



May 14, 2020

Mr. Mark Zuckerberg  
Founder, Chairman and Chief Executive Officer  
Facebook, Inc.  
1601 Willow Road  
Menlo Park, CA 94025

Dear Mr. Zuckerberg:

In the interest of infant safety, Consumer Reports demands that Facebook immediately commit to removing all infant inclined sleep products and accessories from its online marketplace. It has been more than a year since the recall of more than five million Fisher-Price and Kids II inclined sleepers associated with infant deaths. Today, inclined sleepers are linked to the deaths of at least 92 infants.<sup>1</sup> They are not safe for infant sleep, according to American Academy of Pediatrics recommendations,<sup>2</sup> a government-commissioned study,<sup>3</sup> and the harrowing experiences of families nationwide. We continue to strongly urge you to implement strict vetting systems to prevent the listing or sale of any of these products, whether or not the product has been recalled.

Last November, Consumer Reports sent Facebook a letter urging quick action in light of the evidence showing that inclined sleepers are not safe for infant sleep.<sup>4</sup> In February, Consumer Reports President and CEO Marta Tellado sent you a private message to follow up on the importance of Facebook banning all inclined sleepers from its marketplace. In March, more than 10,000 consumers wrote you to push for the removal of infant inclined sleepers from your site. We are shocked and disappointed that these sleepers continue to be available on Facebook's online marketplace despite these entreaties. We implore you to change course now.

Facebook lags far behind other major platforms and must catch up. For example, Amazon and eBay made a public commitment more than five months ago and have blocked infant inclined sleep products from being listed on their websites, showing that doing so is feasible.<sup>5</sup> Facebook Marketplace is a popular service that offers users the ability to buy and sell new and used items, but its current systems clearly fail to monitor the platform adequately for safety hazards to prevent the sale of hazardous products, including those with recalls announced by the Consumer Product Safety Commission. Despite the recalls of nine infant inclined sleeper models and high-profile warnings for parents and caregivers not to use any infant inclined sleep products,<sup>6</sup> people continue to sell and buy these sleepers on Facebook Marketplace. Recent searches on your platform for various locations in the United States make clear that infant inclined sleep products, recalled and not, are still readily available for sale.


Facebook's failure to keep infant inclined sleep products out of its online marketplace leaves people at risk of unwittingly listing or buying items that put infants in great danger. Some

consumers have monitored your platform and alerted sellers about the recall of inclined sleepers.<sup>7</sup> With one in three people in the U.S. using Facebook Marketplace, Facebook must invest in safety now with strong new policies and practices.<sup>8</sup> This should include a policy explicitly prohibiting users from offering infant inclined sleepers, warning them about the risks associated with these products, and far stricter review by your company of listings, including product images.

Facebook has a responsibility to the millions of users who rely on your platform to acknowledge the serious risks that inclined sleepers pose to infants. Expert research and numerous tragedies make the danger clear. Facebook must take action now by committing to ban and block these products from being listed in your marketplace.

Your urgent action is critical to infant safety. We request a response no later than Thursday, May 21.

Sincerely,



William Wallace  
Manager, Home and Safety Policy



Oriene Shin  
Policy Counsel

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<sup>1</sup> Consumer Reports, “New Evidence Shows More Infant Deaths Tied to Inclined Sleepers Than Previously Reported” (Mar. 11, 2020) (online at: [www.consumerreports.org/child-safety/new-evidence-shows-more-infant-deaths-tied-to-inclined-sleepers-than-previously-reported](http://www.consumerreports.org/child-safety/new-evidence-shows-more-infant-deaths-tied-to-inclined-sleepers-than-previously-reported)).

<sup>2</sup> AAP safe sleep recommendations include that babies should be placed alone to bed on a firm, flat surface in their own space, with no extra bedding. AAP Task Force on Sudden Infant Death Syndrome, “SIDS and Other Sleep-Related Infant Deaths: Updated 2016 Recommendations for a Safe Infant Sleeping Environment” (Nov. 2016) (online at: [pediatrics.aappublications.org/content/pediatrics/early/2016/10/20/peds.2016-2938.full.pdf](http://pediatrics.aappublications.org/content/pediatrics/early/2016/10/20/peds.2016-2938.full.pdf)).

<sup>3</sup> Mannen EM. Biomechanical Analysis of Inclined Sleep. Tab B of CPSC Staff Supplemental Briefing Package on Infant Sleep Products. 2019 (online at: [www.cpsc.gov/s3fs-public/SupplementalNoticeofProposedRulemakingforInfantSleepProducts\\_10\\_16\\_2019.pdf#page=91](http://www.cpsc.gov/s3fs-public/SupplementalNoticeofProposedRulemakingforInfantSleepProducts_10_16_2019.pdf#page=91)) at PDF p. 91.

<sup>4</sup> Consumer Reports, “Letters to retailers and online platforms urging removal of all infant inclined sleepers” (Nov. 27, 2019) (online at: [advocacy.consumerreports.org/research/inclined-sleeper-retail-platform-letters-nov-2019](http://advocacy.consumerreports.org/research/inclined-sleeper-retail-platform-letters-nov-2019)).

<sup>5</sup> Consumer Reports, “eBay agrees to remove all infant inclined sleepers from its website” (Dec. 3, 2019) (online at: [www.consumerreports.org/child-safety/ebay-agrees-to-remove-all-infant-inclined-sleepers-from-its-website](http://www.consumerreports.org/child-safety/ebay-agrees-to-remove-all-infant-inclined-sleepers-from-its-website)); Consumer Reports, “Amazon pulls all infant inclined sleepers” (Dec. 4, 2019) (online at: [www.consumerreports.org/child-safety/amazon-pulls-all-infant-inclined-sleepers](http://www.consumerreports.org/child-safety/amazon-pulls-all-infant-inclined-sleepers)).

<sup>6</sup> See, e.g., CPSC, “CPSC Cautions Consumers Not to Use Inclined Infant Sleep Products” (Oct. 31, 2019) (online at: [www.cpsc.gov/Newsroom/News-Releases/2020/CPSC-Cautions-Consumers-Not-to-Use-Inclined-Infant-Sleep-Products](http://www.cpsc.gov/Newsroom/News-Releases/2020/CPSC-Cautions-Consumers-Not-to-Use-Inclined-Infant-Sleep-Products)).

<sup>7</sup> Consumer Reports, “Buyer Beware: Recalled Products Are Being Sold on Craigslist and Facebook Marketplace” (Nov. 6, 2019) (online at: [www.consumerreports.org/product-safety/recalled-products-are-being-sold-on-craigslist-facebook-marketplace](http://www.consumerreports.org/product-safety/recalled-products-are-being-sold-on-craigslist-facebook-marketplace)).

<sup>8</sup> CNET, “Facebook Marketplace is used in 70 countries, by 800 million people monthly” (May 1, 2018) (online at: [www.cnet.com/news/facebook-marketplace-is-used-in-70-countries-by-800-million-people-monthly](http://www.cnet.com/news/facebook-marketplace-is-used-in-70-countries-by-800-million-people-monthly)).



May 14, 2020

Mr. Jim Buckmaster  
CEO  
Craigslist, Inc.  
1381 9th Avenue  
San Francisco, CA 94122

Dear Mr. Buckmaster:

In the interest of infant safety, Consumer Reports demands that Craigslist immediately commit to removing all infant inclined sleep products and accessories from its online marketplace. It has been more than a year since the recall of more than five million Fisher-Price and Kids II inclined sleepers associated with infant deaths. Today, inclined sleepers are linked to the deaths of at least 92 infants.<sup>1</sup> They are not safe for infant sleep, according to American Academy of Pediatrics recommendations,<sup>2</sup> a government-commissioned study,<sup>3</sup> and the harrowing experiences of families nationwide. We continue to strongly urge you to implement strict vetting systems to prevent the listing or sale of any of these products, whether or not the product has been recalled.

Last November, Consumer Reports sent Craigslist a letter urging quick action in light of the evidence showing that inclined sleepers are not safe for infant sleep.<sup>4</sup> In February, Consumer Reports President and CEO Marta Tellado sent you a private message to follow up on the importance of Craigslist banning all inclined sleepers from its marketplace. In March, more than 10,000 consumers wrote you to push for the removal of infant inclined sleepers from your site. We are shocked and disappointed that these sleepers continue to be available on Craigslist's online marketplace despite these entreaties. We implore you to change course now.

Craigslist lags far behind other major platforms and must catch up. For example, Amazon and eBay made a public commitment more than five months ago and have blocked infant inclined sleep products from being listed on their websites, showing that doing so is feasible.<sup>5</sup> Craigslist is a popular platform for users to buy and sell new and used items, and it would benefit greatly by strengthening monitoring and removal procedures for products that pose a safety hazard. Despite the recalls of nine infant inclined sleeper models and high-profile warnings for parents and caregivers not to use any infant inclined sleep products,<sup>6</sup> people continue to sell and buy these sleepers on Craigslist. Recent searches on your platform for various locations in the United States make clear that infant inclined sleep products, recalled and not, are still readily available for sale.

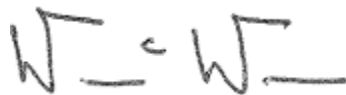
Craigslist's failure to keep infant inclined sleep products out of its online marketplace leaves people at risk of unwittingly listing or buying items that put infants in great danger. Some consumers have monitored your platform and alerted sellers about the recall of inclined

sleepers.<sup>7</sup> With some 60 million U.S. users, Craigslist must invest in safety now with strong new policies and practices.<sup>8</sup> This should include a policy explicitly prohibiting users from offering infant inclined sleepers, warning them about the risks associated with these products, and far stricter review by your company of listings, including product images.

Craigslist has a responsibility to the millions of users who rely on your platform to acknowledge the serious risks that inclined sleepers pose to infants. Expert research and numerous tragedies make the danger clear. Craigslist must take action now by committing to ban and block these products from being listed in your marketplace.

Your urgent action is critical to infant safety. We request a response no later than Thursday, May 21.

Sincerely,



William Wallace  
Manager, Home and Safety Policy



Oriene Shin  
Policy Counsel

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<sup>1</sup> Consumer Reports, “New Evidence Shows More Infant Deaths Tied to Inclined Sleepers Than Previously Reported” (Mar. 11, 2020) (online at: [www.consumerreports.org/child-safety/new-evidence-shows-more-infant-deaths-tied-to-inclined-sleepers-than-previously-reported](http://www.consumerreports.org/child-safety/new-evidence-shows-more-infant-deaths-tied-to-inclined-sleepers-than-previously-reported)).

<sup>2</sup> AAP safe sleep recommendations include that babies should be placed alone to bed on a firm, flat surface in their own space, with no extra bedding. AAP Task Force on Sudden Infant Death Syndrome, “SIDS and Other Sleep-Related Infant Deaths: Updated 2016 Recommendations for a Safe Infant Sleeping Environment” (Nov. 2016) (online at: [pediatrics.aappublications.org/content/pediatrics/early/2016/10/20/peds.2016-2938.full.pdf](http://pediatrics.aappublications.org/content/pediatrics/early/2016/10/20/peds.2016-2938.full.pdf)).

<sup>3</sup> Mannen EM. Biomechanical Analysis of Inclined Sleep. Tab B of CPSC Staff Supplemental Briefing Package on Infant Sleep Products. 2019 (online at: [www.cpsc.gov/s3fs-public/SupplementalNoticeofProposedRulemakingforInfantSleepProducts\\_10\\_16\\_2019.pdf#page=91](http://www.cpsc.gov/s3fs-public/SupplementalNoticeofProposedRulemakingforInfantSleepProducts_10_16_2019.pdf#page=91)) at PDF p. 91.

<sup>4</sup> Consumer Reports, “Letters to retailers and online platforms urging removal of all infant inclined sleepers” (Nov. 27, 2019) (online at: [advocacy.consumerreports.org/research/inclined-sleeper-retail-platform-letters-nov-2019](http://advocacy.consumerreports.org/research/inclined-sleeper-retail-platform-letters-nov-2019)).

<sup>5</sup> Consumer Reports, “eBay agrees to remove all infant inclined sleepers from its website” (Dec. 3, 2019) (online at: [www.consumerreports.org/child-safety/ebay-agrees-to-remove-all-infant-inclined-sleepers-from-its-website](http://www.consumerreports.org/child-safety/ebay-agrees-to-remove-all-infant-inclined-sleepers-from-its-website)); Consumer Reports, “Amazon pulls all infant inclined sleepers” (Dec. 4, 2019) (online at: [www.consumerreports.org/child-safety/amazon-pulls-all-infant-inclined-sleepers](http://www.consumerreports.org/child-safety/amazon-pulls-all-infant-inclined-sleepers)).

<sup>6</sup> See, e.g., CPSC, “CPSC Cautions Consumers Not to Use Inclined Infant Sleep Products” (Oct. 31, 2019) (online at: [www.cpsc.gov/Newsroom/News-Releases/2020/CPSC-Cautions-Consumers-Not-to-Use-Inclined-Infant-Sleep-Products](http://www.cpsc.gov/Newsroom/News-Releases/2020/CPSC-Cautions-Consumers-Not-to-Use-Inclined-Infant-Sleep-Products)).

<sup>7</sup> Consumer Reports, “Buyer Beware: Recalled Products Are Being Sold on Craigslist and Facebook Marketplace” (Nov. 6, 2019) (online at: [www.consumerreports.org/product-safety/recalled-products-are-being-sold-on-craigslist-facebook-marketplace](http://www.consumerreports.org/product-safety/recalled-products-are-being-sold-on-craigslist-facebook-marketplace)).

<sup>8</sup> Digital Magazine, “Craigslist Launches App Nearly 25 Years after Founding” (Dec. 5, 2019) (online at: [www.borndigital.com/2019/12/05/craigslist-launches-app-nearly-25-years-after-founding](http://www.borndigital.com/2019/12/05/craigslist-launches-app-nearly-25-years-after-founding)).