

**Via Electronic Mail**

April 6, 2023

**The Honorable Jason S. Patil**

U.S. Securities and Exchange Commission  
100 F Street NE, Mail Stop 2585  
Washington, DC 20549  
ALJ@sec.gov

**Re: In the Matter of Amazon.com, Inc., CPSC Docket No. 21-2 —  
Amazon's Response to the March 30, 2023 Order  
Following Oral Argument**

Dear Judge Patil:

Respondent Amazon.com, Inc. ("Amazon") respectfully submits this letter in response to your March 30, 2023 Order requesting "(1) a list of [Amazon's] social media pages, (2) a citation to [Amazon's] recalls webpage, and (3) the dimensions of the product photo accessible through the Amazon's direct notice to customers."<sup>1</sup> Amazon addresses each of these requests in turn below.

**I. Amazon's Social Media Pages**

Amazon maintains social media pages across various social media platforms. Amazon's primary social media pages are accessible by visiting the following URLs:

- **Facebook:** <https://www.facebook.com/Amazon>
- **Twitter:** <https://www.twitter.com/amazon>
- **Instagram:** <https://www.instagram.com/amazon>
- **LinkedIn:** <https://www.linkedin.com/company/amazon>
- **YouTube:** <https://www.youtube.com/user/amazon>
- **Pinterest:** <https://www.pinterest.com/amazon>
- **TikTok:** <https://www.tiktok.com/@amazon>

Amazon also maintains separate and dedicated customer service social media pages (the "Amazon Help" pages), which are accessible by visiting the following URLs:

- **Facebook:** <https://www.facebook.com/AmazonHelp>
- **Twitter:** <https://www.twitter.com/AmazonHelp>

**II. Amazon's Recall-Related Pages**

There are two recall-related pages available on Amazon.com: a publicly accessible "Product Safety and Recalls" page and a customer-specific "Your Recalls and Product Safety Alerts" page. These two pages are separate from the "Your Orders" page on Amazon.com.

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<sup>1</sup> *In the Matter of Amazon.com, Inc.*, CPSC Dkt. No. 21-2, Doc. No. 101, Order Following Oral Argument (Mar. 30, 2023).

Additionally, Amazon sends direct notices regarding recalls and product safety alerts to customers via e-mail and, separately, via the Message Center of customers' Amazon accounts.

The public "Product Safety and Recalls" page on Amazon.com can be accessed at: <https://www.amazon.com/gp/help/customer/display.html?nodeId=GLD7VXFKV4AWU78X>. See also **Appendix A**. The page is a publicly accessible webpage that provides information about the Amazon Product Safety Team's protocol for addressing safety issues and "protect[ing] customers from risks of injury related to products sold on Amazon.com." The "Product Safety and Recalls" page also instructs users who "have a specific question about a product recall" to contact the "manufacturer" or "seller" of the product. The page further directs users to visit [www.recalls.gov](http://www.recalls.gov) and the websites of the following federal government agencies "for more information on current and past recalls":

- US Consumer Product Safety Commission (CPSC)
- National Highway Traffic Safety Administration (NHTSA)
- US Food & Drug Administration (FDA)
- US Department of Agriculture (USDA)

The names of these federal government agencies appear as blue hyperlinks on the "Product Safety and Recalls" page. When the name of a listed federal government agency is clicked, users are redirected to the website of that federal government agency. For example, when a user clicks "US Consumer Product Safety Commission (CPSC)," they are redirected to <https://www.cpsc.gov/>.

The "Product Safety and Recalls" page can also be accessed under the "Safety Information, Recalls, Warranties, and Legal Notices" section of Amazon's "Help & Customer Service" page. Additionally, when a user searches "recall," "recalls," "product safety," "product safety alerts" or other related keywords on Amazon.com, a hyperlinked banner titled "Recall and product safety alerts" appears at the top of the search results page. When "More information" under the banner is clicked, users are redirected to the "Product Safety and Recalls" page. Finally, the "Product Safety and Recalls" page is also accessible via index searches on major Internet search engines.

In addition to the public "Product Safety and Recalls" page, Amazon customers also have access to a dedicated and personalized "Your Recalls and Product Safety Alerts" page,<sup>2</sup> where customers can view information regarding products in their order history that have been the subject of a recall or product safety alert.

For every product purchased by a customer that has been the subject of a recall or product safety alert since June 1, 2021, the "Your Recalls and Product Safety Alerts" page displays the name of the product, an icon photograph of the product, the date that the product was purchased, the date that the recall or product safety alert was issued, instructions to stop using the product, and, in some cases, additional "important safety information" indicating that a regulatory agency,

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<sup>2</sup> The "Your Recalls and Product Safety Alerts" page was launched on August 8, 2022, after Amazon's direct notices were sent to purchasers of the Subject Products. Nonetheless, information about the Subject Products is currently available on the "Your Recalls and Product Safety Alerts" page of all purchasers of the Subject Products.

such as the CPSC, “has informed [Amazon] that the product listed may not meet current mandatory or voluntary safety standards.” The “important safety information” notice also includes the following instructions: “If you still have this product, we urge you to stop using it immediately. If you made this purchase for someone else, please notify the recipient immediately and provide them with the information.” *See, e.g., Appendix B.*

The dedicated and personalized “Your Recalls and Product Safety Alerts” page is accessible to Amazon customers in several ways:

- Customers can view their personalized “Your Recalls and Product Safety Alerts” page by visiting <https://www.amazon.com/your-product-safety-alerts>.
- Customers can also visit their personalized “Your Recalls and Product Safety Alerts” by clicking “Your Recalls and Product Safety Alerts” under the “Let Us Help You” column of the website footer of Amazon.com. The website footer featuring the link to the “Your Recalls and Product Safety Alerts” page is available on all pages on Amazon.com.
- When a customer searches “recall,” “recalls,” “product safety,” “product safety alerts,” or other related keywords on Amazon.com, a hyperlinked banner titled “Recall and product safety alerts” appears at the top of the search results page. When the banner is clicked, users are redirected to their personalized “Your Recalls and Product Safety Alerts” page.
- If a customer has purchased a product that has either been recalled or otherwise been the subject of a product safety alert issued by Amazon’s Product Safety team, a hyperlinked banner will appear on the customer’s “Your Orders” page stating that a product that they have purchased has been the subject of a recall or product safety alert. When the banner is clicked, users are redirected to their personalized “Your Recalls and Product Safety Alerts” page.

### III. Product Photos on Amazon’s “Your Orders” Page

The direct notices sent to purchasers of the Subject Products included an “Order ID” that appeared as a clickable link in blue text. Purchasers who clicked on the link would be redirected to the “Your Orders” page of their Amazon.com account, where they could view “an icon photograph of the Subject Product” along with other information necessary to help the purchaser to identify the product.<sup>3</sup>

The “icon photograph” of products on the “Your Orders” page of purchasers’ Amazon.com accounts is 90 x 90 pixels and allows purchasers to identify the product visually. The physical size measurement of the icon photograph (*e.g.*, its size in inches) will vary depending on the

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<sup>3</sup> *In the Matter of Amazon.com, Inc.*, CPSC Dkt. No. 21-2, Doc. No. 91, Declaration of Lauren Ann Shrem in Support of Amazon’s Opposition to Complaint Counsel’s Motion for Summary Decision at ¶¶ 9-10 (Oct. 14, 2022).

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system settings of the device used by a purchaser to view the icon photograph. For an illustrative example of an image and other information available on the “Your Orders” page of customers who have purchased a product that has been the subject of a recall or product safety alert, see **Appendix C**. Across all devices, Amazon.com’s interface allows purchasers to use the zoom feature of the web browser on their device to enlarge or reduce the size of the icon photograph as desired.

Respectfully submitted,



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Attachments

Appendix A; Appendix B; Appendix C

cc:

Secretary Alberta Mills <AMills@cpsc.gov>  
Mr. Benjamin Ristau <ristaub@sec.gov>  
All Counsel of Record

# **Appendix A**



Hello  
Select your address



Search Amazon



EN

Hello, sign in  
Account & Lists

Returns  
& Orders



All Clinic Customer Service Amazon Basics Best Sellers Prime New Releases Today's Deals Music Books

Shop Mother's Day

## Help & Customer Service

◀ All Help Topics

Safety Information,  
Recalls, Warranties,  
and Legal Notices

About Manufacturer's  
Warranties

**Product Safety and Recalls**

Lithium-Ion Battery Safety

California Proposition 65

Radio Frequency Devices

About Recycling Electronics

Monthly Warranty

Subscriptions

### Quick solutions



**Your Orders**  
Track or cancel orders



**Returns & Refunds**  
Exchange or return  
items



**Manage Prime**  
Cancel or view  
benefits



**Payment Settings**  
Add or edit payment  
methods



**Carrier Info**  
Shipping carrier  
information



**Account Settings**  
Change email or  
password

### Find more solutions



Ordering › [Safety Information, Recalls, Warranties, and Legal Notices](#) ›

## Product Safety and Recalls

Our Product Safety Team investigates and acts on reported safety complaints and incidents to protect customers from risks of injury related to products sold on Amazon.com.

### Product Safety

We monitor the products sold on our website for product safety concerns.

In concerning situations, we may do the following:

- Remove the product from the website.
- Contact sellers and manufacturers for more information.
- Put warnings on the product detail page.
- Take other actions depending on the situation.
- Report product safety concerns to relevant government agencies. This will strengthen their safety data and help with any necessary recalls.

### Recalls

We monitor public recall alert websites. We also learn of recalls from manufacturers and sellers. When we learn of a recall, we stop all impacted product offerings and hold any related stock in our Fulfillment Centers. We also contact customers that bought such products and sellers that may have offered such products, to tell them about the recall.

Amazon Business Customers: If your Amazon Business account has multiple users, we contact both the purchasing user and their account administrator when we learn of a recall.

If you have a specific question about a product recall, contact the product manufacturer. If you can't reach them, contact the seller. For more information about third-party sellers on Amazon, see [Ordering from a Third-Party seller](#). For Amazon-owned brands (such as Kindle, Amazon Elements, etc.), [contact us](#).

For more information on current and past recalls, see the following external sites:

- [www.recalls.gov](http://www.recalls.gov) (US government recalls)
- [US Consumer Product Safety Commission](#) (CPSC)
- [National Highway Traffic Safety Administration](#) (NHTSA)
- [US Food & Drug Administration](#) (FDA)
- [US Department of Agriculture](#) (USDA)

Was this information helpful?

Yes

No

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## Get to Know Us

[Careers](#)  
[Amazon Newsletter](#)  
[About Amazon](#)  
[Accessibility](#)  
[Sustainability](#)  
[Press Center](#)  
[Investor Relations](#)  
[Amazon Devices](#)  
[Amazon Science](#)

## Make Money with Us

[Sell products on Amazon](#)  
[Sell apps on Amazon](#)  
[Supply to Amazon](#)  
[Protect & Build Your Brand](#)  
[Become an Affiliate](#)  
[Become a Delivery Driver](#)  
[Start a package delivery business](#)  
[Advertise Your Products](#)  
[Self-Publish with Us](#)  
[Host an Amazon Hub](#)  
[› See More Ways to Make Money](#)

## Amazon Payment Products

[Amazon Rewards Visa Signature Cards](#)  
[Amazon Store Card](#)  
[Amazon Secured Card](#)  
[Amazon Business Card](#)  
[Shop with Points](#)  
[Credit Card Marketplace](#)  
[Reload Your Balance](#)  
[Amazon Currency Converter](#)

## Let Us Help You

[Amazon and COVID-19](#)  
[Your Account](#)  
[Your Orders](#)  
[Shipping Rates & Policies](#)  
[Amazon Prime](#)  
[Returns & Replacements](#)  
[Manage Your Content and Devices](#)  
[Your Recalls and Product Safety Alerts](#)  
[Help](#)



English

United States

**Amazon Music**  
Stream millions of songs

**Amazon Advertising**  
Find, attract, and engage customers

**6pm**  
Score deals on fashion brands

**AbeBooks**  
Books, art & collectibles

**ACX**  
Audiobook Publishing Made Easy

**Sell on Amazon**  
Start a Selling Account

**Amazon Business**  
Everything For Your Business

**Amazon Fresh**  
Groceries & More Right To Your Door

**AmazonGlobal**  
Ship Orders Internationally

**Home Services**  
Experienced Pros Happiness Guarantee

**Amazon Ignite**  
Sell your original Digital Educational Resources

**Amazon Web Services**  
Scalable Cloud Computing Services

**Audible**  
Listen to Books & Original Audio Performances

**Book Depository**  
Books With Free Delivery Worldwide

**Box Office Mojo**  
Find Movie Box Office Data

**ComiXology**  
Thousands of Digital Comics

**DPRReview**  
Digital Photography

**Fabric**  
Sewing, Quilting & Knitting

**Goodreads**  
Book reviews & recommendations

**IMDb**  
Movies, TV & Celebrities

**IMDbPro**  
Get Info Entertainment Professionals Need

**Kindle Direct Publishing**  
Indie Digital & Print Publishing Made Easy

**Amazon Photos**  
Unlimited Photo Storage Free With Prime

**Prime Video Direct**  
Video Distribution Made Easy

**Shopbop**  
Designer Fashion Brands

**Amazon Warehouse**  
Great Deals on Quality Used Products

**Whole Foods Market**  
America's Healthiest Grocery Store

**Woot!**  
Deals and Shenanigans

**Zappos**  
Shoes & Clothing

**Ring**  
Smart Home Security Systems

**eero WiFi**  
Stream 4K Video in Every Room

**Blink**  
Smart Security for Every Home

**Neighbors App**  
Real-Time Crime & Safety Alerts

**Amazon Subscription Boxes**  
Top subscription boxes – right to your door

**PillPack**  
Pharmacy Simplified

**Amazon Renewed**  
Like-new products you can trust

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## **Appendix B**



[Your Account](#) > [Your Recalls and Product Safety Alerts](#)

## Your Recalls and Product Safety Alerts

ORDER PLACED  
May 13, 2019

ORDER # 111-3450175-3403468

### Product Safety Alert: Feb 23, 2023

Stop using the following item because of a potential safety issue. Visit the public recall notice for more guidance.

[Manage Returns/Refunds](#)

**COSORI Air Fryer(100 Recipes),5.8Qt Electric Hot Air Fryers XL Oven Oilless Cooker,11 Cooking Preset,Preheat&Shake Remind,LED Digital Touchscreen,Nons**  
Product Safety Alert: Feb 23, 2023

#### ^ Hide important safety information

The U.S. Consumer Product Safety Commission (CPSC) has informed us that the product listed may not meet current mandatory or voluntary safety standards.

If you still have this product, we urge you to stop using it immediately.

If you made this purchase for someone else, please notify the recipient immediately and provide them with the information.

## **Appendix C**

ORDER PLACED  
May 13, 2019

TOTAL  
\$105.99

SHIP TO

ORDER # [REDACTED]  
[View order details](#) [View invoice](#)



COSORI Air Fryer(100 Recipes),5.8Qt Electric Hot Air Fryers XL Oven Oilless  
Cooker,11 Cooking Preset,Preheat&Shake Remind,LED Digital  
Touchscreen,Nonstick Basket,2-Year Warranty,ETL/UL Certified,1700W  
Return and product support eligibility

[Write a product review](#)

[View your item](#)

[Archive order](#)