

## Key Principles to guide improvement in product safety

- Educate and proactively engage manufacturers and sellers on pre-existing rules to create a clear path to compliance through scalable processes including those driven by regulatory authorities.
- Disseminate information to educate consumers on applicable rules, how to notify authorities regarding product safety concerns and where assistance can be found.
- Strive for rules to be implemented and enforced in a simplified, uniform manner that supports the principles of the Single Market, worldwide standardization (where appropriate) and ultimately increases adoption.
- Share insight and data on best practices to facilitate the identification of trends and areas in which improvements can be made.
- Work towards enforcement cooperation partnerships with key intermediaries.
- Endeavour to provide sufficiently detailed and accurately directed notifications between stakeholders to enable effective corrective action.
- Develop procedures which take advantage of online operators' ability to reach consumers of products against which corrective action has been taken.
- Commit to the ongoing development of measures for the protection of all.