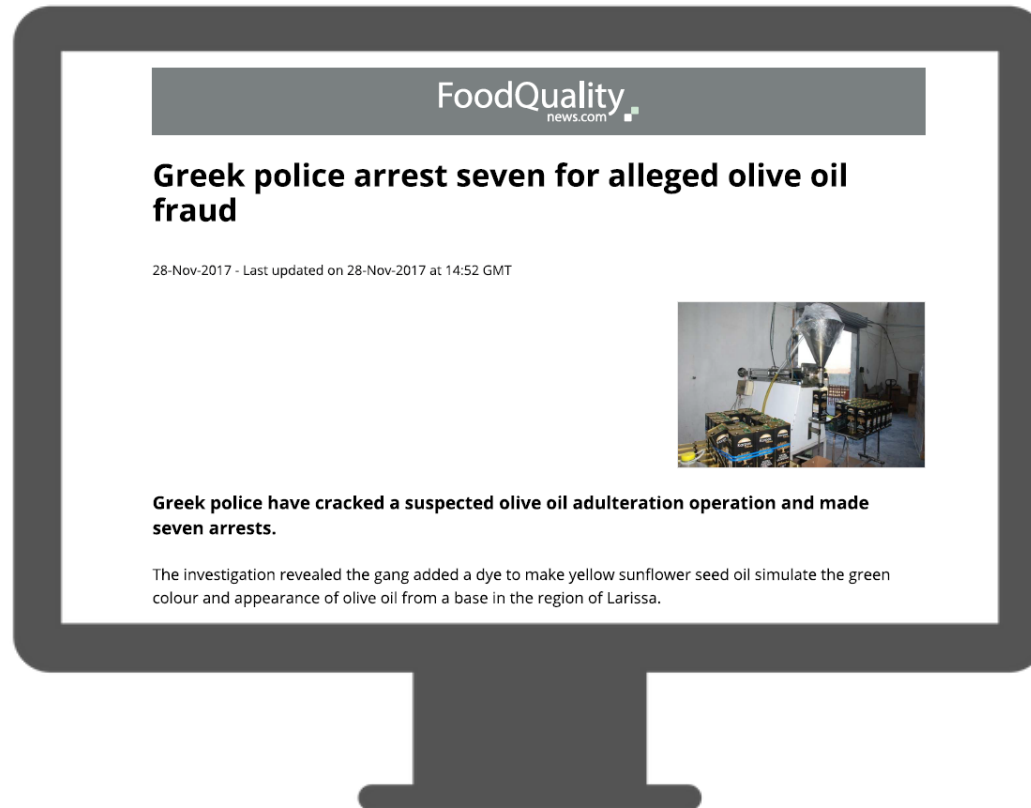
RASFF-fup

Public  
warning

Further  
investigation

# G@ZIELT – online search types

## Risk-orientated product search



# G@ZIELT – online search types

## Risk-orientated product search



# G@ZIELT – online search types

Coordinated control programs “Annual Plan”



## G@ZIELT – online search types

Coordinated control programs “Annual Plan”



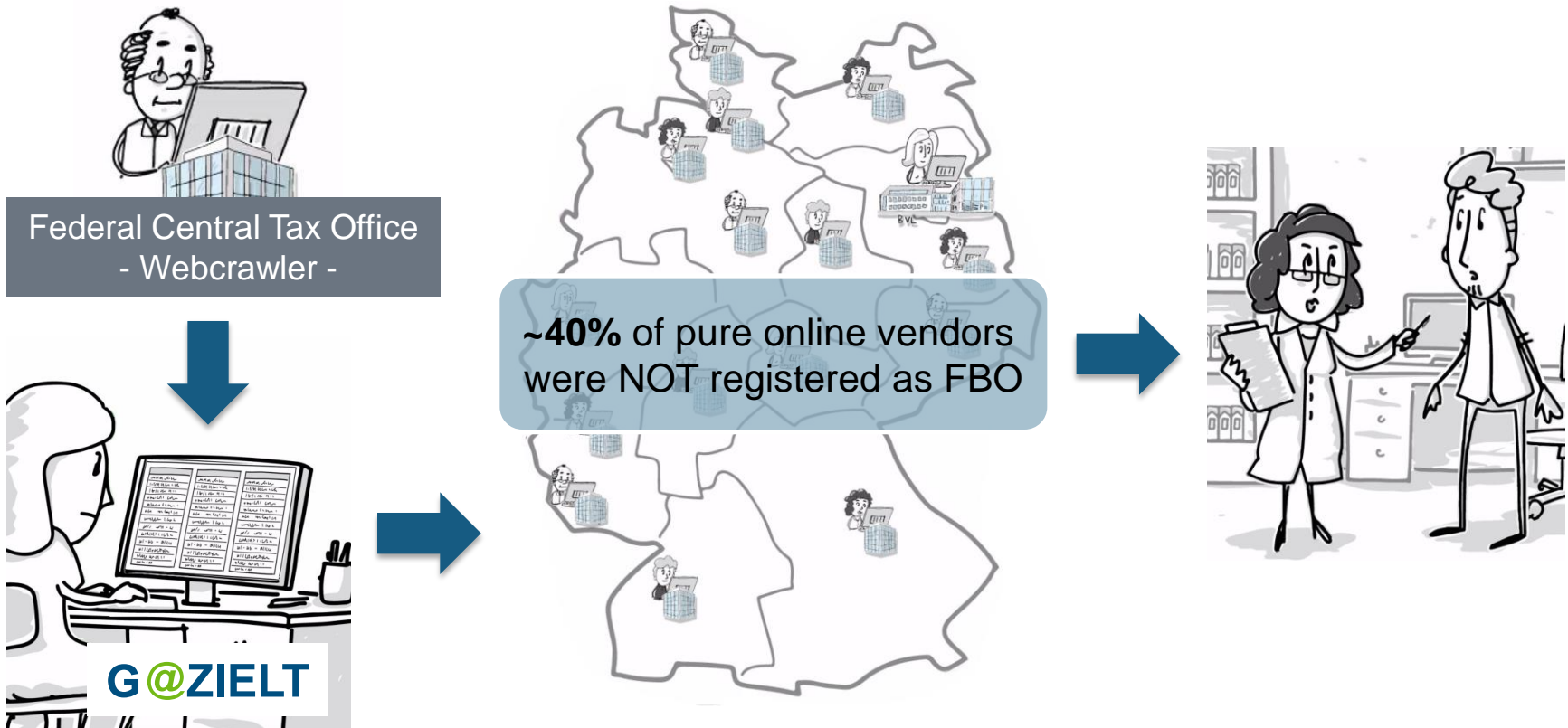
### Annual plan

- Since 2014
- 25 programs
- >5000 vendors
- Many not known to CA
- Several test purchases



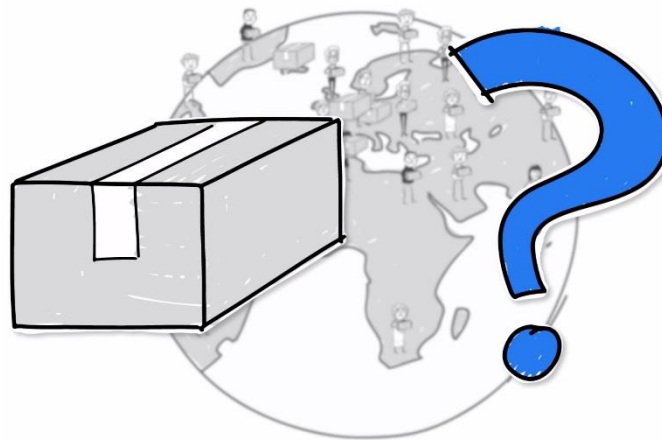
# G@ZIELT – online search types

## Comprehensive e-FBO searches



# G@ZIELT – online sampling

## Challenges



Payment

Logistics

Information  
of FBO

2<sup>nd</sup> expert  
opinion

Capturing of  
evidence

# G@ZIELT – Consumer information



# Consumer information

## Labelling of registered food shops

### Cooperation with trust marks

- Only registered e-FBOs get trust marks
- → subjected to official risk-based controls
- BVL recommends consumers to buy only from registered web shops



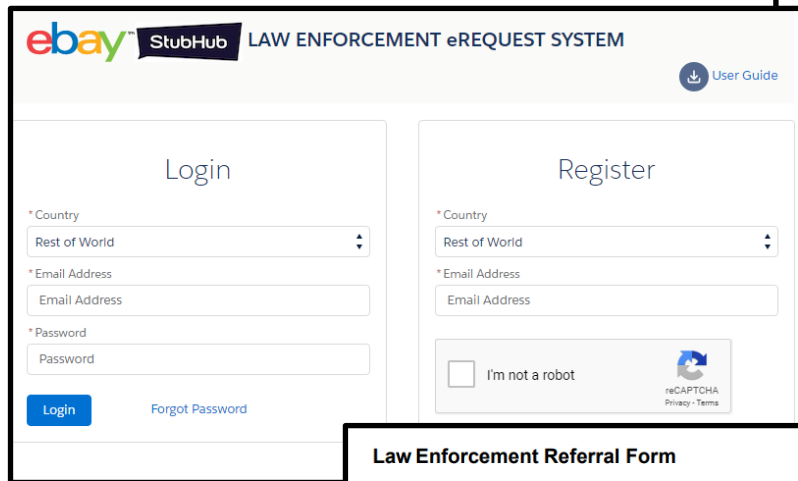
# G@ZIELT – Cooperation

## The G@ZIELT stakeholder network



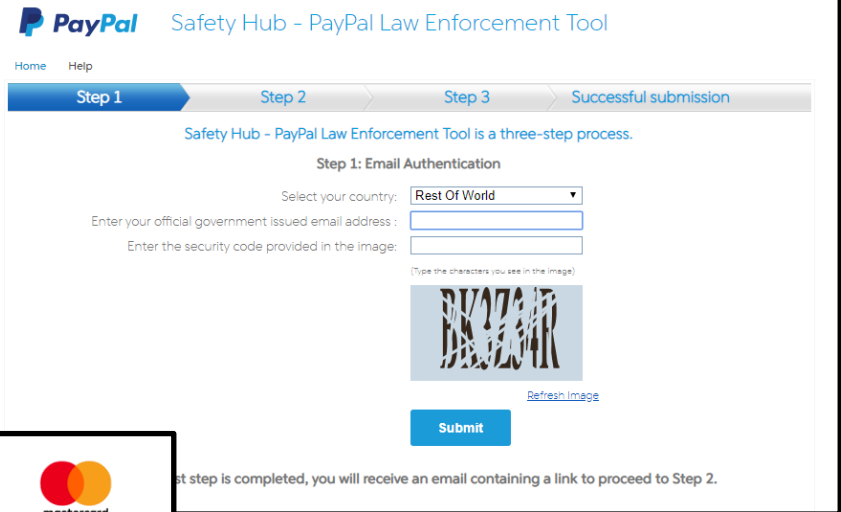
# G@ZIELT – Identification of eFBOs

## Cooperation with ISSPs/PSPs



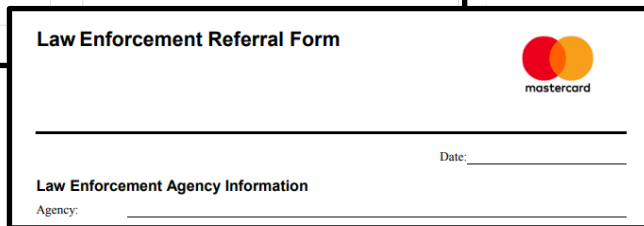
The screenshot shows the 'LAW ENFORCEMENT eREQUEST SYSTEM' interface. It features two main sections: 'Login' and 'Register'. Both sections have a dropdown menu for 'Country' (set to 'Rest of World'), an 'Email Address' input field, and a 'Password' input field. The 'Register' section includes a checkbox for 'I'm not a robot' and a CAPTCHA image. A 'User Guide' link is visible in the top right corner.

<https://le.corp.ebay.com>



The screenshot displays the 'Safety Hub - PayPal Law Enforcement Tool' interface. It shows a progress bar with four steps: 'Step 1', 'Step 2', 'Step 3', and 'Successful submission'. The current step is 'Step 1: Email Authentication'. The page includes a 'Select your country:' dropdown (set to 'Rest Of World'), an 'Enter your official government issued email address:' input field, and an 'Enter the security code provided in the image:' input field. A CAPTCHA image is shown below the input fields, and a 'Submit' button is at the bottom. A 'Refresh Image' link is also present.

<https://safetyhub.paypalcorp.com>



The screenshot shows the 'Law Enforcement Referral Form' with the Mastercard logo. It includes a signature line, a 'Date:' field, and a 'Law Enforcement Agency Information' section with an 'Agency:' field.

<https://www.mastercard.us/content/dam/mccom/en-us/documents/mastercard-law-enforcement-referral-form-electronic-signature-1291.pdf>

# G@ZIELT – Cooperation

## Market places



# G@ZIELT – Cooperation

## Cross-border cooperation



COM WG  
eCom

FLEP WG  
eCom

CCP efood/  
BTSF

Study  
visits

RASFF, AAC  
RAPEX etc.



# e-Commerce of Food conference (24-26<sup>th</sup> June)



## e-Commerce of Food conference (24-26<sup>th</sup> June)

- Organized by the European Commission and the BVL
- 28 speakers from international authorities, marketplaces and online retailers
- The event was fully booked with 250 participants from 25 Member States and 10 third countries.

### Program:

- New trends in the online trade of food and related products
- Purchasing behavior of the "Digital Natives"
- Secure eShopping
- eCommerce Sales concepts/Logistics
- Legal aspects and challenges in enforcement
- Internet investigations and combating eFood fraud
- Responsibilities of marketplaces and service providers
- International Cooperation



## Outcome of e-Commerce of Food (24-26<sup>th</sup> June)

- Great success for DG SANTE and BVL in terms of excellence, awareness and visibility of this increasingly important task
- The EU Commissioner, the Romanian EU Presidency and the German Federal Minister of Agriculture underlined the importance → The forthcoming Council Presidency (FI) and new Commission will put emphasis on eCommerce control
- US FDA offers cooperation in food online trade control
- Agreement of US FDA and DG SANTE as mutual contact point for cross-border administrative assistance



## Outcome of e-Commerce of Food (24-26<sup>th</sup> June)

- First workshop on e-commerce in Brussels (16th-19th September 2019):
  - Focused on cooperation opportunities and challenges in e-commerce control
  - Participants: US FDA, DG SANTE, experts from the member states, Norway and Switzerland.
- Contact establishment with Google and Facebook → for online searches in social networks and in m-commerce via Android devices (tablets, smartphones)
- Cooperation between the Italian authority ICQRF and BVL



# G@ZIELT – Summary and future needs

## Summary

- Concentration of expertise in a central unit
  - Online searches, registration of eFBOs
  - Consumer information, trust marks, FAQs
  - Networking and further development

## Future needs

- Intensify international cooperation
- Expand infrastructure for mystery shopping
- Obligation for PSPs to react (cf. Art.14, Directive 2000/31/EC)
- Procedures/legislation website closure



# Thank you for your attention!

**Contact:**

**Dr. Georg Schreiber**  
**Deputy Head**  
**German Federal of Consumer**  
**Protection and Food Safety**  
**Berlin, Germany**  
[100@bvl.bund.de](mailto:100@bvl.bund.de)

