

554F.6 Disclosure requirements.

1. An online marketplace shall do the following:

a. Require a high-volume third-party seller with an aggregate total of twenty thousand dollars or more in annual gross revenues on an online marketplace, and that uses an online marketplace platform, to provide the information as specified in [subsection 2](#) to the online marketplace.

b. Disclose the information described in [this section](#) to consumers in a clear and conspicuous manner in the order confirmation message or other document or communication made to the consumer after the purchase is finalized and in the consumer's account transaction history.

2. A high-volume third-party seller subject to [this section](#) shall disclose the following:

a. The full name of the seller, which may include the seller's name or seller's company name, or the name by which the seller or company operates on the online marketplace.

b. The physical address of the seller.

c. Contact information for the seller, to allow for the direct, unhindered communication with high-volume third-party sellers by users of the online marketplace, including a current working phone number, a current working email address, or other means of direct electronic messaging which may be provided to the seller by the online marketplace.

d. When a high-volume third-party seller uses a different seller to supply the consumer product to the consumer upon purchase, and upon the request of an authenticated purchaser, the information described in [this section](#) relating to any such seller that supplied the consumer product to the purchaser, if the seller is different than the high-volume third-party seller listed on the product listing prior to purchase.

3. An online marketplace shall disclose to consumers in a clear and conspicuous manner on the product listing of the high-volume third-party seller a reporting mechanism that allows for electronic and telephonic reporting of suspicious marketplace activity to the online marketplace.

4. If a high-volume third-party seller does not comply with the requirements to provide and disclose information under [this section](#), the online marketplace shall, after providing the seller with written or electronic notice and an opportunity to provide or disclose such information not later than ten days after the issuance of such notice, suspend any future sales activity of the seller until the seller complies with the requirements.

[2022 Acts, ch 1114, §6, 10](#)

Referred to in [§554F.7](#)

Section effective January 1, 2023; 2022 Acts, ch 1114, §10

NEW section