

SIC ORDERS THE REMOVAL OF PRODUCTS THAT CLAIM TO BE OF BENEFIT AGAINST COVID-19 FROM ALL DIGITAL PLATFORMS

- **This ruling was made by the Superintendence of Industry and Commerce (SIC) to target the MERCADOLIBRE COLOMBIA LTDA, LINIO COLOMBIA S.A.S. and OLX COLOMBIA S.A.S. and other digital platforms**

Bogotá D.C., April 7 2020: The Superintendence of Industry and Commerce (SIC), in its capacity as Colombia's National Consumer Protection Authority, ordered digital platforms MERCADOLIBRE COLOMBIA LTDA, LINIO COLOMBIA S.A.S. and OLX COLOMBIA S.A.S., to remove products and corresponding posts containing the words "COVID-19", "CORONAVIRUS" and any other related language.

The decision was taken based upon the 9th part of Article 59 of Law 1480 of 2011 and in light of the document "ABECÉ NUEVO CORONAVIRUS (COVID-19)", published by Colombia's Ministry of Health and Social Protection, which states that at this moment in time there are no products or medicines that are capable of preventing contagion from the virus, nor curing those who have caught it.

To-date, 1,286 posts have been removed:

PLATAFORMA	No. DE ANUNCIOS RETIRADOS
MERCADOLIBRE	1.276
LINIO	3
OLX	7
TOTAL	1.286

In addition to the above, on 6 March 2020, the OLX COLOMBIA S.A.S. platform announced that it had taken the decision to remove any posts using language related to "COVID-19" and on 12 March 2020, any posts related to surgical masks and antibacterial gels, in order to avoid panic buying and hoarding of these products, leading to a lack of availability in the market.

PRENSA: Paola Casallas Z. ~ Tel. 3114548534 ~ Mail: lcasallas@sic.gov.co

The following posts were removed by the company:

- Posts removed for containing the words "COVID-19", "CORONAVIRUS" and related language: **1,010 posts.**
- Posts removed for sale of surgical masks and antibacterial gels: **10,064**

The SIC is urging all consumers to avoid purchasing products that claim to cure the virus, or with properties that can protect against its contagion.

Superintendence of Industry and Commerce:
Trust as the foundation of progress!

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