

Rt Hon Liam Byrne MP
Chair, Business, Science, Innovation and Trade Committee
House of Commons
Westminster, SW1A 0AA

12 October 2026

Dear Chair,

Thank you for your letter dated 24th September 2026 and for taking the time to bring this matter to our attention. We take concerns of this nature extremely seriously, and we welcome the opportunity to set out the action we have taken and the further steps now underway.

Following the points the Committee raised in June 2026, we acted promptly to remove the identified products in question from our store. We do not permit these items to be listed, and all products offered in our store are required to comply with applicable laws, regulations, and Amazon policies. Every business selling on our store agrees to these terms when listing items for sale and where products fall short of these requirements, we take action to remove them.

We recognise that product compliance requires constant vigilance. Bad actors will continue to look for ways to circumvent controls put in place by online marketplaces, which is why our work is never finished. Following the initial removals, some sought to relist products of this type. As soon as we identified them, we removed these products and took enforcement action against the accounts responsible.

Beyond these immediate measures, we have taken steps to further strengthen our controls on these types of products. These include daily manual audits across our store, targeted enforcement action against those responsible for repeat or evasive listings, and enhanced monitoring to detect and remove non-compliant products.

Below we have laid out our response to your specific questions:

1. Why were these energy saving plugs still available to purchase on the UK Amazon marketplace up to the middle of September, despite earlier assurances they had been removed?

Following the June 2026 evidence session, the product listings identified were removed and a comprehensive audit was conducted across all European stores. The product listings identified in September were not those same listings that were removed after the June 2026 evidence session. The bad actors relisted a functionally identical product under a new product listing, but with a new brand. They use ever-evolving methods to circumvent our controls, including creative naming variations and embedding misleading claims within product images to evade detection.

In response to these novel evasive methods and attempts, we have committed more resourcing to identify non-compliant listings and have conducted daily audit sweeps across 10 European stores. Since September, we have removed 28 sellers from Amazon.co.uk for evasive listings of such products. Of the listings initially flagged, the majority had zero page views and zero customer orders.

2. What is preventing Amazon from identifying unsafe products that have been listed or relisted with a different brand name?

We do not permit sellers to create different listings for identical products. Our Trustworthy Shopping teams are aware of, identify, and analyse attempts to evade our controls in listings that deliberately change brand names, product titles, product images, and listing details while keeping the underlying product identical.

Although our teams and detection controls pick up the vast majority of attempts, some do get through. Terms like "energy saving device" or "voltage stabiliser" appear across a wide range of compliant products including smart plugs, timers, thermostats, and LED bulbs; blocking these terms outright would remove legitimate products from sale. This makes a more nuanced approach necessary. We now use multiple, layered detection methods for this product category, including analysis of altered images, daily manual audit sweeps across 10 European stores, and machine-learning models.

Beyond identifying and removing non-compliant listings, Amazon takes direct enforcement action against the sellers behind them. When a seller is confirmed to have listed unsafe or evasive products, we take enforcement action at the account level, not just the listing level. This means the seller is blocked from our store worldwide and we also investigate and enforce related accounts tied to the same bad actor, preventing them from re-entering our marketplace under a different identity.

3. What steps are Amazon taking to monitor product safety alerts and use that information to remove products, or if products have been updated, ensure customers are able to tell if a product is now safe.

Amazon reviews daily all product safety alerts published by the OPSS, the EU Safety Gate, and national authority portals across EU member states. We monitor over 90 authority websites globally. When a safety alert is identified, we act in the region of origin. For recalls, if common product listings are identified across regions, we assess whether to extend the recall to other regions based on our internal risk assessment. For authority takedown requests, action is taken locally within the requesting authority's region.

Upon executing a public recall, we use all available information from the notice, product characteristics and any sample products referenced, to identify affected items in our catalogue. Products in scope of the recall are taken down with a target of completing all suppressions within 24 hours, and within 48 hours to contact all customers who purchased the affected product to inform them of the safety concern and offer a remediation path. In addition to acting on existing listings, we monitor for new listings that match the identifiers of recalled products and remove them if attempted to relist.

If a selling partner requests to relist a recalled product after the identified issue has been corrected, they must provide a test report dated after the recall, issued by an accredited laboratory, confirming that the specific issue has been resolved and the product has been retested. All existing inventory of the recalled product must be removed from our warehouses before relisting is permitted, ensuring that only a new, corrected version of the product, which has never been shipped to any customer, enters our fulfilment network. Customers who were previously notified of the recall have already been informed of the safety concern and offered a remediation path. The product available after reinstatement is a different, corrected version that only new customers will receive.

We continually work to strengthen our ability to distinguish evasive behaviour from legitimate commerce, allowing small businesses selling safe products to list on Amazon and grow while enforcing

those that seek to evade our controls. We remain focused on ensuring our customers can trust their shopping experience through Amazon.

4. How many products have been recalled in the UK, how many health and safety incidents have been recorded and customer complaints submitted?

In 2026 to date (January – September), Amazon has acted on 1,207 public safety notices, resulting in the removal of 7,026 unique products. These notices originate from safety alerts published by both UK and EU authorities, which we execute across all our European stores including Amazon.co.uk.

During the same period, we received just under 10,000 pieces of customer feedback relating to health and safety concerns on items purchased in our UK store. These reports are recorded regardless of whether the concern has been proven, ensuring that all potential risks are captured and assessed. They could include any report from a customer indicating that a product may have caused, or has the potential to cause, harm to health, safety, or property. Each of these reports is reviewed and, where appropriate, triggers an investigation that may result in product removal, seller enforcement action, or both. These signals are a critical input to our proactive and reactive safety programs, helping us identify emerging risks, prioritise enforcement, and continuously strengthen our controls.

5. What redress and compensation have Amazon provided to customers who unwittingly bought unsafe products?

When Amazon executes a public recall, we contact all customers who purchased the affected product to inform them of the safety concern and offer appropriate remediation, which may include a full refund, return, disposal, or repair. Where the manufacturer of the recalled product offers a remediation program, we direct customers to the manufacturer's help page where customers can find relevant information. Where no such program exists, Amazon steps in and every customer contacted is offered a remediation.

More broadly, Amazon customers benefit from the A-to-z Guarantee to ensure they can shop with confidence. We launched this more than 20 years ago to offer customers a remediation process for products sold and fulfilled by our selling partners. We have since expanded the A-to-z Guarantee to protect customer purchases so that in the rare event of damage or injury by a defective product purchase, we offer them compensation through a claim submission.

6. What further actions Amazon will be taking to remove unsafe products from its platform?

Amazon has invested over \$1 billion globally in tools, machine learning, and expert teams dedicated to preventing unsafe products from reaching customers and continues to invest and research in the same. Our systems automatically scan billions of attempted listing changes daily. For the product category referenced in this letter, Amazon has deployed image-based detection to identify misleading claims embedded in product images, expanded keyword detection rules across all 10 European stores, and initiated daily audit sweeps that have identified and removed 28 sellers for evasively listing such products.

Amazon continues to invest in the development of agentic AI solutions capable of assessing product compliance by evaluating multiple product dimensions simultaneously - including product facts, intended use, marketing claims, brand, and customer signals - and drawing on existing enforcement knowledge to inform compliance decisions. Amazon is also investing in the analysis of risk signals based on potential customer harm pathways and seller history to strengthen the detection of non-compliant products with evasion patterns, such as those described earlier in this letter.

We hope this letter addresses your concerns. We are also looking forward to the Committee's visit to our operations and are working with the clerks to finalise a date.

Please do not hesitate to contact us should you have any further questions.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'MA' or similar, with a stylized, cursive-like structure.

Monica Ariño
Director of Public Policy, Amazon UK