

PS11734 - Antitrust: proceedings initiated against the [www.wish.com](#) platform

PRESS RELEASE



On 31 March, the Authority launched an investigation and opened a sub-proceedings for ordering, if necessary, an *interim* measure against ContextLogic Inc, the US company that owns the [www.wish.com](#) (<http://www.wish.com>) platform and its subsidiary ContextLogic B.V., a company incorporated under Dutch law, which provides *market place* services to consumers resident in Europe.

The subject-matter of the proceedings is the sale on the said platform of products for the prevention of contagion from the SARS-CoV-2 virus (Coronavirus, Covid-19).

In particular, on the one hand, this involves offering alleged test kits for home diagnosis of *coronavirus* - v specifications expressly referring to the possibility of detecting the antibodies of the new *coronavirus* in human blood, serum or plasma, despite precise indications from the health authorities that they are unreliable - which could not only mislead consumers but also endanger their health.

On the other hand, the use of *claims* which attribute specific effectiveness to some products (mainly filter face masks) in terms of protection and/or the fight against the COVID 19 *virus*; moreover, the high level of prices recorded in recent weeks with reference to these products also be investigated.

The proceedings, aimed at assessing the responsibility of the Companies as owners of the *Wish marketplace* platform, originated from investigations carried out *ex officio* : are part of the wider monitoring activity that the Authority is carrying out in the *e-Commerce* sector during this specific time of health emergency.

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- Organisation for Economic Co-operation and Development (OECD) (<http://www.oecd.org/competition/>)
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