



EBAY (UK) LTD

Nicholas Rheinberg

Assistant Coroner

26 Endless Street
Salisbury
Wiltshire
SP11DP

16 June 2026

Subject: Response to Regulation 28 Report

Dear Mr Rheinberg,

Thank you for your letter dated 29 April 2026 following the inquest into the tragic death of Alice Sarah Dearden. We offer our deepest condolences to her family.

We note the concerns raised in your Regulation 28 Report, specifically regarding eBay's Hazardous Materials Policy not explicitly including Reportable Poisons in the list of prohibited items. We understand the critical importance of these matters and the need for assurance in our protective measures.

We would like to share details on our policies and enforcement measures dedicated to preventing the sale of harmful substances on our platform, and information on the action we have taken and our updated policy in light of your letter.

Hazardous Materials Policy

eBay's [Hazardous Materials Policy](#) explicitly prohibits the sale of poisons. It states at the start:

*"Hazardous materials **such as poisons**, explosive precursors, corrosive substances, ozone depleting substances, radioactive materials and items that contain or release such substances are generally prohibited on eBay."*

It then goes on to say:

"The following are not allowed:

- *Poisons and carcinogenic substances"*

This prohibition encompasses all poisons, including those classified as a 'reportable poison'. This includes [REDACTED] in its pure form, as well as other dangerous items. Further information is also provided to users via a link to the Home Office site towards the end of the policy. We acknowledge however that the explicit inclusion of 'reportable poison' within our policy's general prohibition on poisons may not have been clear, despite them being prohibited on the site. In order to drive clarity, we have updated our policy to now explicitly refer to reportable poisons as being prohibited. This update has already been made and is visible in the policy linked to above. For ease of reference, it now states:



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"The following are not allowed:

- *Poisons (including any 'reportable poisons') and carcinogenic substances"*

Enforcement

The prohibition of [REDACTED] in its pure form is not a new addition. It has been prohibited on eBay, in the UK and in other countries where eBay operates, for several years. eBay has proactive measures, including advanced block filter algorithms and AI-supported monitoring, dedicated to identifying and removing unsafe listings. In 2025 for example, 98.2% of prohibited listings globally (which encompasses a wide variety of prohibited items) were blocked at the point of listing creation and did not appear on the eBay marketplace.

We also work with regulators, including Trading Standards, the Home Office and the Office of Product Safety and Standards, on our measures and update our filters if there's anything to suggest that they are being circumvented or not working as intended. As an example of our work in this space, we were contacted recently by a UK regulator regarding the risks associated with [REDACTED], which are derived from the highly toxic species of [REDACTED]. eBay was already aware of these items and they had been prohibited on eBay sites for years prior to the UK regulator informing us of them.¹

Violence and Violent Criminals Policy

In addition to our Hazardous Materials Policy, our [Violence and Violent Criminals Policy](#) prohibits any products or content that encourages or promotes suicide or self-harm. Any such products, irrespective of being a reportable poison or not, would be removed from the site.

Commitment to Safety and Enforcement

We want to reiterate our absolute commitment to preventing the sale of dangerous substances on our platform. We have continued to strengthen our enforcement through block filter algorithms, and AI-supported monitoring by our team of in-house specialists. eBay also takes enforcement action against any seller trying to list prohibited items, and we will continue to work tirelessly to prevent the sale of such items.

We hope this response clarifies our position, policies, and the robust measures we have implemented to address the concerns raised. We are dedicated to working with regulatory bodies to maintain a safe marketplace and trust that our update of our policy to drive clarity on what is and isn't permitted on the site following your letter, alongside our enforcement measures, showcases this.

Finally, and most critically, we want to reiterate our condolences to the family of Alice Sarah Dearden.

[REDACTED]

Director
eBay (UK) Limited

¹ We would view this as confidential in the event you choose to share the response with other parties as: a) we believe it would be best not to provide details of such substances as individuals who are seeking to self-harm may in turn search specifically for such products; and b) we do not have permission from the regulator in question to provide this information.