checkstep

How do you protect your marketplace, 24/7?

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Made with GAMMA

The Hidden Epidemic of Marketplace Scams in Europe

€100M+ in consumer losses annually

Widespread exploitation of unmoderated marketplaces

- Facebook Marketplace: 34% of sampled listings were fraudulent
- Car scams on social platforms: Losses averaging nearly £1,000 per victim
- Seller scams increasing: Fake bank confirmations and spoofed IDs

Content Moderation- the complexities

Manual Review Overload

Compliance teams manually check thousands of listings, messages, and new profiles daily. Reputation and consumer safety at risk.

GenAI Makes it Worse

A toy might breach safety rules in Germany, fail chemical guidelines in France, and have inadequate labelling for Italy.

Complex Regulations

A toy might breach safety rules in Germany, fail chemical guidelines in France, and have inadequate labelling for Italy. Millions in fines.

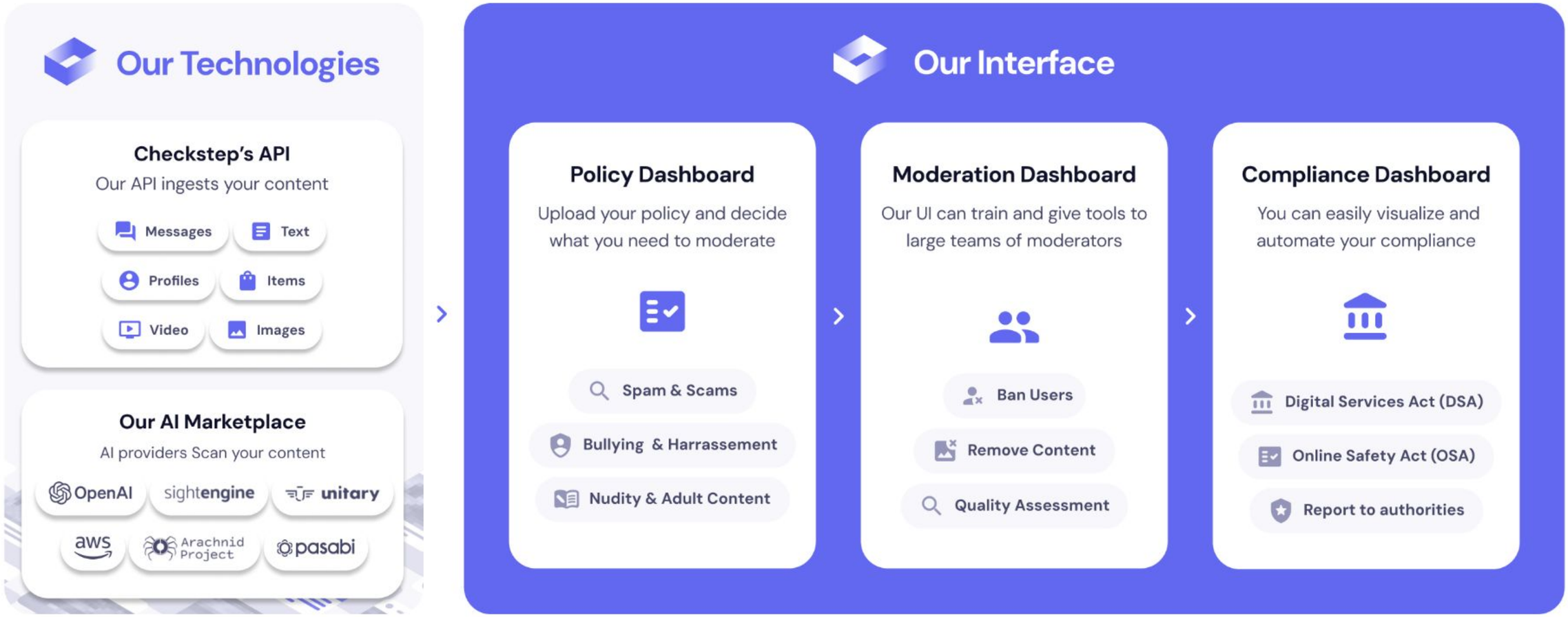
The Compliance Maze

Market	Safety certificate / testing	Restricted chemicals	Age-grading & small parts	Connected-toy privacy / security	Chil ad
United Kingdom	Toys (Safety) Regulations 2011 – flag listing with no UKCA/CE mark image or missing EN 71 certificate number. GOV.UK	UK REACH / EN 71-3 – flag PVC toy if no lead/phthalate-free statement.	EN 71-1 – flag listings that show detachable ≤31 mm parts but claim "suitable under 3 yrs".	UK GDPR & Children's Code – flag smart toy that lacks a child-friendly privacy notice or says it shares data for ads.	CAP Cod using "nag pester-po
United States	ASTM F963-23 & CPSIA §106 – flag if listing lacks CPSC tracking label or 3-part conformity certificate. ASTM International | ASTM	CPSIA §108 / 16 CFR 1307– flag "soft vinyl" toys with no phthalate-free note. U.S. Consumer Product Safety Commission	16 CFR 1501 – flag photo that shows <31 mm pieces while listing says "ages 0 +".	COPPA – flag connected toy page missing parental-consent flow or privacy-policy link.	FTC Act § ad copy li buy now v <13.
Germany	SpielzeugV / EU 2009/48 – flag CE mark absent or test report not German. Internal Market and SMEs	REACH Annex XVII– flag PVC toys without "phthalate-free" claim.	EN 71-1 magnets & small parts – flag magnets shown yet "0-3 yrs" labelled.	GDPR + BSI IoT Label – flag smart toy page lacking security-update info.	UWG §5a or quizzes prompt ch
France	Code de la Consommation Art. L523-1 – flag if Declaration-of-Conformity not uploaded in FR.	REACH + Arrêté cadmium – flag painted toys with no heavy-metal data.	Magnet flux decree – flag listings of magnetic toys missing ≤0.5 mT spec.	GDPR + CNIL guidelines– flag doll with mic but no DPIA summary.	ARPP En using imp tout de su
Australia	Consumer Product Safety Standard (Toys) 2020 – flag if AS/NZS 8124 cert absent.	ACCC Button-Battery Standard – flag toys with batteries visible in photos but no compliance note.	Toys ≤36 months Std – flag small balls shown without correct age warning.	Privacy Act 1988 Kids Code (draft) – flag smart plushies missing opt-in consent banner.	AANA Code for Marketing to Children – flag "collect all now!" copy.	Mandatory '0-3 yrs' symbol ≥5 mm – flag thumbnails too small.	Product Safety Australia recall list – auto-flag matches; suspend seller.	unlicensed Marvel figures; require proof of brand rights.	"was-now" savings where "was" price used < reasonable period.	Product Stewardship Act – flag "recyclable plastic" claims without ARL label.
Canada	CCPSA Toy Regs SOR/2011-17 – flag listing lacking bilingual test cert.	Phthalates Regs SOR/2016-188 – flag PVC toys with no chemical disclosure.	Toy Regs small-parts gauge – flag items with small parts marked "safe for babies".	PIPEDA / future CPPA – flag connected toy missing explicit parent consent message.	CAP Code + Québec ad ban– flag ads to under-13 in French markets.	Bilingual warning labels – flag "WARNING" only in English.	Health Canada recall feed – auto-flag matching SKUs.	Copyright Act notice-and-notice– flag anime figures that rights-holder flagged.	Competition Act price accuracy – flag misleading savings claims.	Plastics EPR (Ontario) – flag "recyclable" with no producer responsibility number.
India	BIS IS 9873-2019 – flag listing without BIS licence number.	Lead Paint Rules 2021 – flag coloured toys lacking lead statement.	IS 9873 small-parts spec – flag toys with small parts but "3 yrs +" claim.	DPDP Act 2023 – flag smart toy with no age-gate or guardian consent.	ASCI Children's Ad Code – flag listings making unrealistic "increase IQ" claims.	Legal Metrology Rules – flag package images missing MRP & importer address.	BIS recall notice – auto-flag if toy model in BIS defective list.	Copyright Act & DPIIT raids – flag Hot Wheels clones or unbranded Lego bricks.	GST price display – flag HS-code mismatch or advertised GST-exclusive price.	E-waste & Plastic Waste Rules – flag electric ride-on labeled "eco" with no EPR number.
Japan	ST-Mark / CPSA – flag no ST-Mark or foreign cert only.	Food Sanitation Act – flag mouth-contact toys without migration test mention.	ST-2016 small-parts – flag gacha capsules labelled for <3 yrs.	APPI – flag robot pet storing images with no JP privacy link.	Premiums & Representations Act – flag gacha "guaranteed win" claims.	Household Goods Labelling Act – flag warnings not in kana for ≤3 yrs toys.	NITE recall list – auto-flag matched JAN codes.	Trademark Act – flag counterfeit anime figurines; match Customs watch-list.	Specified Commercial Transactions Act – flag missing tax-inclusive price.	Recycling of Small Appliances Act – flag lithium battery toys w/o disposal note.
Brazil	INMETRO Ordinance 302/2021 – flag listing w/o INMETRO seal photo.	ANVISA heavy-metal rules – flag painted toys no test data.	ABNT small-parts spec – flag magnets or small parts w/ "+6 m" claim.	LGPD – flag connected toy privacy policy not in Portuguese.	CONAR Code Criança – flag copy urging "peça já para seus pais!".	Portuguese labelling & CNPJ – flag importer info missing.	SNVS recall system – auto-flag listed toys.	IP Law 9279 – flag knock-off mini-figures; seller must prove rights.	Consumer Protection Code pricing – flag unrealistic "60% off" anchor.	National Solid-Waste Policy – flag "green toy" claims lacking reverse-log proof.
China	CCC + GB 6675 – flag no CCC mark in images or no GB test report.	GB 6675.4 – flag soft plastic toys with no phthalate statement.	GB 6675.2 small parts – flag sharp-point toys marketed to toddlers.	PIPL 2021– flag smart doll listing lacking on-shore data storage note.	Advertising Law 2015 – flag "best toy ever" superlatives aimed at children.	GB 5296.5 labelling – flag warnings not in simplified Chinese.	SAMR recall rules 2024 – auto-flag recalled model IDs.	Trademark Law + Customs IP– flag "LOgo bricks" infringing brand.	Price Law – flag false discounts or missing VAT-inclusive price.	Circular 97 plastics pilot– flag "fully degradable" claim without GB test reference.

	Child-directed advertising	Mandatory labels & warnings	Recalls / incident feeds
United Kingdom	CAP Code §5 – flag copy using "nag mum" or similar pester-power wording.	Toys Reg. Sch. 2 – flag images without age-warning icon or UK importer address.	GPSR 2005 / Safety Gate mirror – auto-flag SKU matching OPSS recall list.
United States	FTC Act §5 & CARU – flag ad copy like "Only kids who buy now win!" pitched at <13.	FHSA label + ASTM projectile note – flag missing CHOKING WARNING or projectile-energy data.	CPSIA §15(b)– delist products matching CPSC recall feed immediately.
Germany	UWG §5a – flag ad games or quizzes that directly prompt child purchase.	German-language labelling duty – flag warnings not in German or too small (<1.2 mm x-height).	RAPEX/Safety Gate – cross-match EANs; flag if on current alert list. European Commission

Centralize your Moderation Operations

Policy, Detection, Moderation, Compliance and Analytics in one place



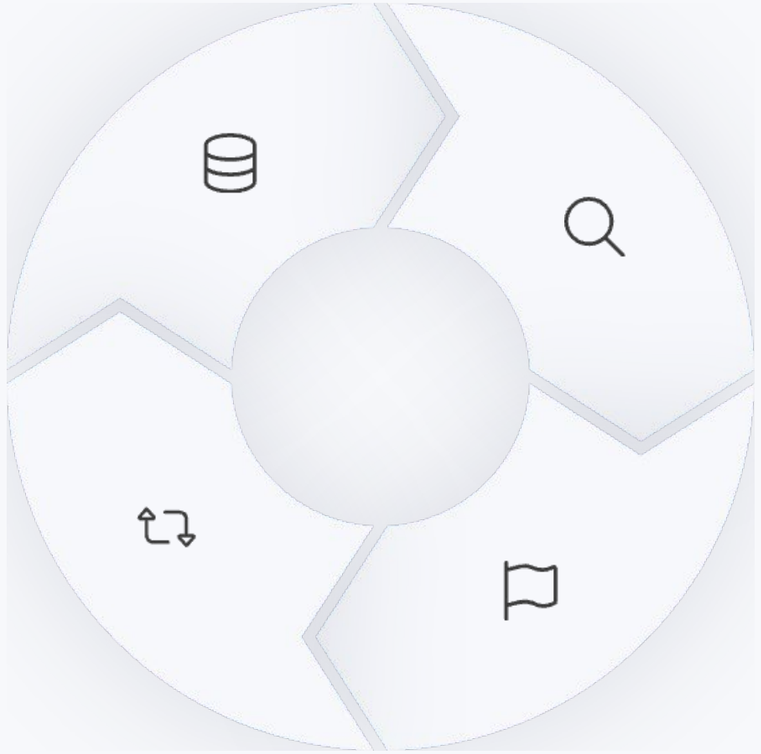
Checkstep – how it works

Regulatory Integration

Comprehensive database of country-specific regulations.

Flexible Updates

On-the-fly policy changes and instant AI recalibration.



AI Analysis

Instant scanning of products against relevant rules.

Precise Flagging

Clear identification of breaches with specific reasons per country.

[Policy Dashboard Video]

Detection

Easily detect bad actors.

Bad Actor repository

Detect bad actors using playbooks at scale.

Network & scoring

Identify fraud rings & investigate with our graph.

Moderation

Moderate content in a few seconds.

Workflows

Easily block, report, suspend or remove content or users.

Moderator wellness

Gray, blur or accelerate harmful content.

Analysis

Make better informed decisions.

Moderator training

A quality score to easily evaluate training needs.

Analytics & insights

Get insights into trends for violations flagging & more.

Compliance

Manage and enforce efficiently policies.

Policy management

Manage policies, define violation thresholds.

Compliance hub

Ensure your compliance with global regulations.

The Turkish Metal Detector Ban

Sudden Regulatory Change

Following an earthquake, Turkey banned online metal detector sales to protect archaeological sites.

Rapid AI Adaptation

Within hours, Checkstep's AI updated to flag all metal detector listings for Turkish consumers.

Clear Communication

Sellers received specific removal reasons, enabling quick compliance and protecting the platform.

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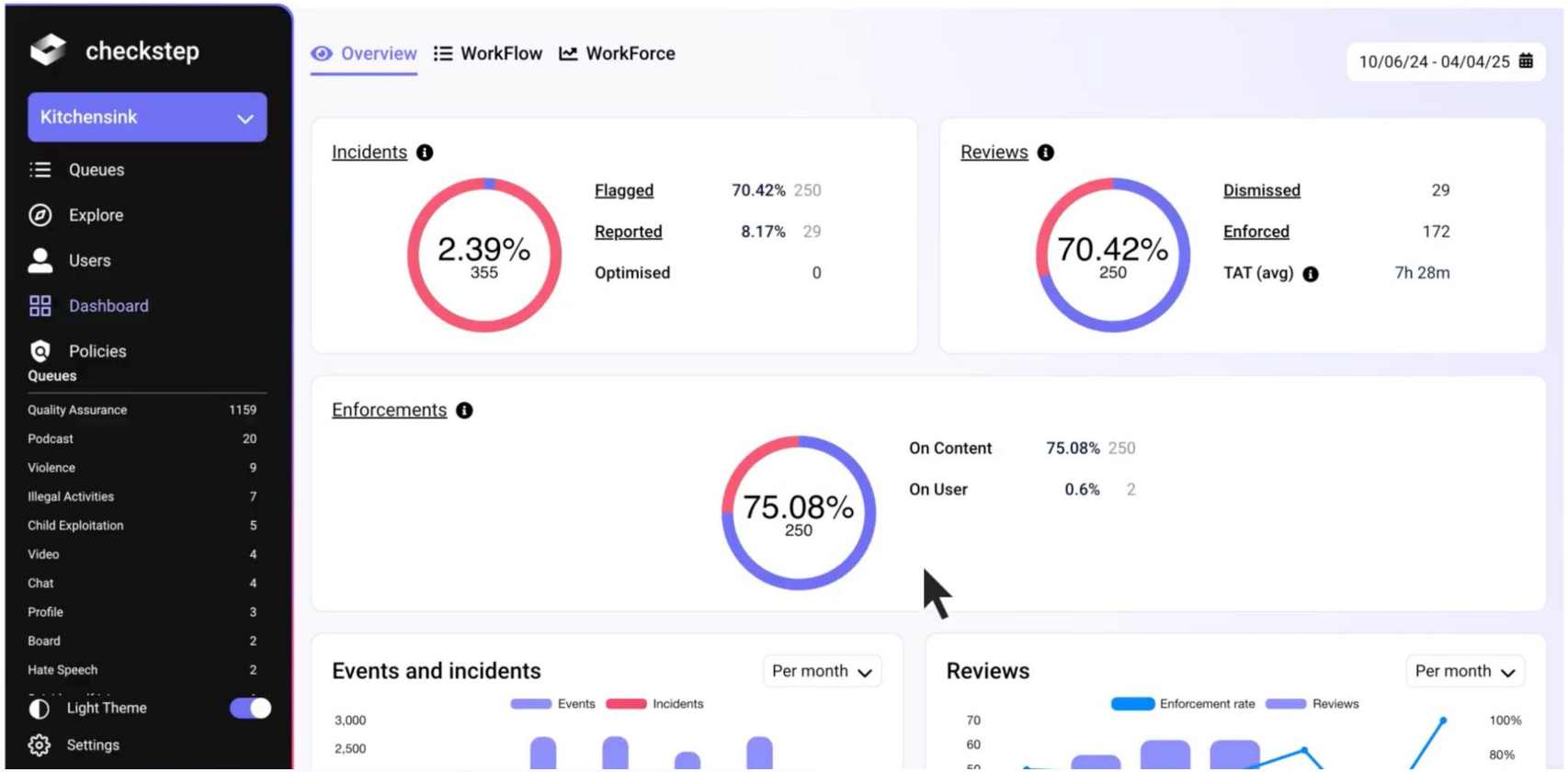
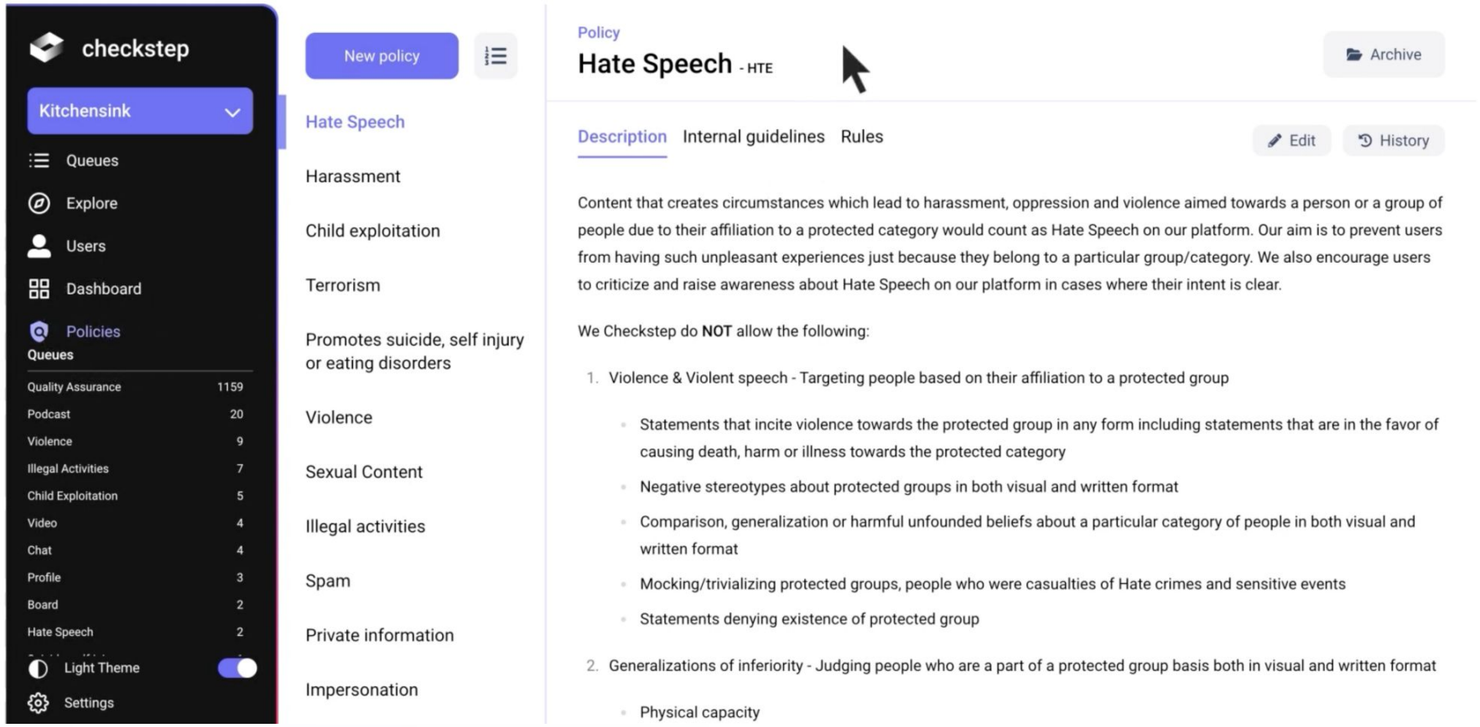
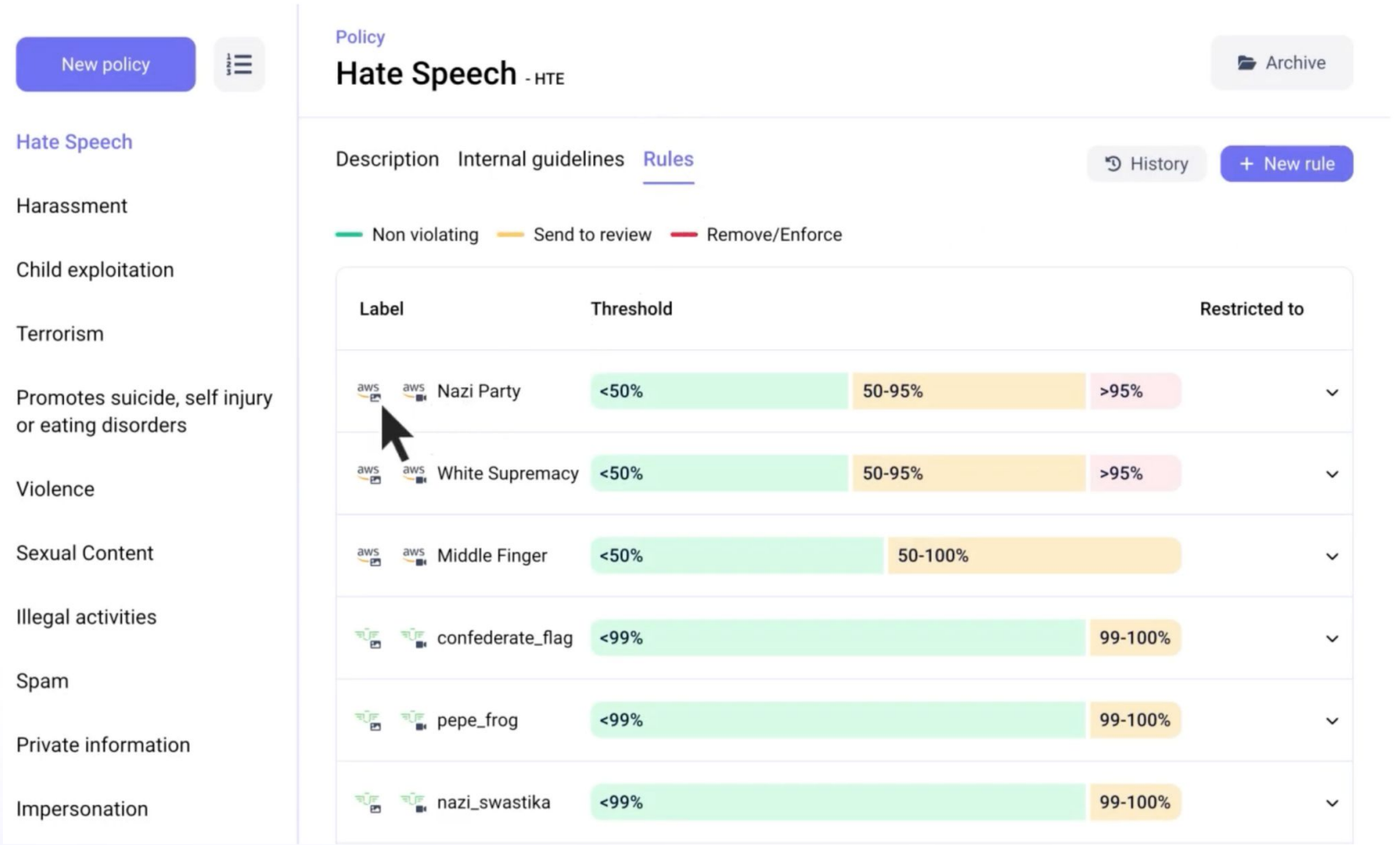
Reporting Dashboard



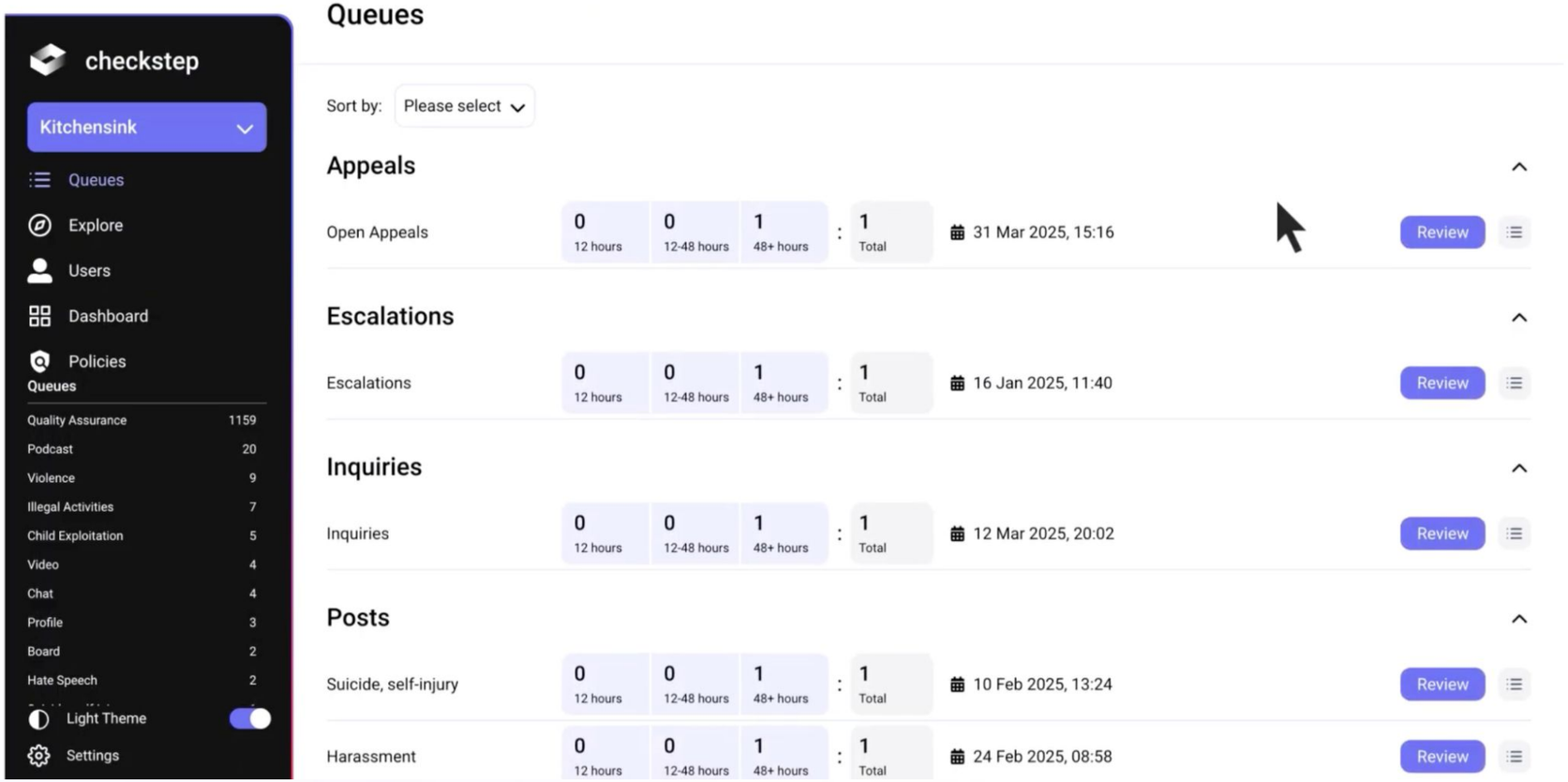
Policy Dashboard



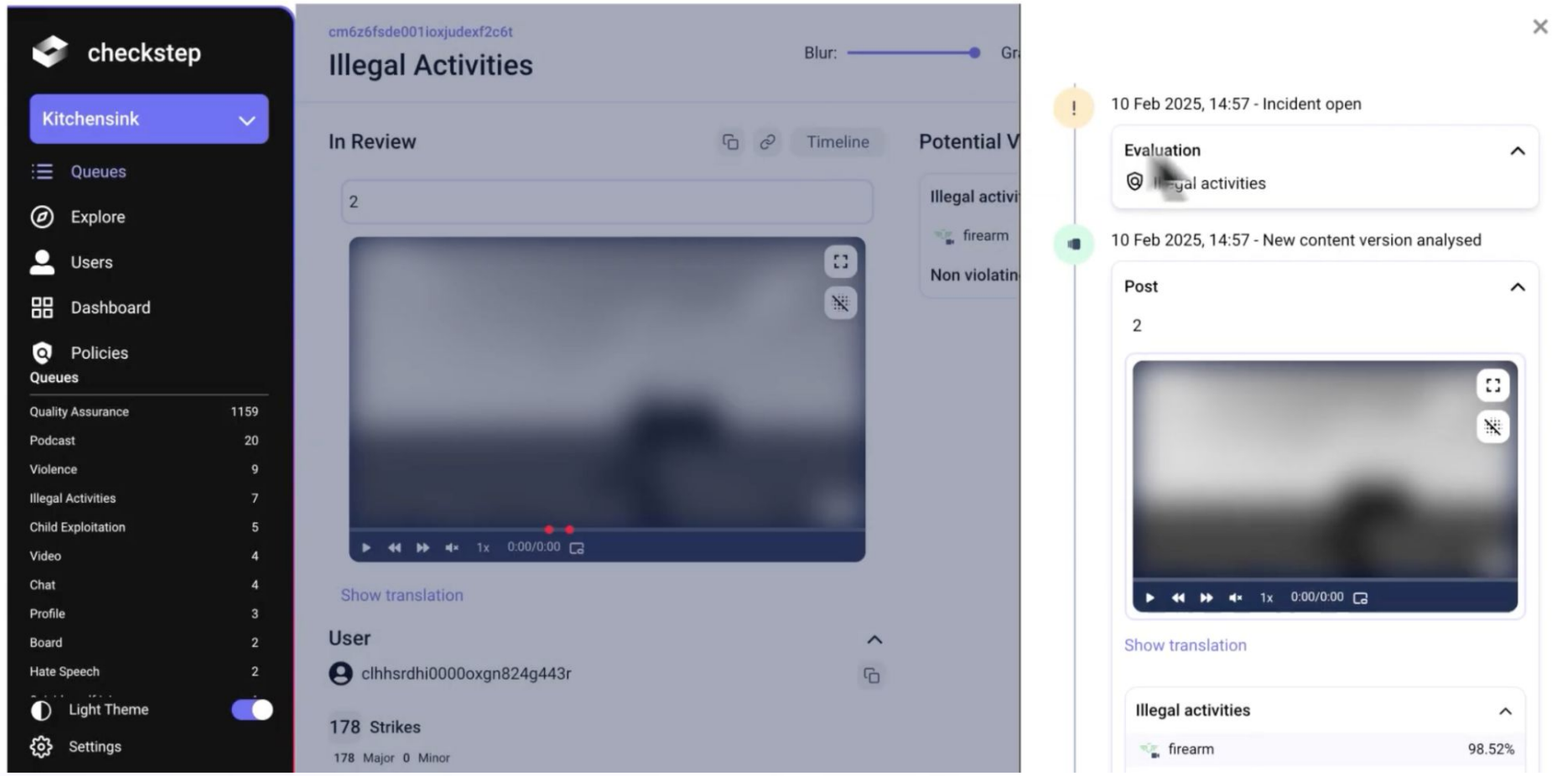
Policy Violation Confidence Levels



Moderation Dashboard



Content Timeline



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Moderation Dashboard

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Compliance Dashboard

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Reporting Dashboard

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Reporting Dashboard

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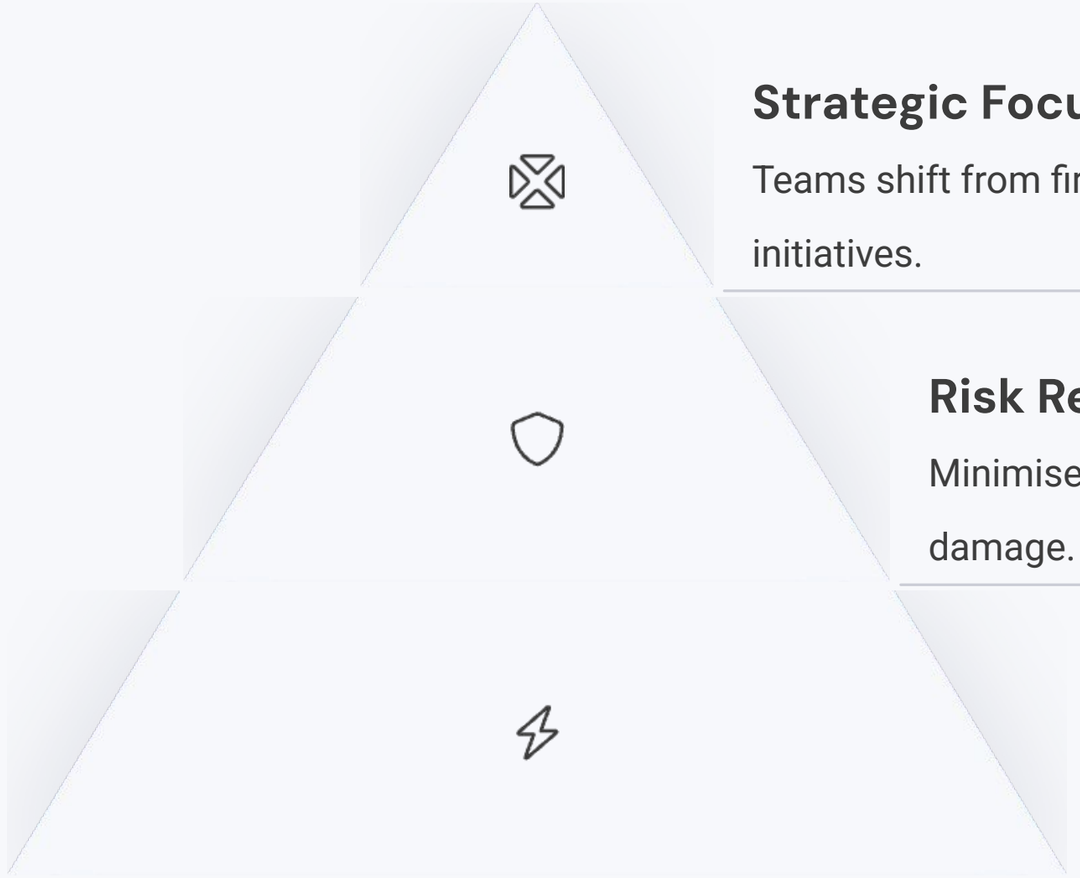
Automation using AI



Strategic Focus

Teams shift from firefighting to strategic initiatives.

Risk Reduction

Minimised chances of fines and reputational damage.

Real-time Processing

Thousands of products checked instantly against complex regulations.

AI fundamentally changes what's possible in compliance. Accuracy becomes consistent and immediate, eliminating error-prone manual processes.

Content Moderation – the current approach

Reference Multiple Sources

Teams manually check PDFs, country-specific documents, and legal emails for each product.

Individual Verification

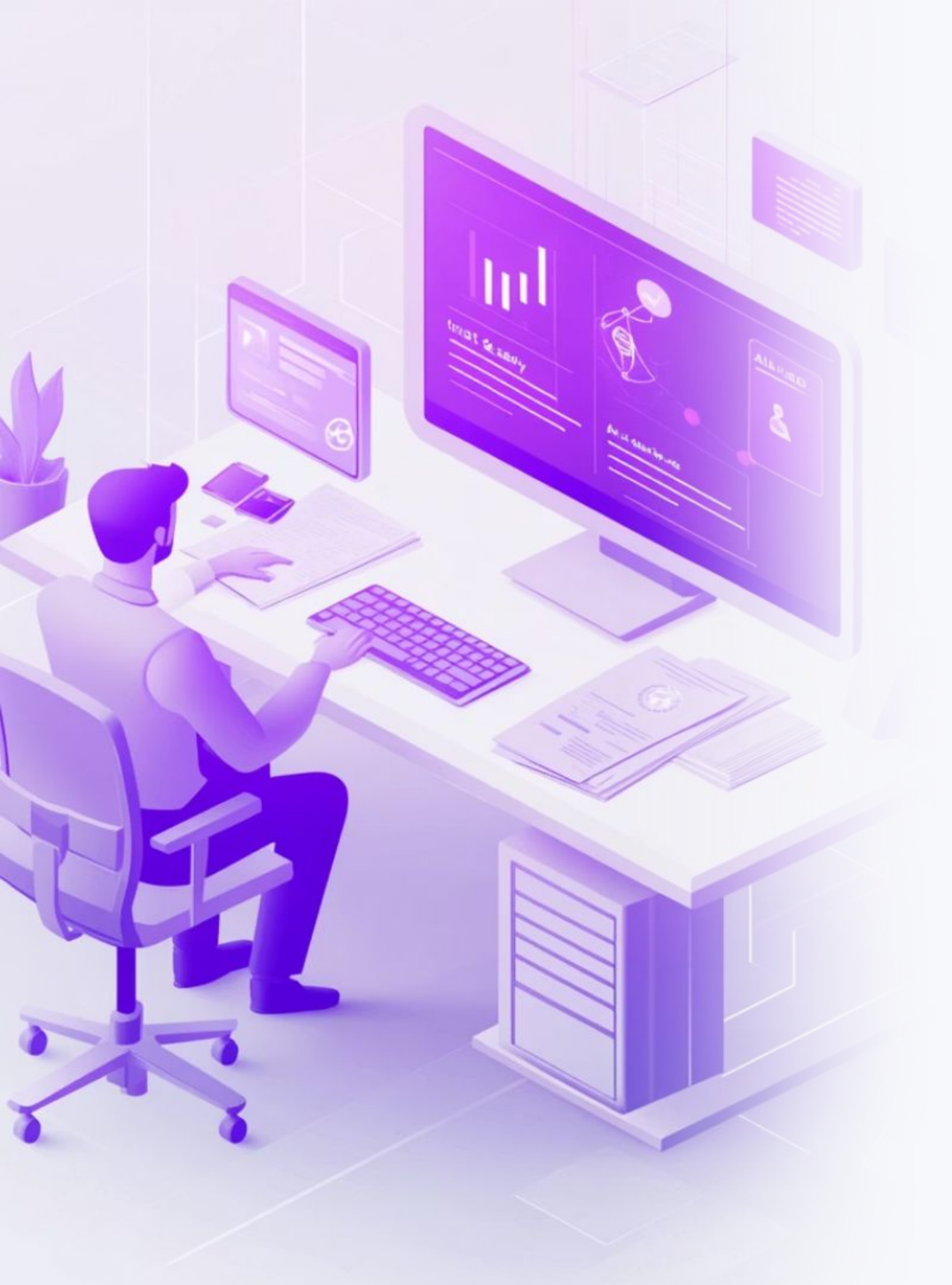
Staff spend hours checking age guidelines, chemical safety rules, and labelling requirements.

Error-Prone Process

Manual reviews are repetitive and rushed. Mistakes slip through, risking fines and harm.

Time-Intensive

Teams bounce between screens and outdated documents, wasting valuable resources.



Checkstep's Approach

Build In-house

Significant investment, years of development, continuous maintenance.

Generic Solutions

Competitors lack flexibility, speed, and regulatory specificity.

Checkstep

Specialized, adaptable AI with rapid deployment and immediate ROI.

Our technology analyzes hundreds of products against multiple regulatory frameworks.

Compliance Transformed

Reduce Operational Costs

Cut manual review time by up to 90%. Free your team from repetitive tasks.

Minimise Regulatory Risk

Consistent, accurate compliance checks across all products and markets.

Scale With Confidence

Handle increasing product volumes and regulatory complexity with ease.

Checkstep delivers an AI solution that's both specialized and highly adaptable.

Generative AI means more Content created

User-Generated Content and Generative AI are fueling the new digital economy by making existing markets bigger and opening new opportunities

1 billion number of user contributions per day on TripAdvisor

USD 4.8 trillion global User Generated Content platform market size in 2022, CAGR + 26.24%

100 million unique content creators active globally across major platforms

1 billion messages written in dating apps per month globally

This has become so critical that it is being regulated globally.

Over the past decade, governments worldwide have been increasingly introducing legislation on T&S issues. As platforms increase their global scope, companies will need to equip their T&S workflows with the appropriate localization. A T&S program that proactively detects and remedies issues is less likely to face regulatory and legal investigations, fines, and potential suspensions.

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Digital Services Act (DSA)

Enforced on 17 Feb 2024

More important than GDPR* in the EU
Makes content Moderation mandatory

25

Online Safety Act

Enforced 2025

2025 UK regulation stricter set of rules than the DSA

* GDPR fines for privacy breach were to $4.5b in 2023 and continue to increase, but privacy laws are hard to enforce as consent is not visible. For moderation laws, one can check compliance just by using the service and checking how breaches are enforced. Fines will be 6% (in the EU) to 10% (in the UK) of the global revenue, larger that GDPR (5%).

Reduce costs

Using AI to partly or fully moderate content helps reduce active handle time on average by 90% (Duco).

Improving operational efficiency reduces human moderation cost and **increase user engagement & growth**.

Improve productivity

Clients of T&S SaaS experience on average a **38% improvement in operational efficiency** (Duco).

Giving the right tools to moderators such as queue prioritization or workflows increases productivity.

Ensure compliance

Regulations like the DSA require more user transparency & protection.

This calls for new tools and streamlined operations to manage **age verification & transparency reporting**.

Face threats, reduce risks

New threats are emerging and evolving constantly: counterfeit, spam, scams etc.

Using advanced technology like LLMs helps increase threats' detection, moderation and **decrease platform's risks.**

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