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13 July 2026

Business and Trade Committee

House of Commons

London, SW1A 0AA

United Kingdom

Attn: Rt Hon. Liam Byrne MP, Chair

Subject: Follow-Up to the Business and Trade Committee Evidence Session on Consumer Protection

Dear Chair,

Thank you for the opportunity to participate in the Oral Evidence Session before the Business and Trade Committee on 23 June 2026. I appreciated the chance to discuss Temu's product safety compliance framework, our operations within the United Kingdom, and our ongoing dedication to consumer protection.

Temu is committed to ensuring a high standard of consumer protection on our marketplace. I am writing to provide further information requested by the Committee, as well as a broader summary of the measures we take to ensure that our compliance measures meet this high standard.

1. Platform Scale and Resource

Our recent data shows hundreds of thousands of active product listings on Temu's UK marketplace. These listings are sold by over 100,000 independent sellers, which includes thousands of UK-based sellers.

Temu has a support team of over 4,000 content moderators, comprising both direct employees and personnel engaged through specialist service providers, whose role is to identify potentially non-compliant products and help prevent them from reaching consumers.

2. Overview of Temu UK's product compliance programme

Temu operates a comprehensive product compliance programme. This programme comprises of seller management, product listing moderation, and additional measures designed to prevent the recurrence of non-compliant products.

a) Seller management

Before a seller is permitted to list products on Temu, they must complete a comprehensive verification process. This includes identity and business verification through trusted third-party verification providers, supported by automated screening and, where appropriate, manual review of supporting documentation. Sellers are also required to enter into Temu's Seller Service Agreement and comply with our Code of Conduct, which sets out obligations relating to product safety, regulatory compliance and consumer protection. Applicants are screened against Temu's internal Seller Blocklist and other relevant databases to ensure compliance with platform standards.

Following approval, sellers receive ongoing compliance education through extensive online training resources covering product safety, regulatory requirements, labelling and certification obligations, restricted products, and product recall requirements.

Sellers are expected to comply with these requirements. Where violations are identified, Temu takes enforcement actions, including product removal, account suspension, and permanent account termination.

b) Product listing moderation

Temu operates a comprehensive listing moderation framework combining proactive monitoring with reactive enforcement to continuously identify and address potentially non-compliant products.

- Proactive monitoring: Product listings are screened through a combination of automated detection and manual review. Our screening process draws on multiple data sources, including historic enforcement data, product testing results, regulatory alerts, market surveillance information, and media reports. Listings identified as presenting potential compliance risks may be subject to further review, requests for supporting documentation, additional verification measures, or removal.
- Reactive enforcement: Consumers, market surveillance authorities, and others may report concerns about products or sellers through dedicated reporting channels, including the "Report this item" function available on every product page. In addition, a dedicated global compliance team monitors and responds to notifications and enforcement enquiries from regulators. Reports received through these channels are assessed through a combination of manual review and established compliance procedures to determine the appropriate enforcement action. Where a product is identified as dangerous and subject to a recall, the recall is ordinarily conducted by the responsible seller in coordination with the relevant authorities, while Temu provides platform-level support. This support may include facilitating communication between the relevant authority and the seller, removing affected listings, notifying consumers where appropriate, and supporting refunds or other remedial actions to help ensure effective execution of the recall.

c) Additional layers for product compliance

To prevent recurrence of non-compliance and to address mismatches between digital information and physical products, Temu has established additional layers of product compliance.

- Quality Assurance team: Temu maintains an independent Quality Assurance team, which identifies potential moderation gaps and supports the continuous improvement of our compliance programme. This provides an additional layer of oversight over the listing moderation process to stress-test the effectiveness of our measures.
- Supplementary verification: To verify compliance beyond documentation submitted by sellers, Temu has established physical inspection and laboratory testing programmes. Where a product is selected for physical inspection, this is conducted at dedicated workstations by trained inspectors and follows a standardized protocol. In addition, products may also undergo testing by in-house laboratory facilities where applicable or, where specialised or formal compliance verification is required, by accredited independent testing organisations. Testing is generally conducted against internationally recognised standards. Where UK-specific regulatory requirements are not fully addressed by the applicable international standard, testing is conducted against the relevant UK standard.

3. Response to the concern raised by Electrical Safety First

During the evidence session, reference was made to a 3-in-1 floor fan on the Temu UK site that had been identified by Electrical Safety First as potentially non-compliant. We take concerns of this nature very seriously. Following the session, Temu immediately conducted an internal review of the product and the relevant supporting documentation.

To date our review has identified that the test report provided by the seller demonstrated that the product meets the requirements of BS EN IEC 60335, the applicable standard for electrical household appliances, as well as the Low Voltage Directive (2014/35/EU). This indicates that the product satisfies the relevant electrical safety requirements applicable to the product. For completeness, we also note the following:

- Water and electrical safety: The Bureau Veritas test report records testing against the applicable requirements of BS EN IEC 60335 relating to moisture resistance and protection against the effects of condensation and liquid spillage. The report indicates that the product's electrical insulation and protective measures are not adversely affected under the conditions addressed by those requirements.
- Voltage specification: The product listing specifies an operating voltage of 220V–240V. This rated operating voltage range encompasses the UK's nominal mains supply voltage of 230V and is consistent with the intended market of sale.

- User instructions: We have confirmed that the instruction manual supplied with the physical product was product-specific and contained the operating and safety instructions appropriate for the appliance.

In closing, I would like to reiterate our appreciation for the opportunity to appear before the Committee and to contribute to the discussion on these important issues.

We look forward to continuing to engage constructively with the Business and Trade Committee on our ongoing work to strengthen consumer protections.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'L. Klenner', with a stylized flourish at the end.

Leonard Klenner

Executive Assistant for Corporate Affairs to the President

Whaleco UK Limited d/b/a Temu