



April 5, 2021

Senator Nancy Skinner  
State Capitol  
Sacramento, CA 95814

**Re: Senate Bill 301 (Skinner) – SUPPORT IN CONCEPT**

Dear Senator Skinner:

On behalf of the California Retailers Association, we are pleased to Support in Concept your Senate Bill 301, which aims to provide California consumers with greater transparency into online marketplace platforms.

The California Retailers Association is the only statewide trade association representing all segments of the retail industry including general merchandise, department stores, mass merchandisers, on-line marketplaces, restaurants, convenience stores, supermarkets and grocery stores, chain drug, and specialty retail such as auto, vision, jewelry, hardware and home stores. CRA works on behalf of California's retail industry, which prior to the pandemic operated over 400,000 retail establishments with a gross domestic product of \$330 billion annually and employs over 3 million people—one fourth of California's total employment.

For all its benefits to consumers and businesses, online marketplace platforms have also helped fuel a recent, dramatic rise in organized retail crime (ORC) and counterfeit goods. The anonymity that some platform operators afford their third-party sellers provides an easy "fence" for unscrupulous actors to resell illegitimate goods to unsuspecting consumers.

Basic transparency and verification requirements will make it more difficult for these bad actors to use marketplace platforms to deceive California consumers. It will provide law enforcement with an important tool to track and prevent illicit sales and will help protect Main Street California businesses – small and large – from the harmful practices of these businesses that do not create jobs for Californians.

That is why CRA supports the spirit of SB 301 in requiring greater marketplace transparency for consumers and requiring marketplaces to cooperate with law enforcement and retail asset protection units in their efforts to track the sale of stolen or illegitimate goods. CRA also supports the concept of ensuring that California consumers know who they are dealing with through appropriate marketplace

platform accountability measures. This should include conversations surrounding the collection, verification, and retention of contact information for high-volume sellers.

CRA appreciates your leadership in introducing Senate Bill 301 and your willingness to listen to CRA's suggestions and input on this very important issue. We look forward to working with you and other stakeholders in the coming months to further develop these concepts and move this legislation forward. If you have any questions, please feel free to contact me at (916) 443-1975 or [steve@calretailers.com](mailto:steve@calretailers.com).

Sincerely,

A handwritten signature in cursive script that reads "Steve McCarthy".

Steve McCarthy  
Vice President, Public Policy