

Equipment Safety Pledge

Helping to keep Australians safe
from dodgy communications devices

Copyright notice



<https://creativecommons.org/licenses/by/4.0/>

Except for the Commonwealth Coat of Arms, logos, emblems, images, other third-party material or devices protected by a trademark, this content is made available under the terms of the Creative Commons Attribution 4.0 International (CC BY 4.0) licence.

All other rights are reserved.

We have undertaken reasonable enquiries to identify material owned by third parties and secure permission for its reproduction. Permission may need to be obtained from third parties to re-use their material.

We request attribution as © Commonwealth of Australia (Australian Communications and Media Authority) 2025.

Contents

| | |
|------------------------------|---|
| Overview | 1 |
| Equipment Safety Pledge | 2 |
| Reporting | 3 |
| What to expect from the ACMA | 4 |
| Signatories | 5 |

Overview

As online shopping continues to grow and Australian consumers make more purchases online, we are observing an increase in the amount of non-compliant and illegal communications devices¹ listed for sale via online platforms. These devices include products such as non-compliant two-way radios, non-compliant walkie talkies, non-compliant handsets, radio signal jammers, mobile telephone signal boosters and signal repeaters.

At the same time, we are receiving more complaints about non-compliant and illegal devices purchased and/or advertised on online platforms. These devices may not meet safety standards and may also cause interference to communications, GPS navigation and emergency services, which can put Australians at risk.

In response to these issues, the ACMA has set tackling the online supply of dodgy devices as a compliance priority.² As a part of this work, the ACMA has developed a voluntary product safety pledge in collaboration with platform providers, to prevent the supply of non-compliant and illegal radiocommunications devices through a range of preventative and corrective actions.

The pledge also includes reporting arrangements and commitments from the ACMA to share information and provide guidance and educational resources for signatories use.

This is the second product safety pledge for platform providers in Australia.³ The scope of this pledge is restricted to devices covered by the following legislation:

- *Radiocommunications Act 1992*
- *Telecommunications Act 1997*
- Radiocommunications (Jamming Equipment) Permanent Ban 2023
- Telecommunications (Prohibition of Mobile Phone Boosters) Declaration 2021
- Radiocommunications Equipment (General) Rules 2021

This pledge is voluntary and represents industry best practice. Signatories commit to a range of actions aimed at reducing the prevalence of, and the timely removal of, listings of non-compliant and illegal devices.

The ACMA recognises that platforms vary, so pledge measures should be applied case-by-case, with flexibility and will be updated in consultation with signatories.

While signatories undertake to adopt proactive measures to prevent listings of non-compliant or illegal devices, this pledge does not act as a guarantee that all devices listed on the signatories' platforms will be compliant.

Signatories must still comply with relevant legal obligations under the above legislation (or other relevant laws), and the ACMA will continue to use its regulatory powers to investigate and take enforcement action against sellers for non-compliance.⁴

¹ Communications devices include: radiocommunications devices, radiocommunications transceivers, mobile phone boosters, mobile phone jammers, GPS jammers, WiFi and drone jammers, along with radiocommunications equipment covered by the Radiocommunications (General Equipment) Rules 2021.

² Dodgy devices, which is an ACMA term for non-compliant and illegal communications equipment, can cause harm as they may not meet safety standards and may also cause interference to communications, GPS and emergency services, which can put people in Australia at risk.

³ The first product safety pledge in Australia was developed by the Australian Competition and Consumer Commission (ACCC).

⁴ See the ACMA's Compliance and enforcement policy and its Regulatory guides for more information.

Equipment Safety Pledge

Signatories agree to:



Detect and prevent the sale of non-compliant and illegal communications devices

1. Implement measures aimed at proactively preventing the listing of identified non-compliant and illegal devices.
2. Implement measures aimed at identifying, and taking reasonable action against, sellers who intentionally and repeatedly list non-compliant and illegal devices on the signatory's online platform.
3. Take measures aimed at preventing the relisting of identified non-compliant and illegal devices.
4. Explore the potential use of new technologies and innovation to improve the detection and removal of identified non-compliant and illegal devices.



Cooperate with the ACMA

5. Provide a dedicated contact point⁴ for the ACMA to notify and request takedowns of listings of non-compliant and illegal devices.
6. Remove identified non-compliant or illegal device listings within 2 business days of notification from the ACMA. Inform the ACMA on the action that has been taken and any relevant outcomes.
7. Cooperate with the ACMA in identifying, as far as possible, the supply chain of non-compliant and illegal devices by responding to data requests within 10 business days should relevant information not be publicly available.
8. Acknowledge that the ACMA will conduct searches on their platforms to identify non-compliant and illegal devices.



Raise awareness among sellers about non-compliant and illegal communications devices

9. Implement measures to improve sellers' understanding of Australia's radiocommunications and telecommunications laws.



Empower consumers to report non-compliant and illegal communications devices

10. Provide a clear pathway for consumers to notify the signatory directly of listings of non-compliant and illegal devices.

⁴ A dedicated contact point could include a contact person and dedicated email address or a contact form or reporting portal.

Reporting

Signatories will be asked to report to the ACMA on the actions taken to implement the above voluntary commitments annually covering the period from 1 July to 30 June by 30 September each year. Reports will help the ACMA measure the general impact of the pledge against the key performance indicators (KPIs) below.

The ACMA will develop a process and template for reporting in consultation with the platforms. Reporting may be in addition to information gathering by the ACMA in the context of an investigation.

KPIs

1. Total number of product listings removed based on take down requests from the ACMA provided to the established contact points.
2. Percentage of identified product listings that were removed within 2 business days.
3. Total number of product listings removed or prevented on the basis of information found through proactive monitoring by the signatory on its platform.

Further information about reporting is included in the *Equipment Safety Pledge guide*.

What to expect from the ACMA

The ACMA will provide ongoing support to signatories by:

- Sharing information on trends and search word trends observed to inform platform algorithms.
- Updating guidance material as required.
- Working collaboratively with other regulators and signatories.
- Using communication channels as agreed with each signatory to submit data and listing removal requests.
- Providing a variety of educational resources on the ACMA's website to support consumers and sellers and sharing links to these resources with signatories.

The ACMA will publish the names of signatories, including any agreed branding, on the ACMA's website and will work with signatories on opportunities to publicise the pledge.

Signatories



.....
Name: Pascal Marti, Legal Director

Company: eBay Marketplaces GmbH

Date: December 4, 2025



.....
Name: Mike Liu

Company: Elementary Innovation Pte. Ltd.

Date: Nov 27, 2025



.....
Name: Tommy Logtenberg

Company: Gumtree AU Pty Ltd

Date: 28 November 2025



.....
Name: Leonard Lin

Company: Wonderflow Support Pte Ltd (SHEIN)

Date: 5 December 2025



.....
Name: ARIADAR

Company: RADIO WAREHOUSE PTY LTD

Date: 26/11/2025



.....
Name: Marty Anderson

Company: Icom Australia Pty Ltd

Date: 1 December 2025