

**UNITED STATES OF AMERICA  
CONSUMER PRODUCT SAFETY COMMISSION**

In the Matter of Amazon.com, Inc.,  
  
Respondent.

CPSC Docket No. 21-2  
  
Hon. Carol Fox Foelak  
Presiding Officer

**DECLARATION OF LAUREN ANN SHREM**  
**IN SUPPORT OF AMAZON’S OPPOSITION TO COMPLAINT COUNSEL’S MOTION**  
**FOR SUMMARY DECISION**

I, Lauren Ann Shrem, declare as follows:

1. I am over 18 years of age and am competent to make this declaration.
2. I have personal knowledge of all facts stated in this declaration.
3. I am currently Head of Product, Food Safety & Compliance at Amazon.com, Inc.

(“Amazon”). I have served in this role since April 2022. I was previously Senior Manager, Product Safety & Compliance at Amazon. I am also an attorney and a member in good standing of the bar of the State of New York.

4. As used in this Declaration, “Subject Products” refers to the children’s sleepwear garments, carbon monoxide detectors, and hair dryers identified by Amazon Standard Identification Number (“ASIN”) in Paragraphs 21, 30, and 39 of the Complaint, except for approximately 32 units sold through the Amazon Warehouse program (consisting of approximately 28 carbon monoxide (“CO”) detectors and approximately 4 hair dryers).

5. As used in this declaration, “Third-Party Sellers” refers to the sellers of the Subject Products.

6. Amazon sent a direct consumer safety notification, via email, to all purchasers of the Subject Products on Amazon.com, as well as to purchasers of other products Amazon identified as being potentially similar to the Subject Products (hereinafter “the Purchasers” or “all Purchasers”). Amazon sent these notifications to the email addresses that were registered to the Purchasers’ Amazon.com account at the time when the safety notification was sent.

7. All of the safety notifications that were sent to the Purchasers contained the Subject Product order identification number (“order ID”), the ASIN, and the title of the product at the beginning of the notification. *See e.g.* Amazon-CPSC-FBA-00002419<sup>1</sup>:

Order ID: [114-8417428-3357849](#)  
Item: B07437NKWC - Girls' Lace Nightgowns & Bowknot Sleep Shirts 100% Cotton Nightie for Toddler, Purple Lace, 6-7 Years/Tag 140

8. Some of the safety notifications also include the Third-Party Seller’s name in the title of the product at the beginning of the notification. *See e.g.* Amazon-CPSC-FBA-00000212:

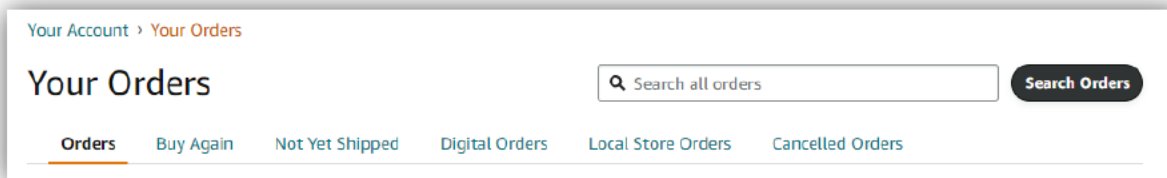
Item: B07SCJNMFP - IDGIRLS Kids Animal Hooded Soft Plush Flannel Bathrobes for Girls Boys Sleepwear Orange Fox M

9. In all of the customer safety notifications that Amazon sent to the Purchasers, the “order ID” at the top of the message appeared as a clickable link in blue text. Purchasers could

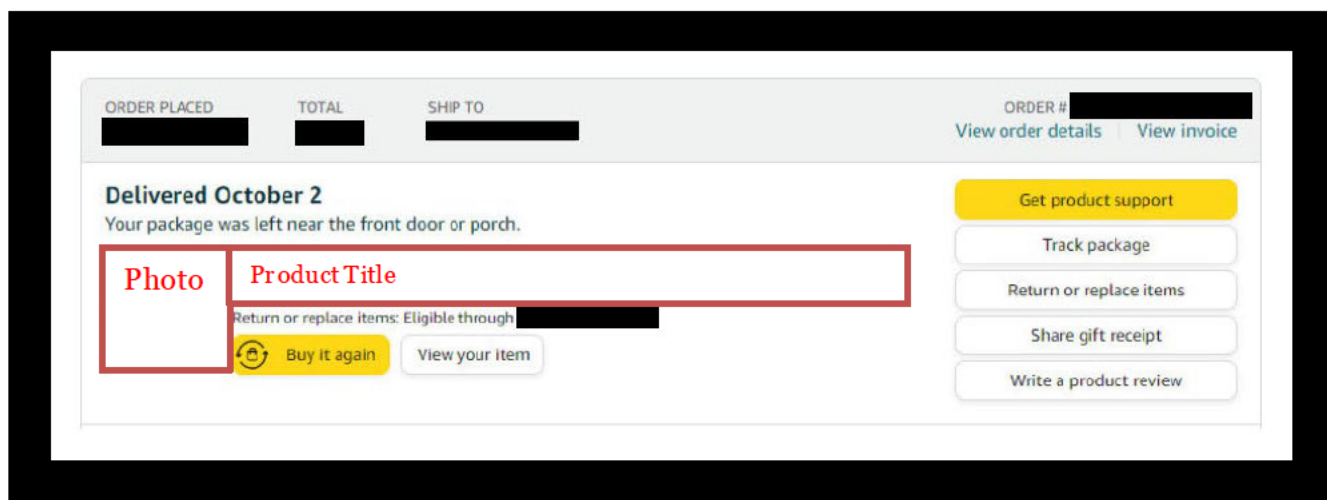
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<sup>1</sup> The images from the customer notifications were taken from the actual notifications sent by Amazon to purchasers. These notifications were produced and therefore are cited with Bates numbers.

click on the link and would be redirected to a page under the “Your Orders” section of their account on Amazon.com. See e.g.<sup>2</sup>:



10. Under the “Your Orders” tab, Purchasers could view an icon photograph of the Subject Product, the order ID, the date of the purchase, the amount paid, the shipping address, and the title of the product. See e.g.:



11. If a Purchaser clicked on the icon photograph or the title of the product, the Purchaser would be redirected to a page stating that the product was unavailable for purchase. Because Amazon had removed the product listings from Amazon.com before the safety notifications were sent to the Purchasers, any Purchaser who clicked on the photograph or title in

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<sup>2</sup> This and the other images contained in this declaration were taken from the current pages found on Amazon.com and are intended to be illustrative examples of what purchasers would have seen at time the safety notifications were sent. The images were not taken from the actual accounts of any purchaser of the Subject Products.

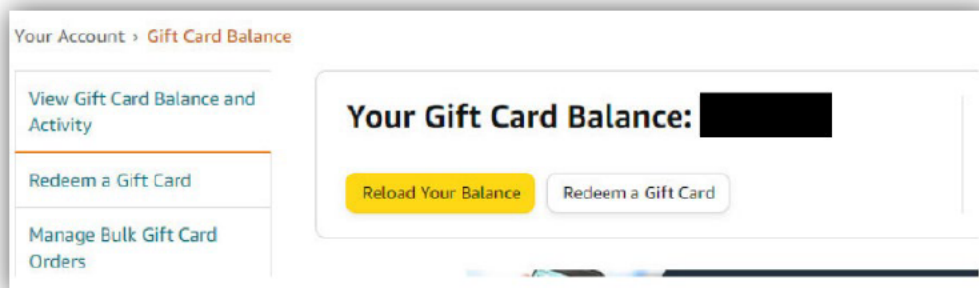
an attempt to access the product listing was redirected to a page stating that the product was unavailable.

12. A Purchaser's order history and information found under the "Your Orders" tab is available at all times to that Purchaser upon logging in to Amazon.com. The information under "Your Orders" tab is available and viewable regardless of whether a Purchaser clicked on the link in the safety notification message.

13. In all of the customer safety notifications that Amazon sent to Purchasers, Amazon also provided a link in blue text for the Purchaser to view his or her available balance and verify that the refund for the Subject Product purchase price plus shipping and tax had been applied to their account. *See e.g.* Amazon-CPSC-FBA-00002419:

Amazon is applying a refund in the form of a gift card to Your Account. You can view your available balance and activity here: <https://www.amazon.com/gp/css/gc/balance/>

14. Purchasers could click on the link and would be redirected to a page under the "Your Account" section of their account on Amazon.com where they could choose to view their gift card balance. At the top of this page, purchasers could view the total amount of gift card balance. *See e.g.:*



15. Purchasers could scroll down and view the exact amount that was refunded per order. *See e.g.:*



Date	Description	Amount
[REDACTED]	[REDACTED]	[REDACTED]

16. A Purchaser’s gift card balance and activity is available at all times to that Purchaser upon logging in to Amazon.com. The information under “Your Account” tab is available and viewable regardless of whether a Purchaser clicked on the link in the safety notification message.

17. If a Purchaser had any questions about their orders or account balance, he or she could contact the Amazon customer service team at any time via phone, chat, or email. The contact information for the Amazon customer service team was, and remains available, on Amazon.com.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on October 14, 2022.

*Lauren Ann Shrem*

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Lauren Ann Shrem

**CERTIFICATE OF SERVICE**

I hereby certify that on October 21, 2022 a true and correct copy of the foregoing document was, pursuant to the Order Following Prehearing Conference entered by the Presiding Officer on October 19, 2021:

- filed by email to the Secretary of the U.S. Consumer Product Safety Commission, Alberta Mills, at [amills@cpsc.gov](mailto:amills@cpsc.gov), with a copy to the Presiding Officer at [alj@sec.gov](mailto:alj@sec.gov) and to all counsel of record; and
- served to Complaint Counsel by email at [jeustice@cpsc.gov](mailto:jeustice@cpsc.gov), [lwolf@cpsc.gov](mailto:lwolf@cpsc.gov), and [sanand@cpsc.gov](mailto:sanand@cpsc.gov).

*Nicholas Griepsma*  
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