



FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON, DC 20554

Office of Commissioner  
Geoffrey Starks

March 8, 2024

Xu Yantian  
President and Chief Executive Officer  
Shein  
250 Massachusetts Ave, NW Suite 660  
Washington, DC 20001

Dear Mr. Yantian:

On February 29, 2024, Consumer Reports and the Washington Post published articles describing the availability of insecure connected video doorbells on Shein.com, including models that lack a visible Federal Communications Commission (FCC) ID.<sup>1</sup> The FCC has recognized that IoT devices can enhance consumer safety, convenience, comfort, and efficiency.<sup>2</sup> Connected doorbells in particular can help consumers secure their home, screen visitors, answer their front door remotely, and track package deliveries. Unfortunately, without adequate cybersecurity, these same devices also provide bad actors with an entry point into our networks, daily routines, and even our homes.<sup>3</sup> As a case in point, the Consumer Reports and Washington Post articles report that with alarming ease, unauthorized persons—be they an amateur hacker, sophisticated cybercriminal, or an abusive partner—can commandeer video doorbells sold on Shein to control the camera and access camera footage without permission due to the failure of these devices to take even basic security precautions.

According to the reporting, thousands of these video doorbells are sold each month on Shein and other online marketplaces.<sup>4</sup> Equally concerning, the article describes how a number of these devices, sold by the Chinese manufacturer the Eken Group under brand names Eken, Tuck, Fishbot, Rakeblue, Andoe, Gemee, and Luckwolf, remain for sale on your platform as of the date of publication.

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<sup>1</sup> Stacey Higginbotham, Daniel Wroclawski, *These Video Doorbells Have Terrible Security. Amazon Sells Them Anyway*, Consumer Reports (Feb. 29, 2024), <https://www.consumerreports.org/home-garden/home-security-cameras/video-doorbells-sold-by-major-retailers-have-security-flaws-a2579288796/>; Tatum Hunter, *These camera doorbells from Amazon, Walmart aren't safe*, The Washington Post (Feb. 29, 2024), <https://www.washingtonpost.com/technology/2024/02/29/doorbell-cameras-aiwit-privacy-amazon-walmart-temu/>.

<sup>2</sup> See *Cybersecurity Labeling for Internet of Things*, PS Docket No. 23-239, Notice of Proposed Rulemaking, ¶ 1 (rel. Aug. 10, 2023), <https://docs.fcc.gov/public/attachments/FCC-23-65A1.pdf>.

<sup>3</sup> *Id.* ¶ 3.

<sup>4</sup> See Higginbotham & Wroclawski, *supra* note 1.

Though not mentioned in the article, wireless devices that lack or do not conform with an FCC equipment authorization pose a separate threat to the security of our networks by potentially causing harmful interference into nearby wireless operations.<sup>5</sup> To mitigate these risks, Section 302(b) of the Communications Act provides that “[n]o person shall manufacture, import, sell, offer for sale, or ship devices or home electronic equipment and systems, or use devices, which fail to comply with regulations promulgated pursuant to this section.”<sup>6</sup> In turn, Section 2.803(b)(1) of the Commission’s rules provides that no person may market a radio frequency device that is subject to certification unless the device has been authorized and is properly identified and labeled in accordance with our regulations.<sup>7</sup> The equipment authorization process is also instrumental to preventing the entry of devices determined to pose an unacceptable risk to the national security of the United States or the security and safety of United States persons into the communications supply chain.<sup>8</sup>

Earlier this year, President Biden announced a new cybersecurity labeling program to help consumers identify the cybersecurity level of protection of IoT devices. With the Commission poised to vote on establishing the Biden Administration’s Cyber Trust Mark program next week, this is an especially important time to learn more about the processes Shein employs to ensure the products it offers for sale comply with all applicable FCC regulations. To that end, please respond to the following questions by **Friday, March 22, 2024**.

1. Please describe in detail the steps that Shein takes to ensure that the products it sells or makes available for sale on Shein.com comply with the FCC’s equipment authorization rules, including identification and labeling requirements.
2. Does Shein allow suppliers and marketplace sellers to pay for sponsored listings on Shein.com?
  - a. If so, does Shein vet the products sold under sponsored listings? If so, please describe any verifications that relate to FCC equipment authorization or requirements.
  - b. Does Shein ever terminate sponsored listings in response to concerns about products marketed using a sponsored listing? If so, what concerns have prompted termination and what is the process for a consumer to request termination?
  - c. Have any video doorbells sold under the brand names Eken, Tuck, Fishbot, Rakeblue, Andoe, Gemee, or Luckwolf appeared on Shein under a sponsored listing? If so, how much revenue did Shein receive in exchange for the sponsorship?

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<sup>5</sup> See, e.g., Enforcement Advisory No. 2012-07, TDWR and U-NII Devices, <https://docs.fcc.gov/public/attachments/DA-12-459A1.pdf>; Enforcement Advisory No. 2016-05, WARNING: FCC Authorized Equipment Must be Used in Compliance with All Laws and Rules, <https://docs.fcc.gov/public/attachments/DA-16-588A1.pdf>.

<sup>6</sup> 47 U.S.C. § 302(b).

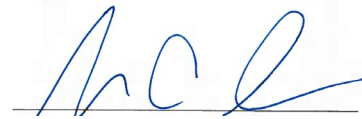
<sup>7</sup> 47 C.F.R. § 2.803(b).

<sup>8</sup> Prohibition on Authorization of “Covered” Equipment, Federal Communications Commission, <https://www.fcc.gov/laboratory-division/equipment-authorization-approval-guide/equipment-authorization-system>.

3. Shein provides sellers on Shein.com with fulfillment, warehousing, shipping, distribution, and payment services.
  - a. Does Shein vet the products sold by merchants to whom it provides these services? If so, please describe any verifications that relate to FCC equipment authorization requirements.
  - b. Does Shein ever terminate the provision of these services in response to concerns about products sold using these services? If so, what concerns have prompted termination and what is the process for a consumer to request termination?
  - c. Has Shein provided these services to merchants who at the time Shein provided such services listed video doorbells under the brand names Eken, Tuck, Fishbot, Rakeblue, Andoe, Gemee, or Luckwolf on Shein.com?
4. Please describe how Shein plans to incorporate the Cyber Trust Mark, once it is active, into its marketplace to help consumers identify IoT devices that meet the Mark's level of security. If Shein does not currently have plans to incorporate the Cyber Trust Mark, please describe why.

Please send your responses via email to [Geoffrey.Starks@fcc.gov](mailto:Geoffrey.Starks@fcc.gov).

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Starks', is written over a horizontal line.

Geoffrey Starks