



Customer Trust and Safety

September 2025

EU Toys



To be earth's most customer centric company

Where people can find and discover anything they want to buy online.

Selection

The place where people can **find** and **discover** anything they want to buy online.

Convenience

Deliver to customers the things they want **quickly** and **seamlessly**.

Price

Ensure people can **trust** they are getting the sharpest **price**.

Amazon has 20+ direct retail stores around the globe

- Serving customers in 185 countries
- Hundreds of millions of active customer accounts
- 100MM+ Prime members
- 350MMsqft of fulfilment network

Our vision is to deliver memorable moments for all toy customers across Europe



- Focus on the flywheel inputs
- Full selection, niche, kidults
- Licences and partnerships



- Delivering Q4 for toys and Amazon
- Supply chain & inventory efficiency
- Sustainable long-term relationships



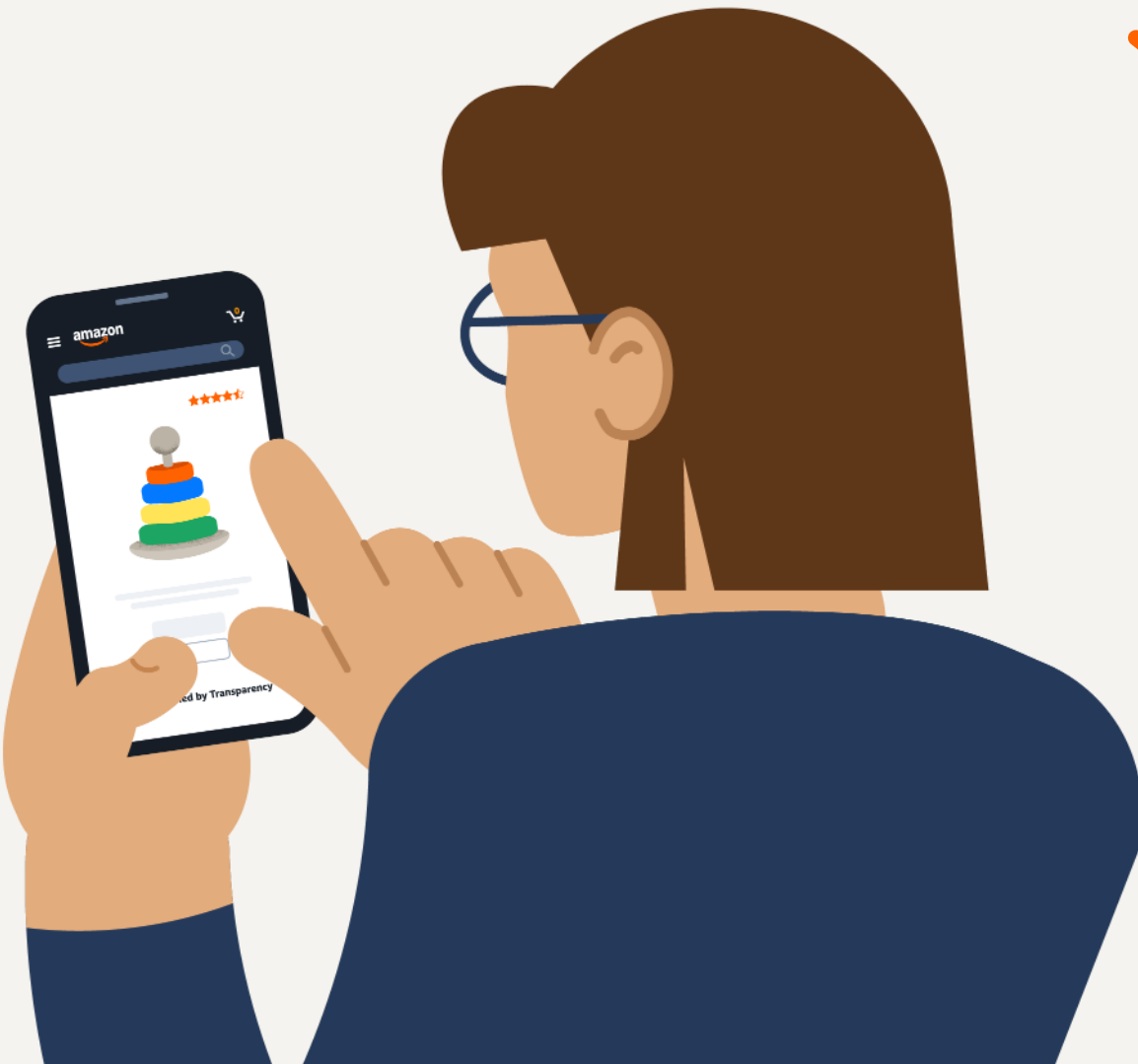
- Sustainability
- Education and fun
- Customer trust



- Innovating on behalf of customers
- Engaging new customers and new market segments

The Product Journey: How we deliver for customers

Pre-Purchase



Post-Purchase

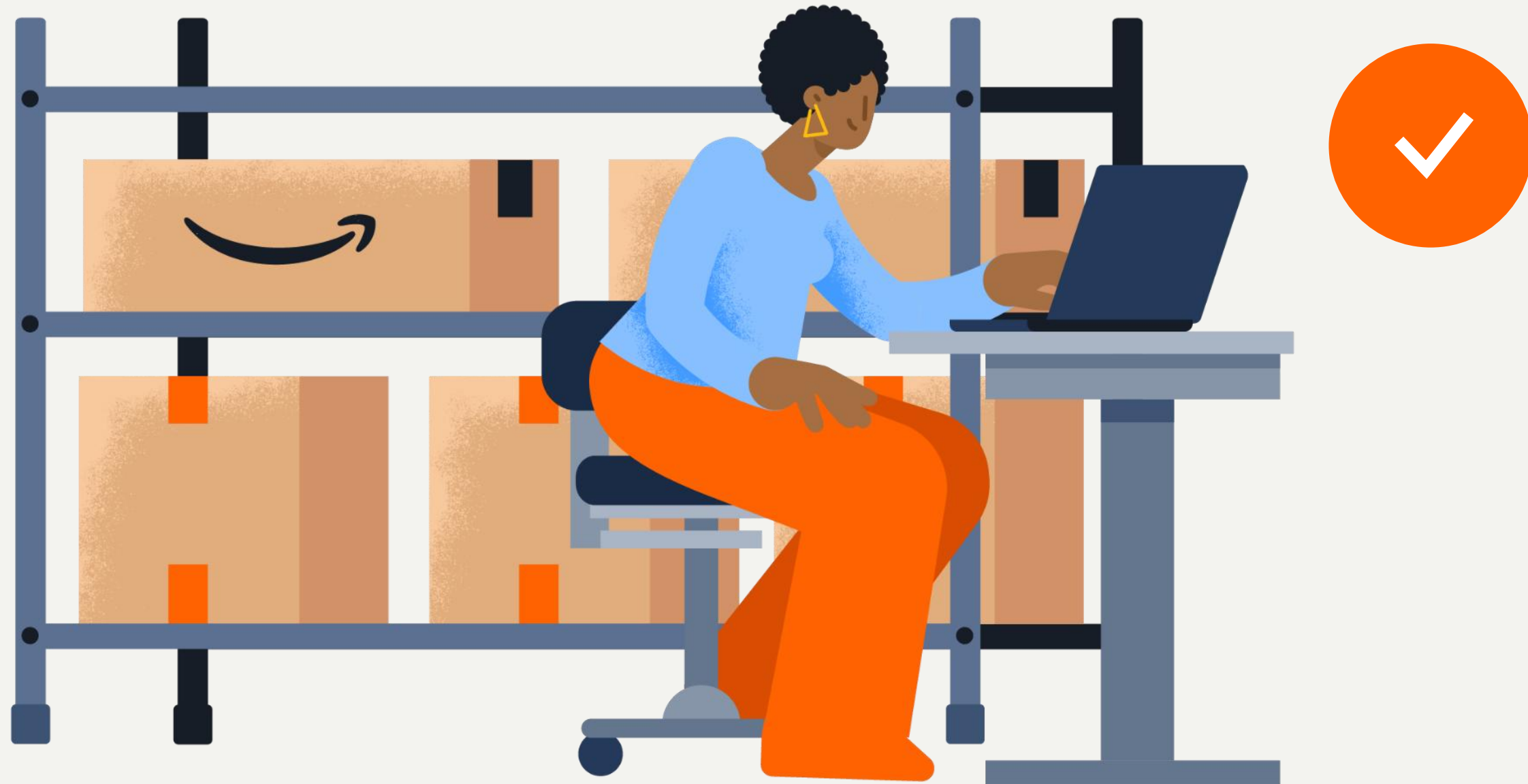


Pre-Purchase



Seller identity verification


Pre-Purchase





Requirements for General Product Safety Regulation (GPSR)

This article applies to selling in: Germany

[Seller Central Help](#) > [Policies, agreements, and guidelines](#) > [Program Policies](#) > [Selling on Amazon fee schedule](#) > [Products requiring additional approvals](#) > [Product safety and compliance](#) > [General Product Safety Regulation \(GPSR\)](#)

General Product Safety Regulation (GPSR)

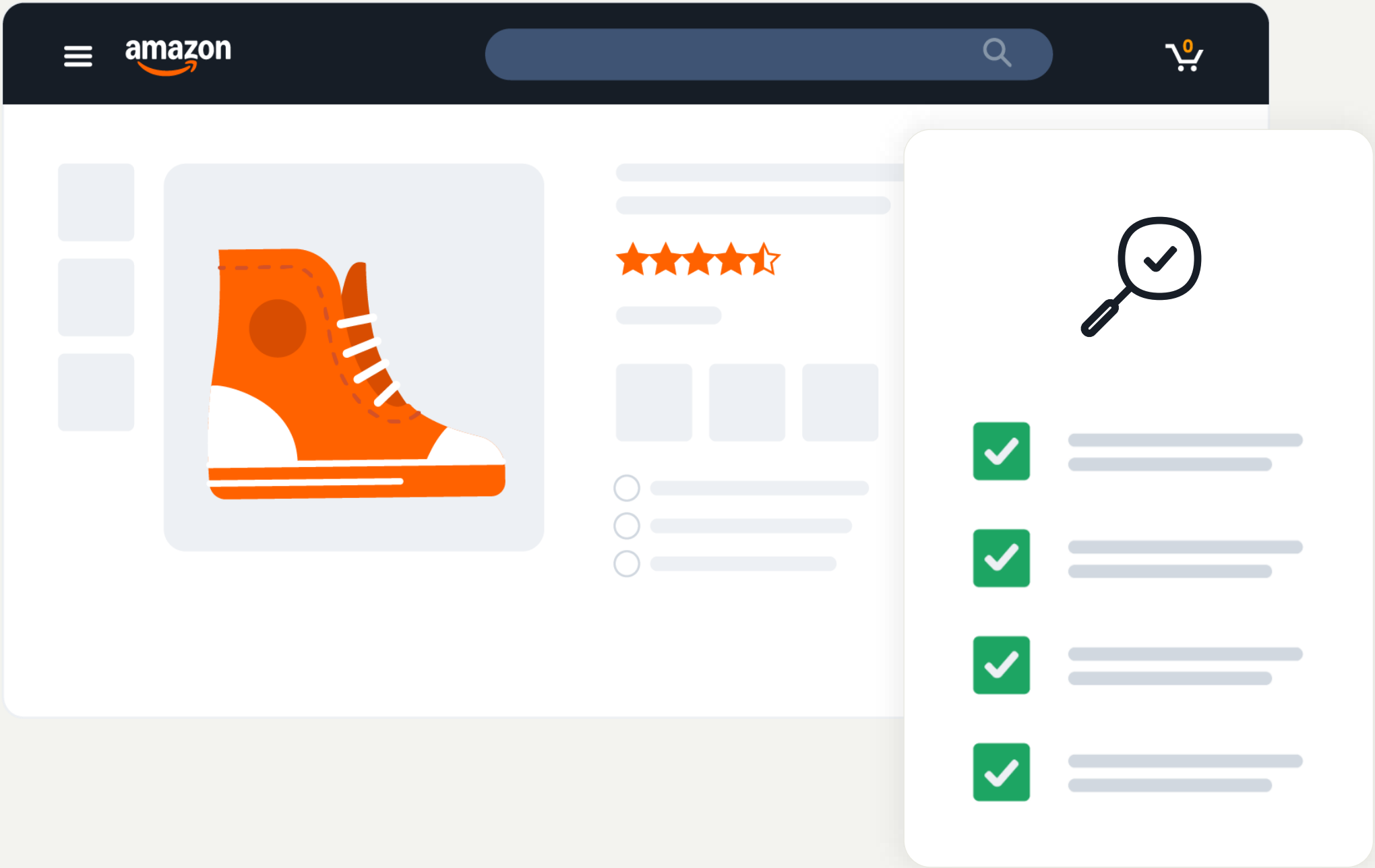
- On this page
- [Introduction](#)
 - [Products in scope](#)
 - [Exempted products](#)
 - [Requirements to sell on Amazon](#)
 - [Information displayed on product detail pages](#)
 - [Reinstating your deactivated listings](#)
 - [Removing affected products from sale in the EU](#)

Introduction

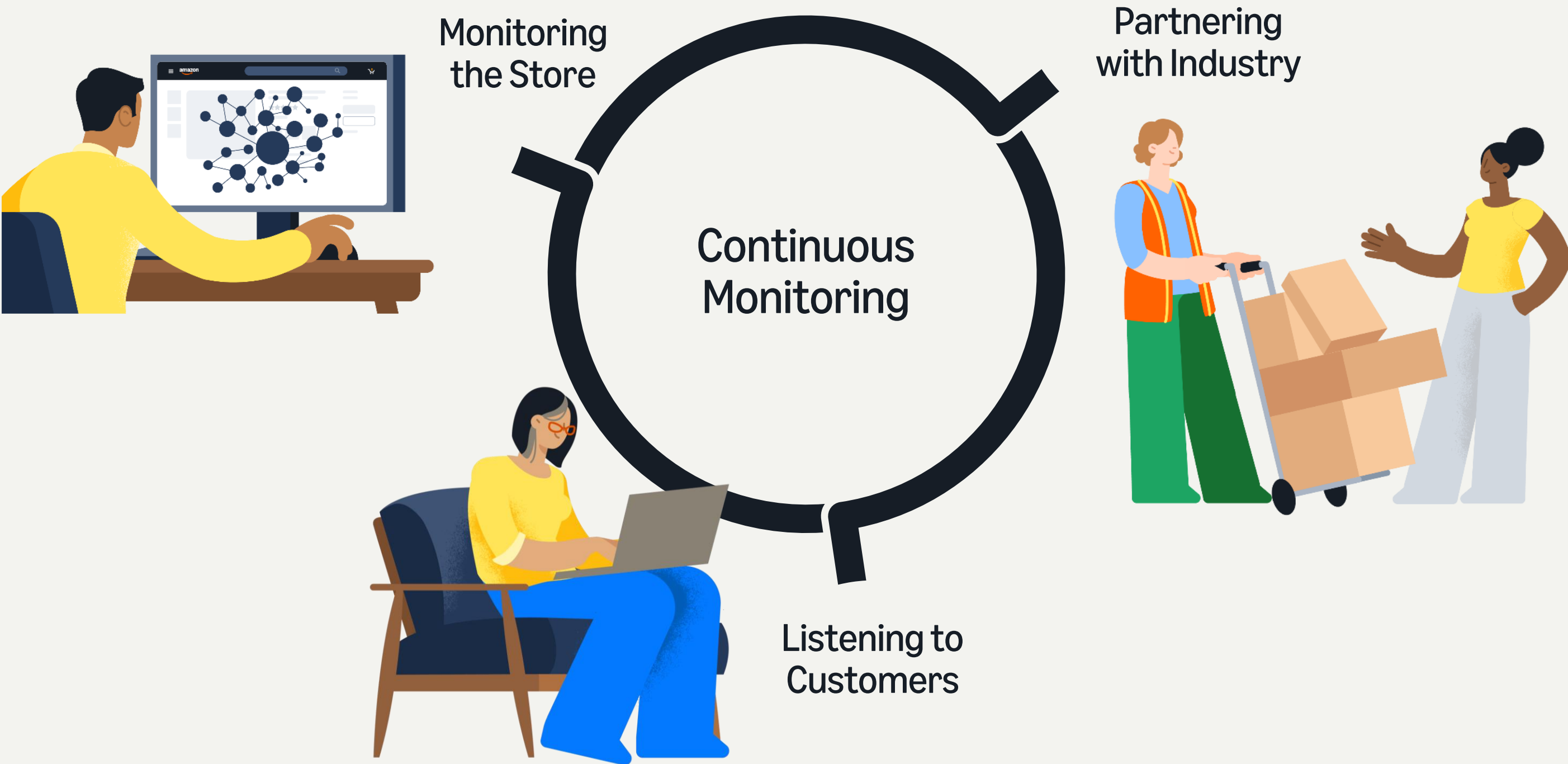
Effective December 13, 2024, the [General Product Safety Regulation \(GPSR\)](#) introduced requirements for most non-food consumer products offered for sale in the EU. This regulation replaces the [General Product Safety Directive](#) and the [EU directive on dangerous products resembling foodstuffs](#), and builds upon the [Market Surveillance Regulation](#) and provisions from other existing EU directives and regulations.



Continuous monitoring



Removing unsafe products



Product safety and usage

At Amazon, we're dedicated to helping you make informed choices and use your purchases safely. Explore expert tips, articles, and videos from our partners to ensure a secure shopping experience.



Safe sleep

Tips from Safe Kids Germany

Learn more



Child safety in the kitchen

Tips from Safe Kids Germany

Learn more



Toy safety

Tips for buying toys from Safe Kids Germany

Learn more



Direct validation



Streamlined compliance verification system that connects selling partners directly with accredited and trusted global laboratory partners.



Value

- Increased customer trust
- Amazon approved Providers to ensure appropriate testing performed
- No need to decide on what tests to be performed



Transparency

- Selling partners can obtain pricing from multiple testing, inspection and certification bodies (TICs)
- Status tracking for testing progress
- Test results will be available in Seller/ Vender Central



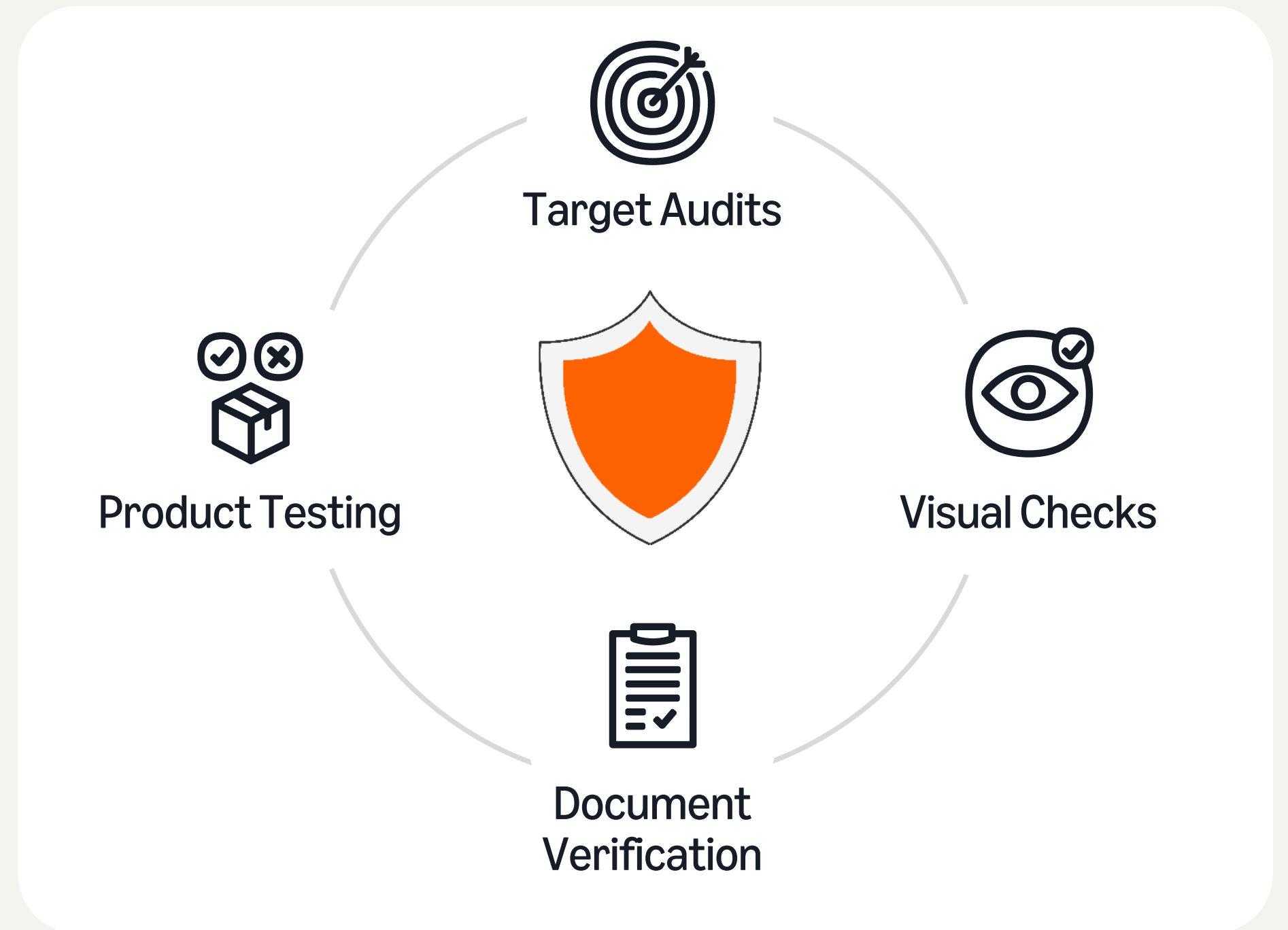
Efficiency

- Single submission process
- Results provided directly to Amazon
- Automated compliance verification once received

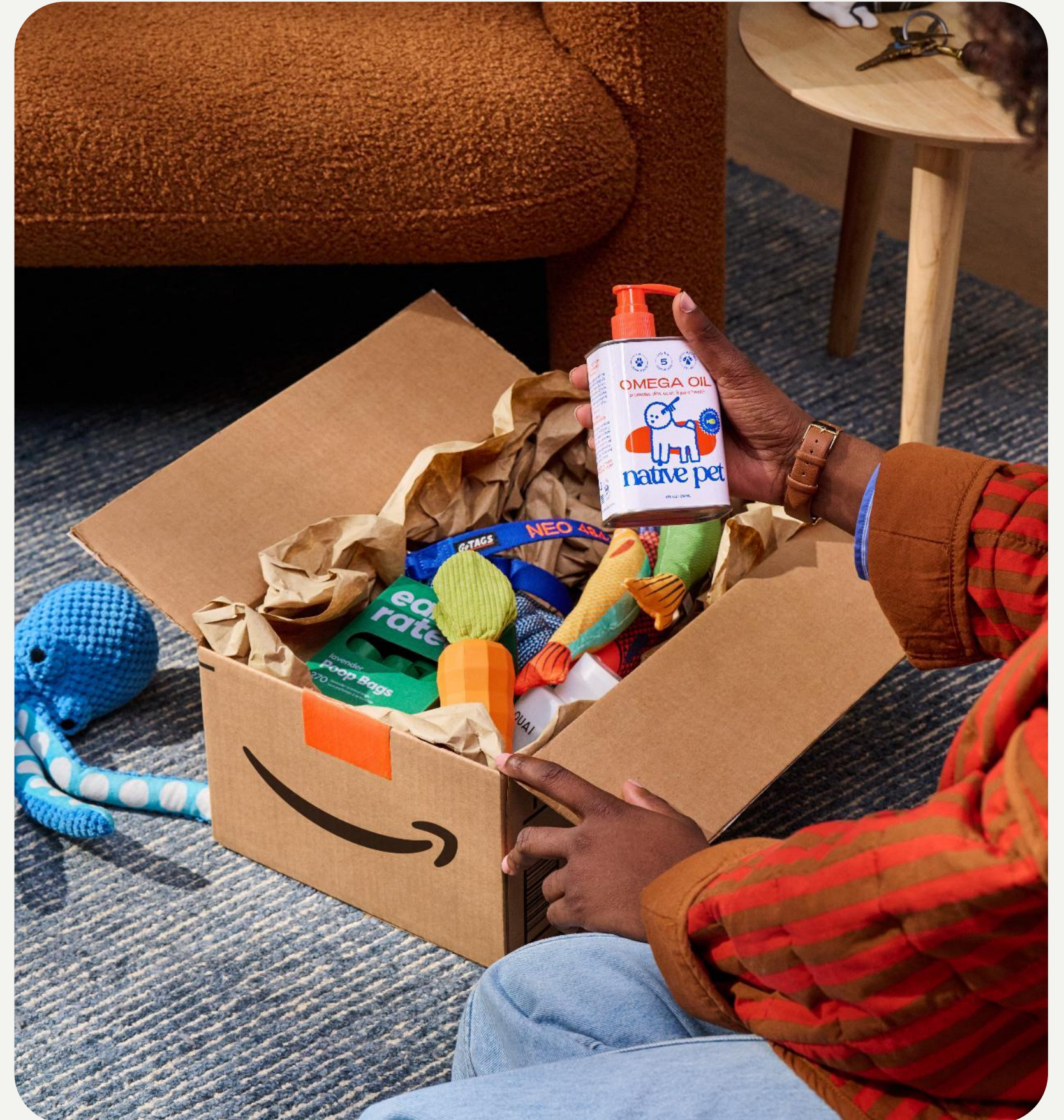
Surveillance testing / audits



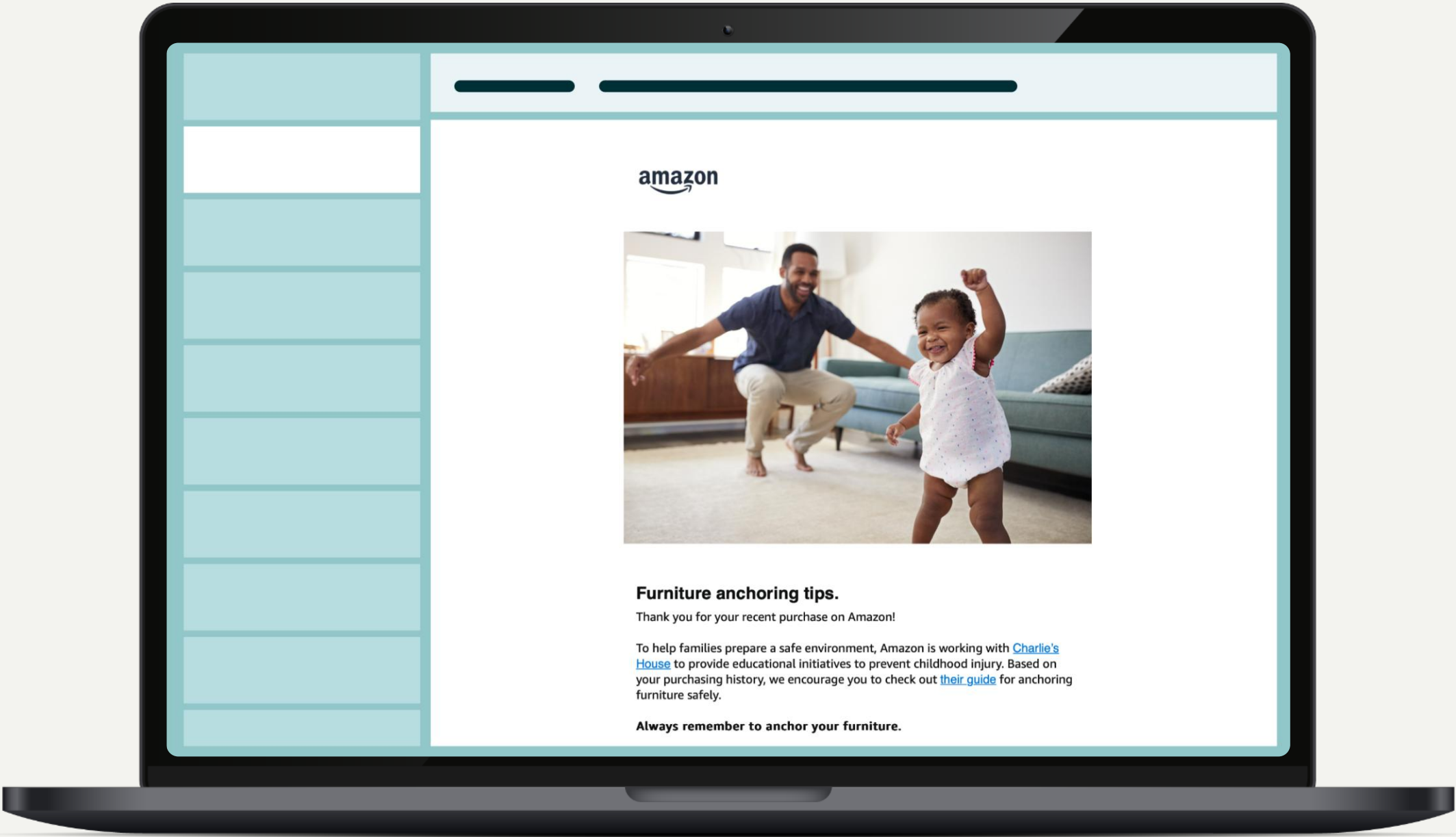
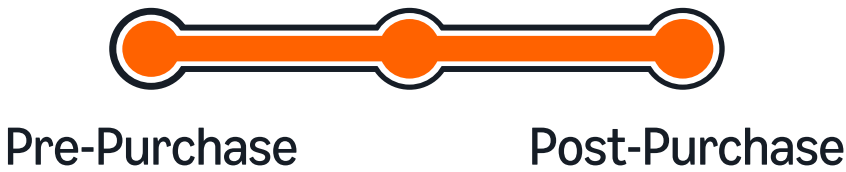
Surveillance and Audit Programme safeguards consumers through continuous monitoring across our product line. We combine targeted inspections, thorough document verification, and rigorous product testing to swiftly identify and address potential risks.



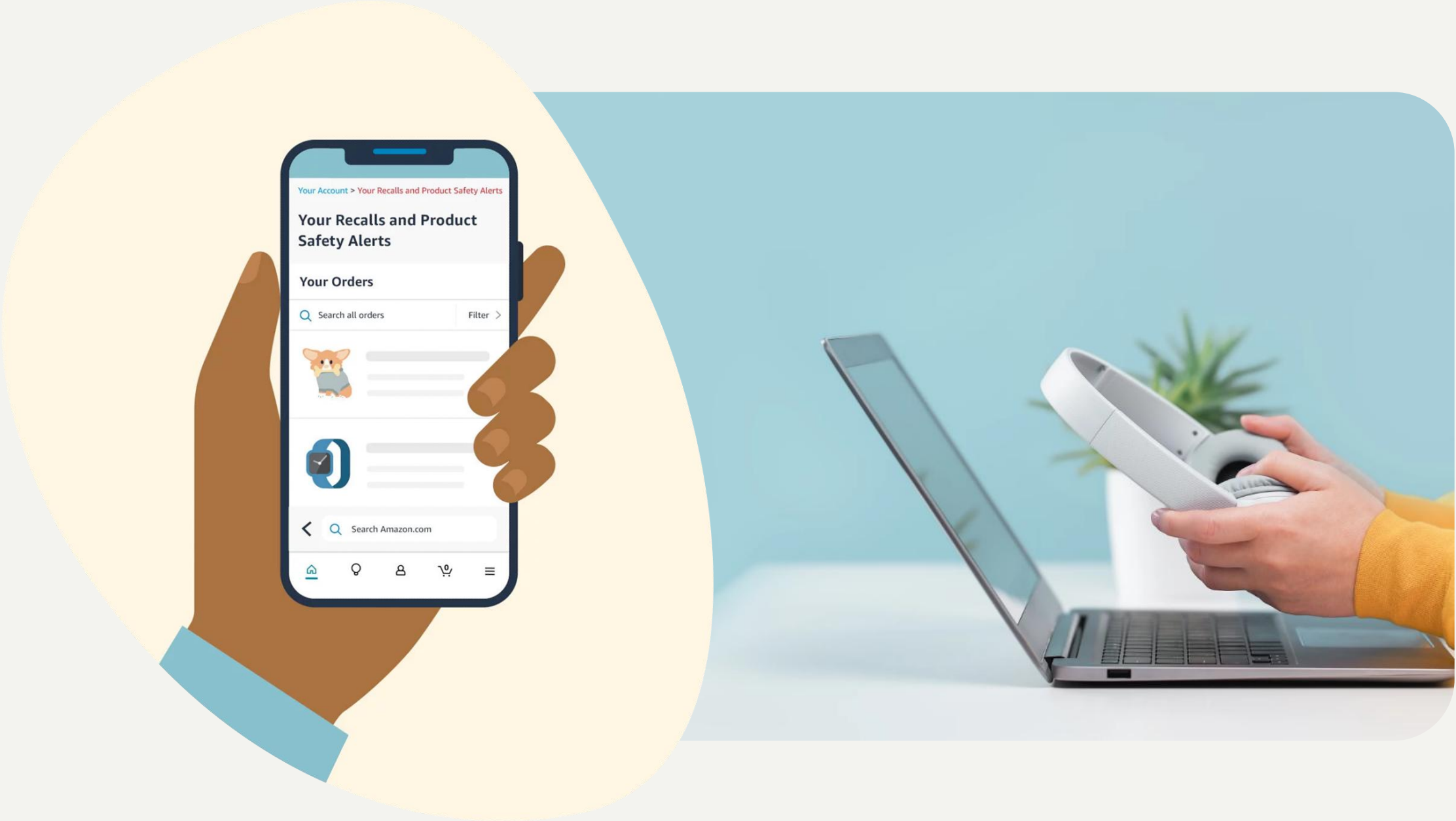
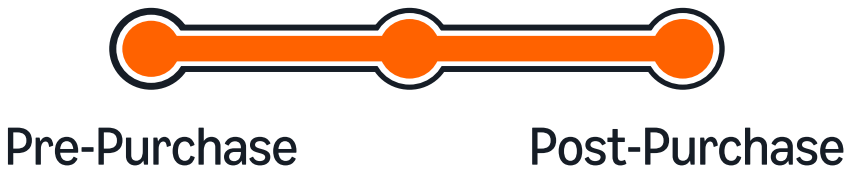
Post-Purchase



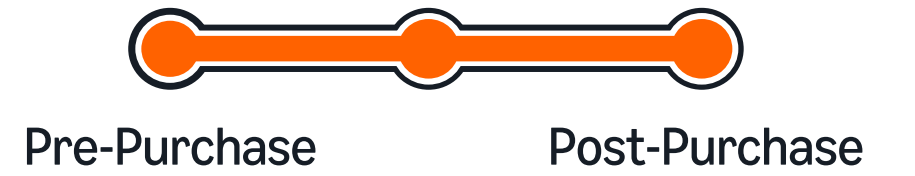
Post-purchase emails: Safety



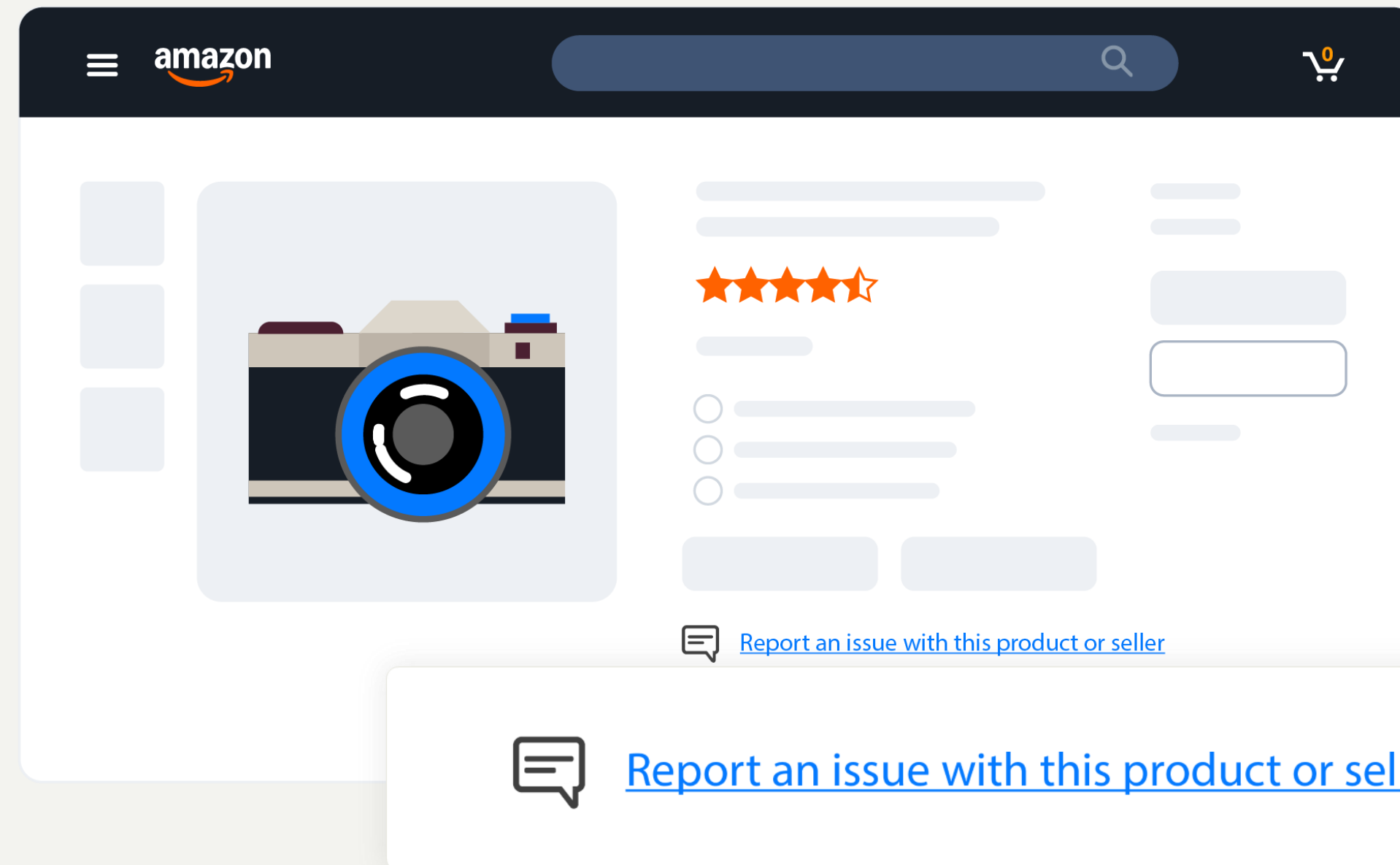
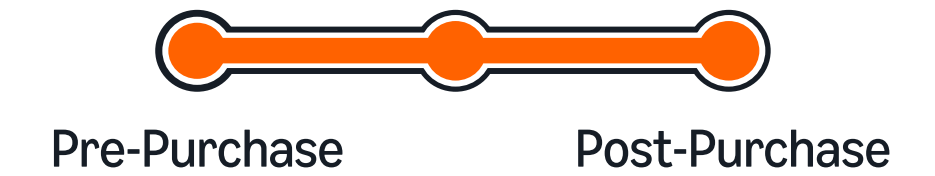
Your recalls & product safety alerts page



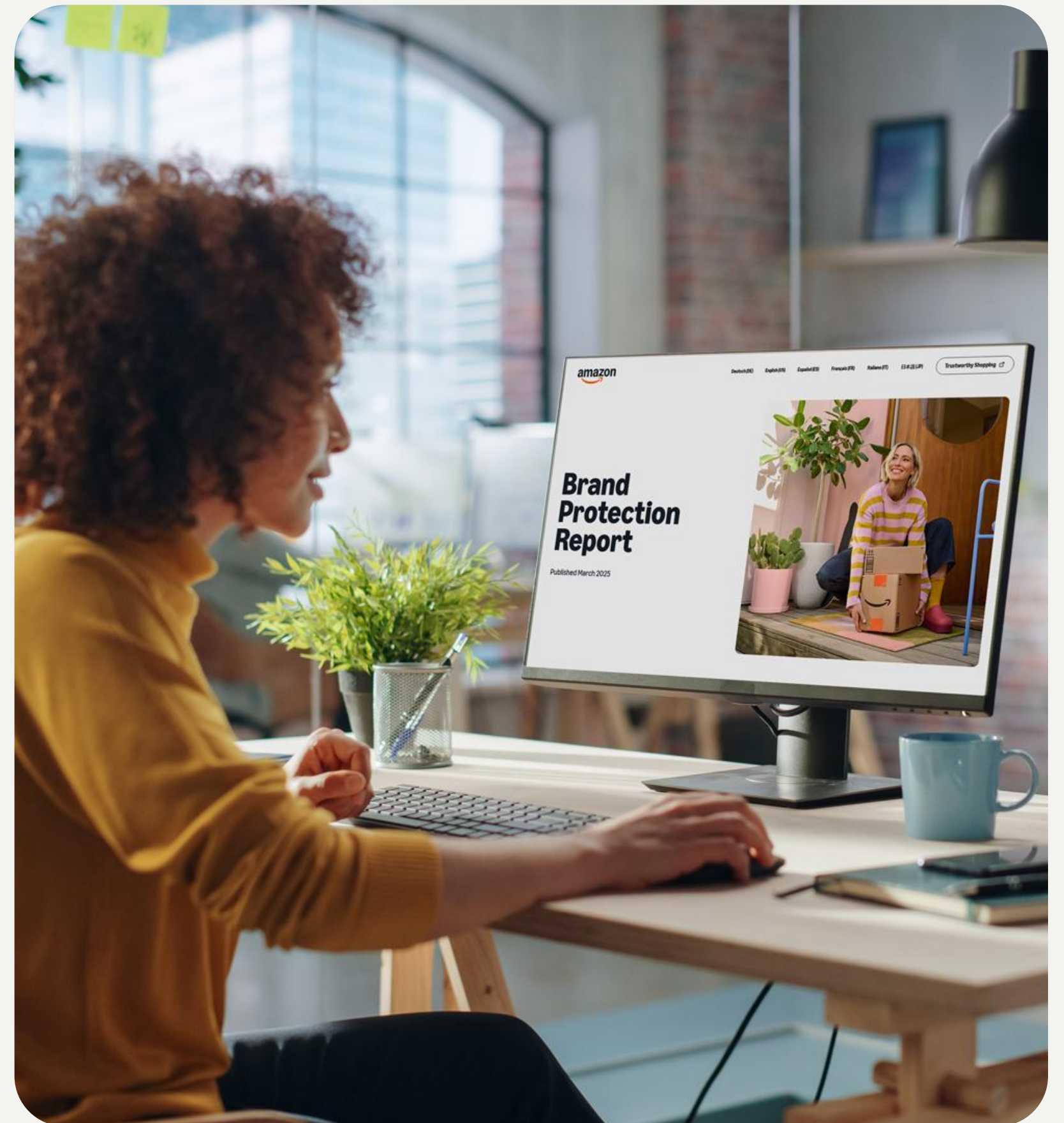
A-to-z Guarantee



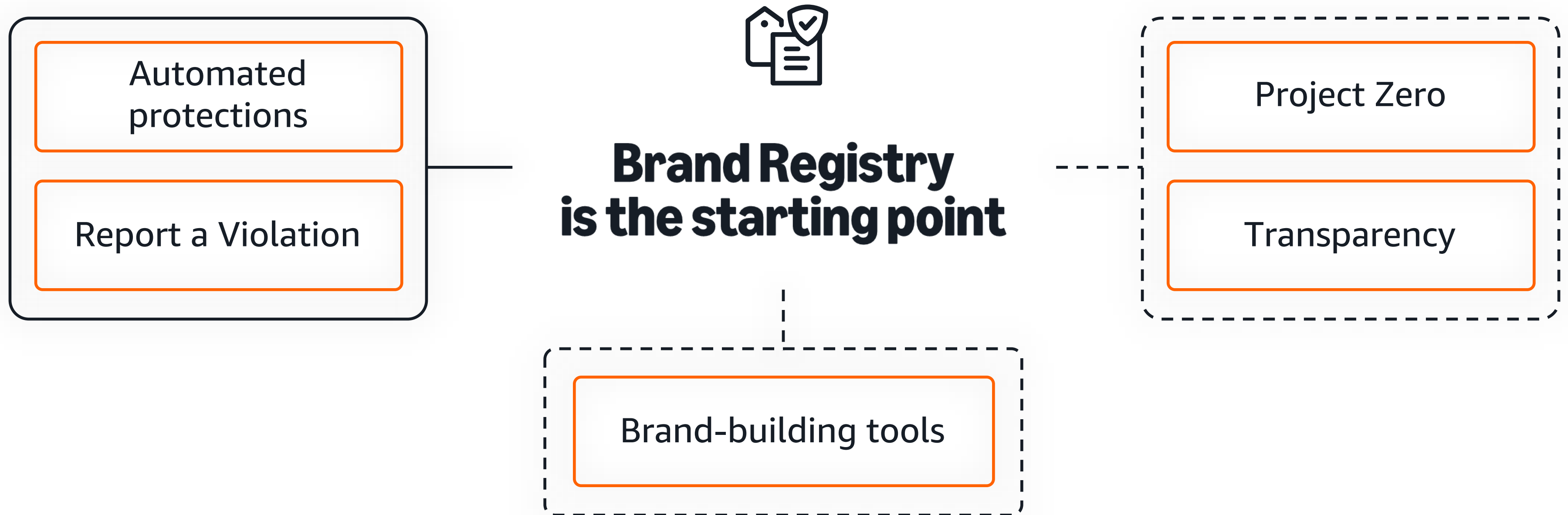
Customer feedback



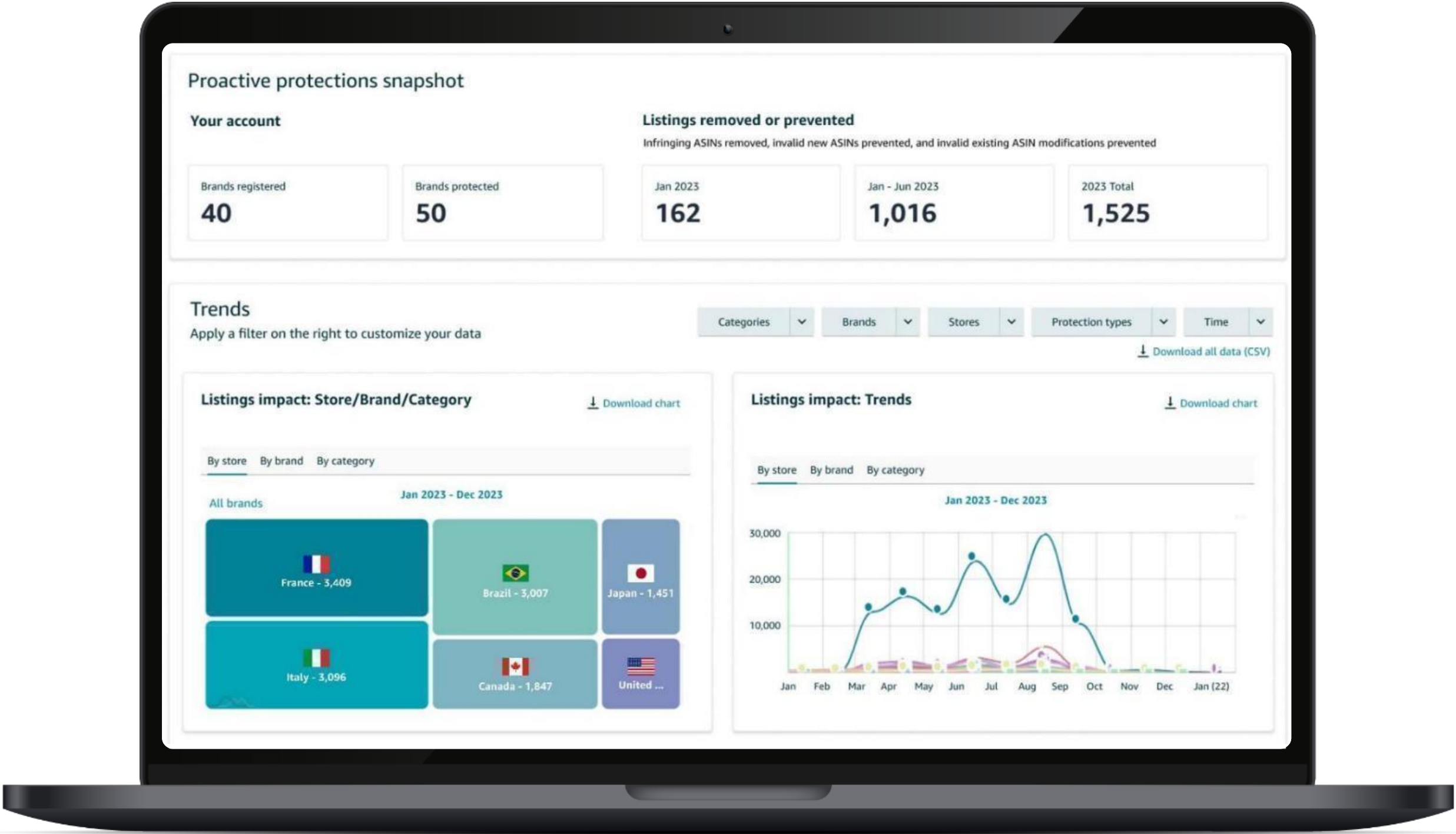
Brand Protection



Brand Protection



Brand Registry Impact Dashboard



Our Commitment to Product Safety



1

Providing consumers with more effective product and usage information to help them use products safely.

2

Greater data sharing on emerging product safety risks to protect consumers earlier.

3

Modernizing the product recall process to better protect consumers.

EU Product Safety Pledge +



Voluntary commitment of online platforms with respect to the safety of non-food consumer products sold online

Product Safety Pledge +

Voluntary commitment of online platforms with respect to the safety of non-food consumer products sold online

Consumer non-food products placed on the EU market must be safe, regardless of whether they are sold online or in brick-and-mortar shops.

Online sales in the EU represented 20% of the total sales in 2016⁽¹⁾, and this percentage is expected to increase in the coming years.

E-commerce platforms, in particular online marketplaces may facilitate economic growth by enabling sellers to access new countries and to reach new customers. As such, this may encourage trade between Member States and the free movement of goods in the Single Market. This in turn promotes further harmonisation of standards and improvement of the functioning of mutual recognition.



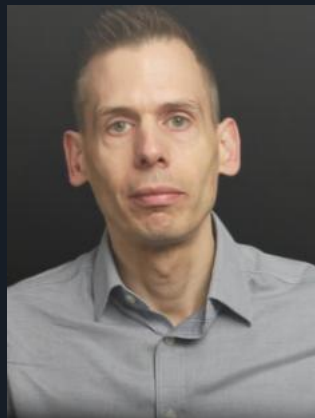


Thank you

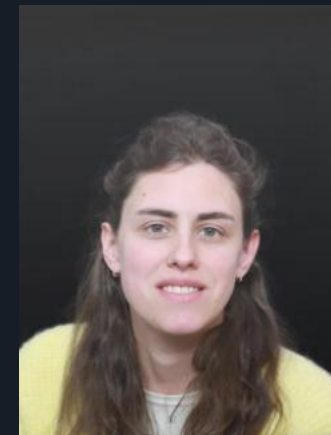
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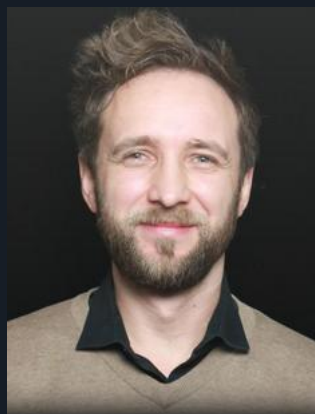
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