

**Report to Congress Pursuant to Section 212  
of the Consumer Product Safety  
Improvement Act of 2008**

**Implementation of a Searchable Consumer  
Product Safety Incident Database**

**(SaferProducts.gov)**



**Prepared By**

**U.S. Consumer Product Safety Commission**

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# 1 Introduction

The U.S. Consumer Product Safety Commission (CPSC) is submitting this report to Congress in response to the requirements of Section 212 of the Consumer Product Safety Improvement Act of 2008 (CPSIA). The CPSIA requires CPSC to implement a publicly accessible, searchable database of consumer product incident reports. It also calls on CPSC to “expedite efforts to upgrade and improve the information technology systems in use by the Commission on the date of enactment of this Act.”

The report contains plans for establishing and maintaining this database including plans for the operation, content, maintenance, and functionality of the database. It also describes CPSC’s plans for a public awareness campaign to promote the database. Finally, it contains an implementation schedule for the database, and addresses the integration of the database into the Commission’s overall information technology improvement objectives and plans.

To meet the requirement for a public database, CPSC is planning to build SaferProducts.gov (working name only – final still to be determined), which will be a single central location where consumers can go to report product safety incidents, and to search for prior incidents and recalls on products they own, or may be thinking about buying. In conjunction with the web site launch, CPSC will also conduct a public awareness campaign to raise awareness of SaferProducts.gov.

SaferProducts.gov is an integral part of the overall information technology modernization effort at CPSC. This modernization, termed Consumer Product Safety Risk Management System (RMS), will be implemented in a number of phases over the next few years.

## 1.1 Objectives / Benefits

SaferProducts.gov will provide CPSC and the American public with powerful new tools to report, analyze and respond to consumer products that pose potential hazards. The vast amount of data that is currently collected will be more quickly accessed, evaluated, investigated, and shared. This will result in increased effectiveness and greater productivity, as well as earlier product safety hazard detection and more rapid warnings issued to the public.

SaferProducts.gov will meet the following essential organizational goals:

- raise public awareness of new, easier methods for reporting product incidents,
- provide the public with new and innovative ways to learn of product incidents and notices of recalls,
- increase public access to product incident information, including manufacturer comments and CPSC’s responses to incident reports, and

- enhance CPSC's ability to share information with other federal, state, and local agencies.

Specifically, SaferProducts.gov will provide the following benefits as a result of addressing two key objectives:

**Objective 1:** Protect and Inform the Public

**Benefits:**

- provides more timely dissemination of alerts and other information to the public and industry,
- increases public access to product incident and recall data by making consumer product safety information available more rapidly, and
- provides a publicly available, searchable, and easy-to-use database for use by consumers, industry, and CPSC staff.

**Objective 2:** Improve CPSC's Ability to Identify Risks and Respond Quickly

**Benefits:**

- enhances the quality, value, and accuracy of the data collected,
- creates greater public and industry involvement in surveillance by making it easier to be a partner in providing incident information,
- eliminates information silos by centralizing data in a single Data Warehouse so that information can be more quickly accessed and shared,
- builds a technology infrastructure that can be expanded as needed to meet CPSC's future needs, and
- improves the management of public safety incidents, complaints, and artifacts (e.g., photographs of the broken product or injury).

By building SaferProducts.gov to meet the above goals and objectives, CPSC will be able to gather data that is more accurate from the beginning steps, process and interpret that data more quickly, and make pertinent information available to the public more rapidly than ever before.

## ***1.2 Working with Stakeholders***

To ensure the effectiveness of the public database to end-users, CPSC has already begun preliminary discussions with key stakeholders to build an understanding of SaferProducts.gov and to solicit their feedback on the implementation requirements.

These discussions will continue over the next several months and will be key to the development of SaferProducts.gov.

CPSC will seek input from a number of stakeholders including:

- Congress and federal agencies that protect consumers,
- state and local governments, especially consumer affairs divisions of state attorneys general offices and state legislatures,
- manufacturers and their trade associations, including both domestic and international manufacturers,
- retailers and their trade associations, including national chain stores, small and medium-sized retailers, and resale and on-line auction facilities,
- advocacy groups representing consumers, the elderly, parents, educators, librarians, health professionals, emergency responders, low-to-moderate income populations, the disabled, and
- individual consumers.

CPSC's outreach will be conducted through individual and group meetings, telephone conference calls, email, and web survey tools. Care will be taken to quickly communicate feedback from stakeholder representatives to the database designers to ensure that feedback can be incorporated, and to communicate any technical limitations to constituent stakeholders to maintain accurate expectations for the capabilities of the database. CPSC will maintain communication with stakeholder groups during the database construction so that they can build awareness of SaferProducts.gov among their constituencies as soon as it is operational.

## 2 SaferProducts.gov Approach

SaferProducts.gov will be a new Web site, a public portal, that will revolutionize the way CPSC interacts with the public and its industry partners by increasing transparency and openness. It will include a public consumer portal, with incident reporting, the ability to search previously reported incidents and related industry comments, and a set of other tools to facilitate CPSC's interaction with the public. It will also include an industry portal - a secure environment for business-to-government and government-to-business exchange of information, including manufacturer comments on public incident reports. SaferProducts.gov will meet the requirements of the CPSIA Section 212.

### **2.1 Content and Functionality: Consumer Portal**

The SaferProducts.gov Consumer Portal will be a single central location where consumers can report product safety incidents and search for prior incidents and recalls on products they own, or may be thinking about buying. As a result, the quality of the information submitted to CPSC and the quantity of valuable incident data received by the public through the new web site is expected to increase significantly. The screen mockups shown in Appendix A of this report represent some of the features that may be included in the portal.

Care will be taken to ensure usability of SaferProducts.gov for low-to-moderate income populations. Users with older hardware and dial-up internet connections will have access to simplified, text-only pages and to highly compressed images to speed page loading. Design will also include diversified translation services for speakers of languages other than English. The SaferProducts.gov site will be fully compliant with Section 508 of the Rehabilitation Act to ensure accessibility by individuals with disabilities, including site layout controls to allow users to choose fonts and font sizes.

At the core of the SaferProducts.gov site will be two main tools: one that allows users to easily and quickly post the details of a product safety-related incident, and one that allows users to easily and quickly search previous incidents.

All incident data submitted via SaferProducts.gov will be subject to CPSC review to verify its authenticity – that the submitters are who they say they are. Any data or incident reports found to be materially inaccurate will either be corrected or will not be published. Furthermore, CPSC will have the ability to remove or correct incident data that has already been published should it determine that the data is materially inaccurate.

These core features will allow consumers to more easily submit complete information by providing:

- “wizards ” (simple prompts) to guide the user through a step-by-step process for submitting accurate product incident data,

- tools to assist with uploading photographs, narratives, and other artifacts that will aid investigations,
- notification alerts for additions or changes to data based on specific criteria such as manufacturer, product, model, model number, or latest recalls, and
- search tools that examine all publicly available incident data using a variety of techniques, such as assisted search “wizards” that help drill down from general product or hazard categories through successive levels of detail.

## **2.2 Content and Functionality: Industry Portal**

SaferProducts.gov will also actively engage manufacturers, retailers, and distributors to ensure their full partnership in protecting consumers from dangerous products. Manufacturers have a strong interest in verifying the accuracy of consumer complaints, protecting proprietary information and other trade secrets, and in rapidly responding to product incident reports. Retailers have a strong interest in quickly removing potentially dangerous products from store shelves and retail web pages. In addition, retailers often collect contact information for consumers at the point of sale that is necessary for sharing follow-up information with consumers, whether it is in the form of additional instructions or recall notices. Engaging both of these constituencies is a major priority of SaferProducts.gov.

Manufacturer and retailer engagement will be conducted primarily through a separate Industry Portal section of SaferProducts.gov. This portal will allow authorized and registered manufacturers and retailers to comment on incident reports submitted via the public portal. The Industry Portal will apply appropriate security and user-interface components to isolate partners and to segregate internal data. Companies will be authorized to use only sites and data that are necessary for their contributions, and will be restricted from viewing other firms’ data. CPSC will expand its current efforts to verify the accuracy of incident reports, both by using technology, and by continuing to investigate the most serious incidents.

In some cases, the manufacturer of a product is not known, is out of business, or is unreachable. Where the manufacturers are identifiable, incident reports will be sent to the manufacturer as quickly as possible to afford them the opportunity to investigate and respond to the report. The manufacturer will have an opportunity to review the report and provide comments. Manufacturers and retailers who have registered their contact information at the Industry Portal will be able to receive alerts via email and, ideally, text message nearly instantaneously so they have ample time to review, investigate and comment.

The range of industry responses may cover several areas, including editing or expanding a printed warning on a product, adjusting an age limit for the use of a product, rapid work with advertisers to edit advertisements or sharing additional information with consumers

that may have already purchased the product, and recalling a dangerous product quickly to limit both the number of injuries and any industry liability.

Incident reports will be published by CPSC to the public within 10 business days of receipt. If comments have been received from the manufacturer, these will be published along with the report. If the manufacturer has indicated that the report contains confidential data, CPSC will have the ability to redact this data. Finally, once the Industry Portal is on-line, CPSC will issue guidance to manufacturers and retailers about the procedures that they need to follow to comment on incident reports.

### ***2.3 Integration with IT Modernization***

SaferProducts.gov will be an integral part of an overall IT modernization effort at CPSC. CPSC is planning to implement this modernization in a number of phases over the next several years. This would allow CPSC to focus its efforts first on the core components outlined in the CPSIA, while also planning for future IT modernization enhancements. The core components of this IT modernization include:

- **Data Warehouse** – a single authoritative source for product incident and supporting data derived from original source data. It will ultimately be the repository for all incident and case data. In addition to centrally housing all data, the Data Warehouse will organize the data for increased security, faster searches, and easier analysis.
- **Early Warning System** – a tool that provides CPSC staff with the ability to compare reported incidents with all prior incidents to look for patterns that would indicate a potential problem. The existing prototype will be upgraded from supporting just three product types to supporting the thousands of types of products CPSC covers. It will also be upgraded to a more robust technology platform and moved into the production environment.
- **Investigation Coordination System (ICS)** – a system that will allow internal CPSC users to coordinate their activities throughout an investigation, across all program areas.
- **Workflow** – the systematic translation of a business process that ensures operations are performed in a specific, predefined order with the ability to track and enforce select aspects of the process, such as mandatory review prior to publication of information, or the routing of a document from one individual to another.
- **Document Management** – a system used to manage case files and incident data, and will also be extended to support CPSC's records management requirements. CPSC follows the National Archives and Records Administration (NARA) published schedule and guidelines.

- **External Interfaces** – linkages to both external industry partners (such as retailers) and to government partners that will allow for the automatic transmission of data between CPSC and the partner. One example is Web Services interfaces to on-line retailers or on-line auction sites that would allow CPSC to automatically send recall notices to these on-line retailers and have them automatically remove the recalled product from their web sites.
- **Predictive Modeling** – a set of algorithms that will automatically scan incident data to more rapidly identify product hazards. Unlike the Phase One Early Warning System, which is a manual tool used by staff, the Predictive Modeling component will use complex models to help detect potential hazards.
- **Product Data Hub** – a normalized database of all consumer products (that fall under CPSC’s jurisdiction) sold in the United States. By interfacing with major retail partners, CPSC will work to build this data hub as a means to improving data integrity and avoiding ambiguity in product incident reports.

## **2.4 Operations and Maintenance**

SaferProducts.gov is a major investment for CPSC; as such, it is critical that the necessary personnel and procedures be put in place to ensure that it runs smoothly. Accordingly, CPSC is in the process of implementing an IT governance program that will ensure that the necessary project controls are being put into place to minimize risk and ensure the use of best practices. The goal is to create a set of project oversight processes that will be used for all future projects as well. These include:

- **Capital Planning and Investment Control (CPIC)** – a structured, integrated approach to managing IT investments. The CPIC ensures that IT investments align with the CPSC’s mission and support its business needs while minimizing risks and maximizing returns throughout the investment’s life cycle.
- **Program Management Office (PMO)** – a structured process for project governance that dictates the process, deliverables, roles, responsibilities, and methodology for a given project.
- **Independent Verification and Validation (IV&V)** – an independent process that oversees planning, development, and launch of the project to ensure that the end-product meets the users’ needs and is well-engineered.
- **Software Development Lifecycle (SDLC)** – a structured approach to software development that includes requirements, design, construction, testing, and managed release cycles.
- **Security Certification and Accreditation (C&A)** – SaferProducts.gov has critical security needs due to the personal, proprietary, and confidential nature of the data within the system. Accordingly, it will undergo the Certification and Accreditation process to validate its security.

- **Risk Management Plan (RMP)** – used to identify risks, assess the potential impact, and develop mitigation strategies to accept, eliminate, avoid or transfer these risks throughout operation of the investment. A risk review team that includes representatives from the IT executive team will meet bi-weekly to review these risks.
- **Investment Review Board (IRB)** – comprised of all CPSC senior management, the IRB helps ensure that all major IT investments are aligned with CPSC’s strategic goals by evaluating and prioritizing the investments as part of the budget development process.

As part of its annual operating plan, CPSC will submit an annual report to Congress that will describe the operation, content, maintenance, functionality, and cost of the database for the reporting year. It will also list the number of reports and comments received, posted, corrected, and removed for the year.

Furthermore, within two years of the establishment of SaferProducts.gov, GAO will submit a report to Congress that contains an analysis of the general utility of the database, and recommendations for measures to increase use of the database by consumers and to ensure use by a broad range of the public.

## **2.5 Implementation Schedule**

SaferProducts.gov will be developed in accordance with a full lifecycle software development approach. This process includes the development of requirements, architectural design, detailed software design, software development, system testing, and managed release cycles.

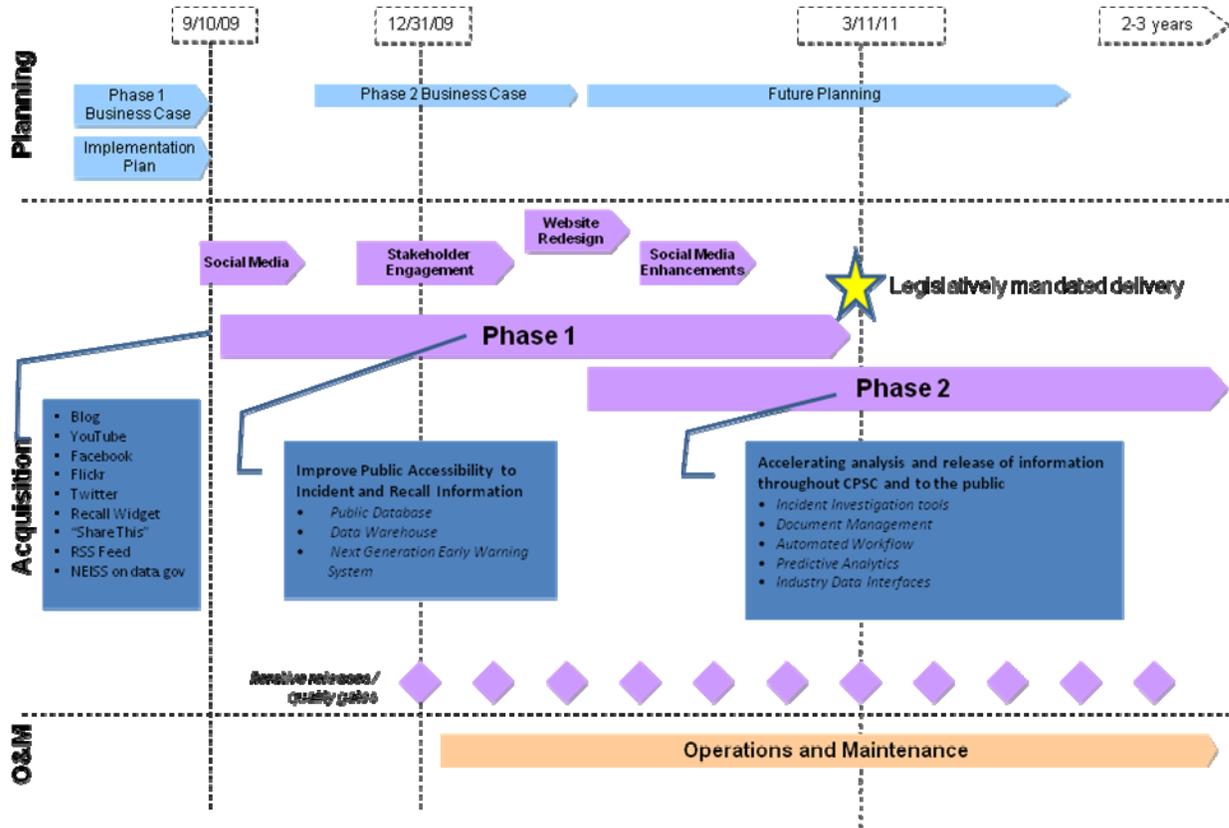
Within the first 90 days, CPSC will execute a social media initiative that will dramatically increase the public’s engagement with CPSC through use of social media/networking, an agency blog, and other interactive tools. This is described in greater detail in the next section.

As described in the previous section, the first public release of SaferProducts.gov will meet all of the requirements of the CPSIA Section 212 and will be released by March 11, 2011, which is the 18-month deadline set in the CPSIA. Prior to the public release, an initial internal “beta” release will be made available to a small group of users for beta testing and feedback.

Implementation of the public awareness campaign will be coordinated with development of SaferProducts.gov. Preliminary work will be conducted at the same time that SaferProducts.gov is being developed with the intent of timing the launch of the campaign with the announcement of the enhanced Web site. In subsequent years, the campaign may be refined and expanded to ensure that target audiences are effectively influenced and that its objectives are being met.

Following the public release of SaferProducts.gov, the other components of the IT modernization effort will be implemented and integrated with the public database over a series of phases that will last several years.

**Schedule for Phased Implementation of SaferProducts.gov and IT Modernization**



## **3 Public Awareness**

### **3.1 Overview**

The public awareness component of SaferProducts.gov is not only a requirement of the CPSIA; it is a critical ingredient in the effective monitoring of consumer products going forward. CPSC, even with its enhanced resources, still needs to empower state and local government and consumer agencies and strengthen its communication and partnership with advocacy organizations representing consumers, seniors, parents, teachers, health professionals and others. Most important, CPSC needs to provide effective tools for consumers themselves to make safe purchasing choices and to enable them to share product information with CPSC. Engagement with the public and industry, in the form of accurate reporting of product incidents and use of the product incident database, can further CPSC's pursuit of a safer marketplace for all consumers.

The proposed awareness campaign will seek to increase public involvement in identifying hazardous products and to increase public awareness of the extensive safety information provided by CPSC. The campaign focus will be on the enhanced Web site, including the numerous benefits and opportunities the Consumer Portal provides by enabling the public to report incidents more easily, receive consumer product hazard information, and remain informed about product safety hazards.

### **3.2 Target Audiences**

The target audience is broad given the thousands of types of consumer products used around the home, in sports, recreation, and schools that fall under CPSC's jurisdiction. These products include toys and baby products, sports equipment, fitness equipment, home improvement and garden equipment, clothing, appliances, electronics, and computers. The primary target audience is adults, particularly parents, segmented by groups to reflect the diversity of the American consumer. Parents and other adults will be actively involved in all aspects of the campaign and its development. Pre-testing processes will ensure that messages are convincing and resonate as true, logical, and relevant to the needs of the target audiences.

### **3.3 SaferProducts.gov Campaign National Partners**

Leveraging campaign resources is critical to a successful public awareness campaign. Recognizing the importance of using resources economically and of obtaining the maximum exposure possible with the funding provided, CPSC will establish key partnerships with special interest groups, including local, state, and national agencies, and non-profit, advocacy, injury prevention, and industry organizations. Campaign partners will be instrumental in executing elements of the message, helping to disseminate campaign materials throughout the country, and producing additional materials.

### **3.4 Message and Materials Development**

CPSC will base message and materials development on research findings related to the target audiences and the use of best communication practices, behavioral science, and market research. Persuasive messages will be crafted based on these core principles:

- Command attention
- Call to action
- Clarify the message
- Communicate the benefit
- Create trust
- Convey a consistent message

Target audience research will guide message and material development. Audience analysis based on interviews, surveys, focus groups, and pre-testing will be used to create appropriate, effective, appealing, and personally relevant messages and materials for the target audiences. Focus group discussions and other evaluation methodologies for pre-testing will be implemented in rural and urban areas, in formal and informal settings, and with representative samples of diverse audiences.

### **3.5 Social Media/Networking**

CPSC will execute several early initiatives that will dramatically increase the public's engagement with CPSC through use of social media/networking. CPSC is planning to roll out:

- a CPSC blog to more effectively communicate activities to the public,
- a "CPSC recall widget" that users can add to their own web sites to automatically post product recalls,
- a dedicated channel, fans page, or presence on YouTube, Facebook, Twitter, and Flickr,
- a "Share This" tool on CPSC.gov Web pages that will allow users to send interesting content to common social media sites such as Facebook and Twitter, and
- an upload of raw data from the NEISS (National Electronic Injury Surveillance System) database to data.gov, where it can be downloaded and searched by the public. The NEISS system collects incident information from emergency rooms throughout the U.S.

### **3.6 Campaign Implementation**

CPSC will launch the public awareness campaign utilizing different media and multi-channel approaches to ensure necessary repetition and reinforcement of campaign messages. Channels that are currently effective for reaching CPSC's target audiences, such as word-of-mouth, news releases, and "listservs," will be included along with utilization of opinion leaders and social media. CPSC will develop a variety of bilingual (English and Spanish) messages, materials, and programs. Other approaches may include:

- **National Campaign Kick-Off Event and On-line Town Hall Meetings** – CPSC will hold kick-off events in the form of interactive "Webinars" and conference calls for the media and national partners to build awareness of the campaign and to demonstrate how SaferProducts.gov will work and how it will benefit product safety. For national broadcast media, individual interviews that include a demonstration of SaferProducts.gov will also be conducted. For the public, CPSC may hold a series of virtual Town Hall meetings in selected cities to demonstrate and promote the value of the Consumer Portal, with a focus on children's products and child safety. The Webinars and Town Hall meetings may also serve as a platform to announce key research findings.
- **Press Releases, Fact Sheets, and Brochures** – These print materials will be target audience-specific as well as product category-specific. They will be included in a campaign information kit that can be used with the media, consumer partners, manufacturers and retailers, and the public at large. An electronic version of the media kit will be available in PDF format on CPSC's Consumer Portal. In addition, as new print materials are created, they will be released through CPSC's listserv.
- **Campaign Media Kit and Toolkit** – The campaign media kit will be designed to benefit not just the media, but also partners and others participating in public events. An electronic version of the media kit will be available in a downloadable PDF format on the Consumer Portal. Contents of the kit may include a media advisory; news releases announcing the campaign, its objectives, and activities; a CD with an interactive, virtual demonstration of the consumer product database (Public Portal); fact sheets on product safety; a copy of the print PSAs; TV and radio PSA scripts; and a drop-in news article about the campaign. An on-line resource toolkit will be produced for key community and local special interest group leaders (e.g., leaders of local SafeKids and Parent-Teacher Associations), which will allow these highly-involved audiences to spread the campaign's message. The toolkit will contain a user-friendly resource section of customizable information and tools that enable community leaders to further educate disadvantaged families about product safety dangers and how to report them.
- **Television and Radio Public Service Announcements (PSAs)** – PSAs will be audience-specific, creatively produced, and provide general information regarding CPSC and its Consumer Portal. They will be made available to the local and

national media and uploaded onto on-line communication channels such as YouTube.

- **Social Media Information and Education** – SaferProducts.gov will rely on aggressive use of social media. CPSC’s Facebook and Twitter networks and YouTube channel will aim to drive traffic to SaferProducts.gov. CPSC’s *OnSafety* blog will be a key component of promoting the database and will solicit feedback from consumers and stakeholders. The CPSC Wikipedia page will also be updated to include a reference and link to SaferProducts.gov. CPSC will use web analytics to provide strategic intelligence on its audience.
- **Targeted Outreach to Minority Groups** – CPSC will advertise the availability of SaferProducts.gov on minority media outlets, and work with libraries and public computer centers to ensure that individuals without residential computers are able to access SaferProducts.gov.
- **Outreach to the Neighborhood Safety Network (NSN)** – The NSN is CPSC’s grassroots outreach program that provides timely life-saving information to approximately 5,500 organizations and individuals who, in turn, share the information with underserved consumers who might otherwise never hear or receive the information from CPSC. CPSC will work with the NSN to distribute public awareness campaign fact sheets, brochures, and toolkits to service delivery groups who engage underserved consumers.
- **Staff and Leadership Speeches** – CPSC managers and staff who give conference or community speeches and presentations will merge information related to SaferProducts.gov, including the public database, into their remarks and talking points.
- **On-line Information and Education** – Information, particularly updates, regarding the Consumer Portal will be prominently placed on CPSC’s Web sites and other appropriate government Web sites (e.g., consumer.gov, recalls.gov, USA.gov, and ATVSafety.gov). CPSC’s NEISS data has been published to data.gov.
- **Targeted Advertising** – Interactive banner ads, Google and Yahoo ads, interactive listservs, and blogger reviews will also be used to drive traffic to CPSC.gov and SaferProducts.gov. National partners, state and local agencies, and other stakeholders will be asked to post links and send out information to their members about the campaign, and will be provided with widgets, links and other tools to post on their sites, email newsletters, blogs, and social media posts. Trade associations will be asked to encourage manufacturers and retailers to register with the public portal to receive incident reports directly from CPSC.
- **Widget to Search Database** – CPSC will also offer to all web users a new downloadable widget for their browser toolbars that searches CPSC’s public database.

- **Consumer Product Manufacturer and Retailer Communication** – A key factor related to the effectiveness of the public database is the reliability of the information contained within it. CPSC will aim to ensure that affected companies and industries are fully educated as to how to use the Industry Portal to review, verify or correct information submitted by the public. CPSC will communicate with key stakeholders through:
  - **Instructional literature** - Instructional pamphlets that describe how companies can use the public portal access control system to expeditiously receive, review, and respond to incidents related to their product,
  - **Instructional Webinar** - Web broadcasts aimed at reaching thousands of companies and key contacts who will have a primary role in reviewing consumer incident reports,
  - **Instructional Videos** - “How-to” videos for industry on the homepage of the Public Portal Web site, and
  - **Industry email address** - Special industry e-mail address/in-box for questions/comments.

## 4 Conclusion

The proposed SaferProducts.gov web site will meet the requirements in the CPSIA by creating a new publicly searchable database of consumer product safety incidents. This will facilitate an increased exchange of information between CPSC, consumers, and industry. SaferProducts.gov will improve decision-making for both CPSC and the public. For CPSC, it will assist in identifying products to investigate and in determining corrective actions to be taken when hazardous products are discovered. For the public, SaferProducts.gov will provide better access to the latest information on consumer product safety. Industry will be able to work more closely with CPSC by submitting reports and commenting or helping to clarify incident information submitted by consumers.

CPSC will also conduct a public awareness campaign designed to engage citizens in assisting CPSC in identifying defective products and to ensure that our industry stakeholders make the best use of SaferProducts.gov. The proposed awareness campaign will seek to increase public involvement in identifying hazardous products and to increase public awareness of the extensive safety information provided by CPSC. The campaign focus will be on the enhanced Web site, including the numerous benefits and opportunities the Public Portal provides by enabling the public to report incidents more easily, receive consumer product hazard information, and remain informed about product safety hazards.

In addition, the CPSIA also instructs CPSC to “expedite efforts to upgrade and improve the information technology systems in use by the Commission on the date of enactment of this Act.” This mandate presents a significant and unique opportunity for CPSC to revolutionize its technology and gives CPSC a chance to design a flexible, integrated technology environment that will continue to meet CPSC’s needs for many years into the future. CPSC will be able to gather more accurate and detailed data, process and interpret that data more quickly, and make pertinent information available to the public and industry more rapidly than ever before.

## 5 Appendix A – Screen Mockups \*

Multi-language support for increased accessibility

Search for incidents and recalls by product name, model name, date, and manufacturer.

Easy-to-use functionality on the home page engages consumers and leads them to more complex screens

Web 2.0 / Social media links are prominently featured on each page

Final design will conform to all federal requirements, including Section 508, privacy, etc.

**Report an Incident**  
Have you been injured by a consumer product? Please share the details with us. What type of product was it?  
Baby Crib [Dropdown] [SUBMIT]

**Research Products**  
Are you looking for safety information on a product? Start by telling us what kind of product you are looking for.  
Furniture [Dropdown] [SUBMIT]

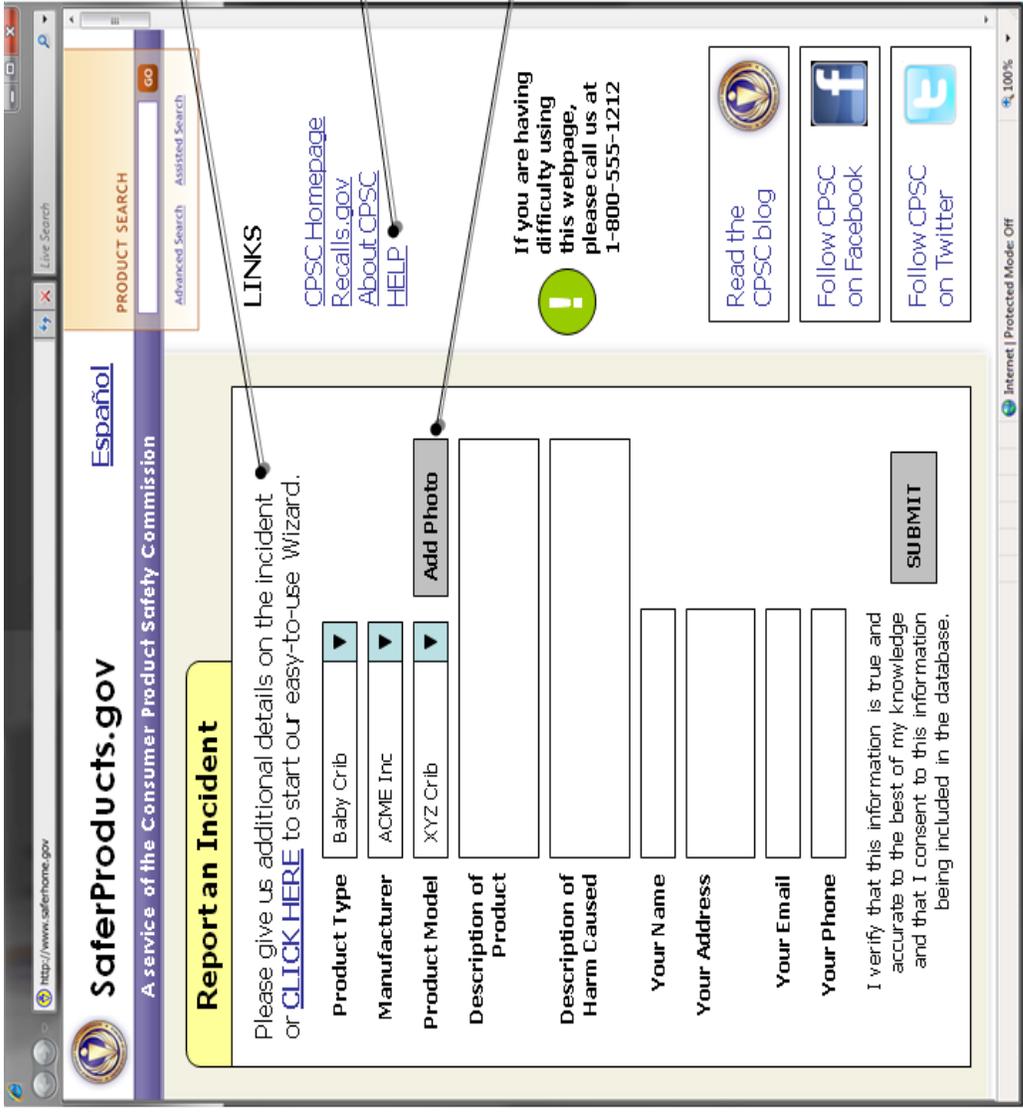
**Recent Recalls**  
8/25/09 [Maytag Refrigerators](#)  
8/25/09 [Ameriwood Entertainment Stands](#)  
8/25/09 [Pella Casement Windows](#)  
8/20/09 ["Have a Ball" Adventures Cloth Books](#)  
[Click for Additional Recalls](#)

**LINKS**  
[CPSC Homepage](#)  
[Recalls.gov](#)  
[About CPSC](#)  
[HELP](#)

**! If you are having difficulty using this webpage, please call us at 1-800-555-1212**

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\* Mockups are intended only to highlight possible features and are not representative of a final layout.



Incident reporting includes a "wizard" to guide consumers through the reporting process

Functionality will be user friendly and include help pages to explain the process

Tools will assist consumers with adding photos or attaching other files to an incident

**SaferProducts.gov**  
Español  
A service of the Consumer Product Safety Commission

**PRODUCT SEARCH**  
Advanced Search Assisted Search

**LINKS**  
[CPSC Homepage](#)  
[Recalls.gov](#)  
[About CPSC](#)  
[HELP](#)

**Search Results**

You searched on the following criteria:

**Product Type:** Baby Crib  
**Manufacturer:** ACME Inc  
**Product Model:** XYZ Crib  
**Date of Incident:** 1/1/2009 to 8/31/2009

The following 25 results match your search criteria and are ranked in order of relevance:

(1) **Type:** Incident Report  
**Product:** Acme Electric Toaster  
**Product #:** 123-4567-89  
**Date:** 5/12/2009  
**Description:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec consequat, nulla cursus gravida mollis  
**Status:** **PRODUCT RECALLED**

[CLICK FOR MORE DETAILS](#)  
[FIND SIMILAR INCIDENTS](#)

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Multiple search criteria will help consumers find what they are looking for quickly

Results will be shown by relevance

Any actions taken by CPSC will be shown and the consumer can click a link to get more details, including product recalls

## 6 Appendix B – CPSIA Section 212

### CONSUMER PRODUCT SAFETY IMPROVEMENT ACT OF 2008

#### TITLE II—CONSUMER PRODUCT SAFETY COMMISSION REFORM

##### Subtitle B—Enhanced Enforcement Authority

#### **SEC. 212. ESTABLISHMENT OF A PUBLIC CONSUMER PRODUCT SAFETY DATABASE.**

(a) IN GENERAL.—The Act is amended by inserting after section 6 (15 U.S.C. 2055) the following:

#### **“SEC. 6A. PUBLICLY AVAILABLE CONSUMER PRODUCT SAFETY INFORMATION DATABASE.**

“(a) DATABASE REQUIRED.—

“(1) IN GENERAL.—Subject to the availability of appropriations, the Commission shall, in accordance with the requirements of this section, establish and maintain a database on the safety of consumer products, and other products or substances regulated by the Commission, that is—

“(A) publicly available;

“(B) searchable; and

“(C) accessible through the Internet web site of the Commission.

“(2) SUBMISSION OF DETAILED IMPLEMENTATION PLAN TO CONGRESS.—

Not later than 180 days after the date of enactment of the Consumer Product Safety Improvement Act of 2008, the Commission shall transmit to the appropriate Congressional committees a detailed plan for establishing and maintaining the database required by paragraph (1), including plans for the operation, content, maintenance, and functionality of the database. The plan shall detail the integration of the database into the Commission’s overall information technology improvement objectives and plans. The plan submitted under this subsection shall include a detailed implementation schedule for the database, and plans for a public awareness campaign to be conducted by the Commission to increase consumer awareness of the database.

“(3) DATE OF INITIAL AVAILABILITY.—

Not later than 18 months after the date on which the Commission submits the plan required by paragraph (2), the Commission shall establish the database required by paragraph (1).

“(b) CONTENT AND ORGANIZATION.—

“(1) CONTENTS.—Except as provided in subsection (c)(4), the database shall include the following:

“(A) Reports of harm relating to the use of consumer products, and other products or substances regulated by the Commission, that are received by the Commission from—

“(i) consumers;

“(ii) local, State, or Federal government agencies;

“(iii) health care professionals;

“(iv) child service providers; and

“(v) public safety entities.

“(B) Information derived by the Commission from notice under section 15(c) or any notice to the public relating to a voluntary corrective action taken by a manufacturer, in consultation with the Commission, of which action the Commission has notified the public.

“(C) The comments received by the Commission under subsection (c)(2)(A) to the extent requested under subsection (c)(2)(B).

“(2) SUBMISSION OF INFORMATION.—In implementing the database, the Commission shall establish the following:

“(A) Electronic, telephonic, and paper-based means of submitting, for inclusion in the database, reports described in paragraph (1)(A) of this subsection.

“(B) A requirement that any report described in paragraph (1)(A) submitted for inclusion in such database include, at a minimum—

“(i) a description of the consumer product (or other product or substance regulated by the Commission) concerned;

“(ii) identification of the manufacturer or private labeler of the consumer product (or other product or substance regulated by the Commission);

“(iii) a description of the harm relating to the use of the consumer product (or other product or substance regulated by the Commission);

“(iv) contact information for the person submitting the report; and

“(v) a verification by the person submitting the information that the information submitted is true and accurate to the best of the person’s knowledge and that the person consents that such information be included in the database.

“(3) ADDITIONAL INFORMATION.—

In addition to the reports received under paragraph (1), the Commission shall include in the database, consistent with the requirements of section 6(a) and (b), any additional information it determines to be in the public interest.

“(4) ORGANIZATION OF DATABASE.—

The Commission shall categorize the information available on the database in a manner consistent with the public interest and in such manner as it determines to facilitate easy use by consumers and shall ensure, to the extent practicable, that the database is sortable and accessible by—

- “(A) the date on which information is submitted for inclusion in the database;
- “(B) the name of the consumer product (or other product or substance regulated by the Commission);
- “(C) the model name;
- “(D) the manufacturer’s or private labeler’s name; and
- “(E) such other elements as the Commission considers in the public interest.

“(5) NOTICE REQUIREMENTS.—

The Commission shall provide clear and conspicuous notice to users of the database that the Commission does not guarantee the accuracy, completeness, or adequacy of the contents of the database.

“(6) AVAILABILITY OF CONTACT INFORMATION.—

The Commission may not disclose, under this section, the name, address, or other contact information of any individual or entity that submits to the Commission a report described in paragraph (1)(A), except that the Commission may provide such information to the manufacturer or private labeler of the product with the express written consent of the person submitting the information. Consumer information provided to a manufacturer or private labeler under this section may not be used or disseminated to any other party for any purpose other than verifying a report submitted under paragraph (1)(A).

“(c) PROCEDURAL REQUIREMENTS.—

“(1) TRANSMISSION OF REPORTS TO MANUFACTURERS AND PRIVATE LABELERS.—

Not later than 5 business days after the Commission receives a report described in subsection (b)(1)(A) which includes the information required by subsection (b)(2)(B), the Commission shall to the extent practicable transmit the report, subject to subsection (b)(6), to the manufacturer or private labeler identified in the report.

“(2) OPPORTUNITY TO COMMENT.—

“(A) IN GENERAL.— If the Commission transmits a report under paragraph (1) to a manufacturer or private labeler, the Commission shall provide such manufacturer or private labeler an opportunity to submit comments to the Commission on the information contained in such report.

“(B) REQUEST FOR INCLUSION IN DATABASE.—A manufacturer or private labeler may request the Commission to include its comments in the database.

“(C) CONFIDENTIAL MATTER.—

“(i) IN GENERAL.—If the Commission transmits a report received under paragraph (1) to a manufacturer or private labeler, the manufacturer or private labeler may review the report for confidential information and request that portions of the report identified as confidential be so designated.

“(ii) REDACTION.—If the Commission determines that the designated information contains, or relates to, a trade secret or other matter referred to in section 1905 of title 18, United States Code, or that is subject to section 552(b)(4) of title 5, United States Code, the Commission shall redact the designated information in the report before it is placed in the database.

“(iii) REVIEW.—If the Commission determines that the designated information is not confidential under clause (ii), the Commission shall notify the manufacturer or private labeler and include the information in the database. The manufacturer or private labeler may bring an action in the district court of the United States in the district in which the complainant resides, or has its principal place of business, or in the United States District Court for the District of Columbia, to seek removal of the information from the database.

“(3) PUBLICATION OF REPORTS AND COMMENTS.—

“(A) REPORTS.—Except as provided in paragraph (4)(A), if the Commission receives a report described in subsection (b)(1)(A), the Commission shall make the report available in the database not later than the 10th business day after the date on which the Commission transmits the report under paragraph (1) of this subsection.

“(B) COMMENTS.—Except as provided in paragraph (4)(A), if the Commission receives a comment under paragraph (2)(A) with respect to a report described in subsection (b)(1)(A) and a request with respect to such comment under paragraph (2)(B) of this subsection, the Commission shall make such comment available in the database at the same time as such report or as soon as practicable thereafter.

“(4) INACCURATE INFORMATION.—

“(A) INACCURATE INFORMATION IN REPORTS AND COMMENTS RECEIVED.—If, prior to making a report described in subsection (b)(1)(A) or a comment described in paragraph (2) of this subsection available in the database, the

Commission determines that the information in such report or comment is materially inaccurate, the Commission shall—

- “(i) decline to add the materially inaccurate information to the database;
- “(ii) correct the materially inaccurate information in the report or comment and add the report or comment to the database; or
- “(iii) add information to correct inaccurate information in the database.

“(B) INACCURATE INFORMATION IN DATABASE.—If the Commission determines, after investigation, that information previously made available in the database is materially inaccurate or duplicative of information in the database, the Commission shall, not later than 7 business days after such determination—

- “(i) remove such information from the database;
- “(ii) correct such information; or
- “(iii) add information to correct inaccurate information in the database.

“(d) ANNUAL REPORT.—The Commission shall submit to the appropriate Congressional committees an annual report on the database, including—

- “(1) the operation, content, maintenance, functionality, and cost of the database for the reporting year; and “(2) the number of reports and comments for the year—
  - “(A) received by the Commission under this section;
  - “(B) posted on the database; and
  - “(C) corrected on or removed from the database.

“(e) GAO STUDY.—Within 2 years after the date on which the Commission establishes the database under this section, the Comptroller General shall submit a report to the appropriate Congressional committees containing—

- “(1) an analysis of the general utility of the database, including—
  - “(A) an assessment of the extent of use of the database by consumers, including whether the database is accessed by a broad range of the public and whether consumers find the database to be useful; and
  - “(B) efforts by the Commission to inform the public about the database; and
- “(2) recommendations for measures to increase use of the database by consumers and to ensure use by a broad range of the public.

“(f) APPLICATION OF CERTAIN NOTICE AND DISCLOSURE REQUIREMENTS.—

“(1) IN GENERAL.—The provisions of section 6(a) and (b) shall not apply to the disclosure under this section of a report described in subsection (b)(1)(A) of this section.

“(2) CONSTRUCTION.—Paragraph (1) shall not be construed to exempt from the requirements of section 6(a) and (b) information received by the Commission under—  
“(A) section 15(b); or “(B) any other mandatory or voluntary reporting program established between a retailer, manufacturer, or private labeler and the Commission.

“(g) HARM DEFINED.—In this section, the term ‘harm’ means—

“(1) injury, illness, or death; or  
“(2) risk of injury, illness, or death, as determined by the Commission.”.

(b) UPGRADE OF COMMISSION INFORMATION TECHNOLOGY SYSTEMS.—

The Commission shall expedite efforts to upgrade and improve the information technology systems in use by the Commission on the date of enactment of this Act.

(c) CLERICAL AMENDMENT.—The table of contents in section 1 (15 U.S.C. 2051 note), as amended by section 206, is amended by inserting after the item relating to section 6 the following new item:

“Sec. 6A. Publicly available consumer product safety information database.”.