



Wildlife-Friendly Online Trade 2017:

A Harmonized Policy for e-Commerce and Social Media Companies

Background:



The trade in endangered wildlife and their products has reached crisis proportions for many species. Demand for the rare and exotic has fueled an international poaching and trafficking surge that is threatening the survival of the world's most iconic species and wild places. With increased global access to technology and connectivity along supply chain routes, the internet has unintentionally become a thriving platform for buyers and sellers to trade wildlife products illegally. Online companies can be a part of the solution to this crisis by dissuading and preventing illegal buying choices.

An efficient and impactful first step towards removing illegal wildlife and their products online is the adoption of a standardized, industry-wide policy framework on online wildlife trade. This comprehensive policy, developed in collaboration with online companies, World Wildlife Fund (WWF), TRAFFIC and the International Fund for Animal Welfare (IFAW), simplifies shopping guidelines for consumers, helps educate users about product legality and eliminates the loopholes that make it easy for criminals to traffic wildlife online. Most importantly, by adhering to this framework, e-commerce and social media companies can help create a unified, global front to stop wildlife crime.

Endorsing and Applying the Policy:

Numerous companies have endorsed the policy in collaboration with WWF, TRAFFIC and IFAW to demonstrate their commitment to conserving global wildlife populations that are threatened with poaching and illegal trade. These companies are working together through a coalition approach to protect wildlife. Please consider adopting this standard policy approach within your own company or organization to help us all block wildlife trafficking online. To endorse the policy and be publicly recognized by all partners and the media or to seek further information on how to apply the policy please contact Giavanna Grein at Giavanna.Grein@WWFUS.org.

Standardized Online Wildlife Trade Policy for E-Commerce and Social Media Companies:

The following text serves as a standard template that can be adapted in the format that works best for each company's policy framework. This policy and a list of endorsing companies and organizations is hosted on [WWF's website](#).

Wildlife and Wildlife Products Prohibited Under Company Policy

This section summarizes the overarching prohibitions of trade in particular species, groups of species, and types of trade as well as the relevant legal frameworks.

- a. The trade in and promotion of **wild live** animals or plants or their products that were **sourced illegally** or are being **traded in contravention** of any **law** is prohibited. This policy does not cover domestic or farm animals such as cats, dogs and chickens.
- b. The trade in and promotion of wildlife and wildlife products from species **protected by international law** listed in Appendix I of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) is prohibited.

Additionally, after consultation with companies and experts, some CITES Appendix II species or groups of species are also prohibited from online trade under company policy: cetaceans, lions, sharks, manta and devil rays. A full list of CITES species can be found [here](#) and a simplified reference guide [here](#).

There are a series of exceptions to this prohibition of commercial trade such as pre-convention (CITES) items, antique items (date and age to qualify varies by country), some captive bred specimens or certified ranchered specimens that must be authenticated by an official permit or other approved document.

- c. The trade in and promotion of wildlife that is **protected by national** law from commercial trade such as the Endangered Species Act in the United States, the Wild Animal Protection Law in China and the Wildlife Trade Regulations of the European Union is prohibited.

Examples of prohibited live wildlife and their products include, but are not limited to:

Bears (e.g. Asiatic Black Bear, Giant Panda, Sloth Bear, Sun Bear)

Products derived from Appendix I-listed bear species are prohibited. Sample products include but are not limited to: bear bile, claws, fur, meat, medicine, skulls, taxidermy specimens and teeth.

Birds (e.g. African Grey Parrot, Falcons, Eagles, Helmeted Hornbill and some other Parrots)

Live birds, specimens and products derived from Appendix-I listed bird species are prohibited. Sample products include but are not limited to: bones, carvings (hornbill casque), eggs, feathers, nests, skulls and taxidermy specimens.

Cetaceans (e.g. Dolphins, Porpoises, Whales)

Products derived from all cetacean parts are prohibited (all cetacean species are listed in CITES). Sample products include but are not limited to: ambergris, bones, meat, oil, scrimshaw/teeth and skulls.

Corals (Elkhorn, Staghorn)

Products derived from Elkhorn or Staghorn coral are prohibited. Sample products include but are not limited to: decorative items, jewelry and sculptures.

Elephants (All)

Products derived from elephant parts are prohibited. Sample products include but are not limited to: **ivory**—raw ivory tusks, figurines (netsuke, okimono), game sets (backgammon, billiard balls, chess, pool cues), jewelry (bangle, necklace, pendant), musical instruments (piano keys, violin bow tips) puzzle ball, puzzle box, sculptures, snuff bottles, walking stick handles; **elephant hair**—jewelry, ornaments; **leather**—belts, briefcases, jewelry, shoes, wallets; **trophies**: head mounts, feet (umbrella stands, ice buckets, etc.) and tails.

Marine Turtles (All)

All marine turtle species are listed in Appendix I and the trade in products derived from their parts is prohibited. Sample products include but are not limited to: eggs, leather products (boots, belts), meat,

oil, sunscreen, shells, shell products (bangles, bracelets, earrings, fans, hair clips, spectacles) and taxidermy specimens.

Otters (e.g. European River Otter, Giant Otter, California Sea Otter)

Live otters, specimens and products derived from Appendix-I listed otter species parts are prohibited. Sample products include but are not limited to: furs, fur trim, pelts, teeth and taxidermy specimens.

Pangolins (All)

All pangolin species are listed in Appendix I and the trade in live animals, specimens and products derived from their parts is prohibited. Sample products include but are not limited to: leather products (belts, boots), meat, medicine, scales, scale carvings, skin and taxidermy specimens.

Primates (e.g. Bonobo, Chimpanzee, Gorilla, Monkeys, Orangutan)

Live primates, specimens and products derived from primate parts are prohibited. Sample products include but are not limited to: bone, furs, hand ashtrays, meat, medicine, skulls and taxidermy specimens.

Reptiles & Amphibians (e.g. Ploughshare Tortoise, Iranian Spotted Newt, Indian Rock Python)

Live specimens and products derived from Appendix-I listed reptile and amphibian species are prohibited. (There are certified leather products from Appendix I crocodylians that are ranched and may be exceptions on a case-by-case basis at the discretion of the online company). Sample products include but are not limited to: belts, boots, bracelets, handbags, leathers, meat, shells, shoes, skulls, taxidermy specimens and teeth.

Rhinoceros (All)

Products derived from rhinoceros parts are prohibited. Sample products include but are not limited to: bags, beads, bracelets, briefcases, libation cups, medicine/remedy, pendants, powder, raw horn or horn pieces, tonics and trophies (head mounts, feet, tails).

Sharks, Sawfishes, Manta & Devil Rays (e.g. Great White Shark, Basking Shark, Whale Shark, Smalltooth Sawfish)

Fins and products derived from shark fins are prohibited. Live specimens, rostra (sawfish bill), parts and products of all sawfish species are prohibited. Manta and devil ray parts and products are

prohibited. Sample products include but are not limited to: fin cartilage, fresh and dried fins, shark fin soup, sawfish rostrum, manta and devil ray gill rakers.



Tibetan Antelope (also known as Chiru and shawls known as Shahtoosh)

Products derived from Tibetan Antelope (Chiru) are prohibited. Sample products include but are not limited to: antlers, cloth, fiber, shahtoosh shawls, taxidermy specimens and wool.



Wild Cats (e.g. Cheetah, Jaguar, Leopard, Lion, Ocelot, Tiger)

Live specimens and products derived from Appendix-I listed wild cats and Appendix-II listed lion are prohibited. Sample products include but are not limited to: bones, claws, fur, meat, medicine, skulls, taxidermy specimens and teeth.

Additional Information

For more information contact your local government department responsible for wildlife trade regulations or law enforcement. Examples include the US Fish and Wildlife Service in the United States, the State Forestry Administration in China and national CITES Management Authorities in most countries. Further information on wildlife conservation and threats to species from illegal trade can be found through these organizations and their websites:

Wildlife Trade Laws

- [Convention on International Trade in Endangered Species of Fauna and Flora \(CITES\)](#)
- [Species+: Quick CITES listing reference website](#)
- [US Endangered Species Act](#)
- [US Lacey Act](#)
- [US Marine Mammal Protection Act](#)
- [US Migratory Bird Treaty Act](#)
- [US Elephant Ivory Regulations](#)
- [EU Wildlife Trade Regulations](#)
- [China Wild Animal Protection Law](#)