



STATE OF FLORIDA

**ASHLEY MOODY
ATTORNEY GENERAL**

March 24, 2020

Mr. Jeff Bezos, CEO
Amazon.com, Inc.
410 Terry Avenue North
Seattle, WA 98109-5210

Via electronic and regular mail

Dear Mr. Bezos:

I am writing to thank you for the assistance Amazon is providing to the Florida Attorney General's Office as we continue to aggressively pursue potential price gouging and other concerns occurring on Amazon and similar platforms. As you know, we are interested in how platforms are policing price gouging and other unfair or deceptive practices. To that end, we have encouraged a regular and systematic review of pricing practices, with consequences such as taking down offers from the platform, providing refunds when third-party sellers refuse to address consumers' concerns, banning bad actors, and referring the worst offenders to our office.

While other platforms are lagging in their efforts, it appears that Amazon has stepped up its vigilance and we very much appreciate your efforts to date. We also appreciate your responsiveness to our questions regarding Amazon's process for responding to Florida consumer concerns and Amazon's assistance as we established a formal complaint escalation process.

The purpose of this letter is to memorialize what I understand Amazon has done to date as the result of our on-going dialogue with your staff, confirm some of the early results from your effort, and continue to urge that, in this time of crisis, you continue to aggressively pursue every avenue to protect consumers from sellers who would seek to scam and gouge Floridians.

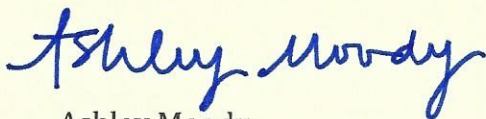
To date, as you continue working with my staff, Amazon has:

- Provided this office with a specific point of contact for personalized attention and quick resolution of escalated complaints;
- Set up a specific mailbox for the Attorney General to escalate Florida consumer complaints;
- Committed your company to promptly reviewing complaints escalated on behalf of Florida consumers, including escalation to your internal team for further review;
- Continued to enhance your use of technology to detect inappropriate price increases;
- Committed to working with our office prospectively and to act on certain complaints requiring immediate attention as necessary, as well as work with us to provide supporting information for any action this office may subsequently take against a seller;
- Provided refunds to Florida consumers;
- Suspended thousands of seller accounts nationally and removed hundreds of thousands of products from the platform reflecting inflated prices;
- Analyzed sales data to help identify individuals who potentially engaged in price gouging during the State of Emergency;
- Mobilized technology to identify and remove millions of inappropriate references to the virus; and
- Promptly provided this office with detailed information about the actions of 43 sellers to whom we are issuing subpoenas this week.

We look forward to continuing this collaborative process and request that you keep us advised on any changes in Amazon's response to potential price gouging or product misrepresentations that may occur by sellers using Amazon's services. To confirm that your efforts are as robust as possible and yielding results, we would also appreciate as soon as practicable information regarding the following: the number of Florida consumers who have received refunds to date and the total amount of those refunds and an updated total regarding the number of seller accounts that have been suspended.

Again, thank you for working with our office to assist consumers during these very trying times. We look forward to our regular teleconferences with your staff as we continue to exchange the information necessary for both Amazon and this office to clamp down on price gougers and scammers in real-time.

Sincerely,



Ashley Moody
Florida Attorney General