



FLOOR ALERT

January 24, 2022

TO: Honorable Members, California State Senate

FROM: Steve McCarthy – California Retailers Association

Re: SB 301 (Skinner): Online Marketplaces SUPPORT

SB 301 addresses one of the key factors driving organized retail crime (ORC) – the use of online marketplaces as a “fence” for stolen goods. Through anonymous, third-party accounts, ORC networks can access a global market of consumers while evading detecting by shield by law enforcement. Consumers hunting for online bargains are largely unaware that they may become unwitting accomplices to these crimes.

SB 301 will bring much needed transparency to online marketplaces. The bill makes a simple request: that consumers be provided with the real, verified contact information for any business from whom they make purchases. SB 301 mirrors an effort in Congress – H.R. 5502, the Integrity, Notification, and Fairness for Online Retail Marketplaces (INFORM) for Consumers Act, a bipartisan effort supported by both brick-and-mortar retailers and online marketplaces.

As one of the states hardest hit by organized retail crime, California needs to take a leadership role in improving marketplace transparency and bringing these criminal enterprises out of the shadows.

Vote AYE on SB 301!