

DoneDeal response regarding Scheme on sale of Tickets - Ref ETE-i-028

To Whom it may concern,

This mail is in response to your letter dated 12th November, Ref ETE-i-028 for the Scheme on sale of Tickets, to Mark Warburton our former CEO, who left the DoneDeal several years ago.

My name is Rob Hume and I am the General Manager for DoneDeal.ie and can serve as your point of contact going forward.

The request for feedback has provided us very little opportunity to review and seek legal advice regarding the proposed legislation change on the Scheme on sale of tickets.

Upon preliminary review this appears to be particularly onerous on online marketplaces such as DoneDeal where over a million unique advertisements can be placed by our users every year.

DoneDeal is an Irish SME with limited resources. We operate a notice and takedown policy whereby ads that are reported that are in breach of our own site's terms and conditions or more importantly in breach of the law will be taken down at the earliest available opportunity.

At DoneDeal we do not have the capability to create an automated system to review all of our 1m+ advertisements to assess whether the items are tickets and whether they are above their initial sale price. Given this fact we would propose to continue to operate our notice and takedown policy.

Secondly our fear is that this legislation may make the legitimate online advertising of tickets prohibitively costly to administer for sites like DoneDeal. If administration becomes too costly we would have to seek measures to stop the advertising of tickets altogether with the result that all ticket resale will move offline where there are no checks or balances regarding tickets being sold above their initial value.

As I mentioned, given our limited resourcing we have had little time to research the legislation further and would appreciate it if we could seek an extension to reply on this legislation.

We would also welcome the opportunity to contribute further to the conversation on a web call if the opportunity arises.

Kind regards

Rob Hume



Rob Hume

General Manager - DoneDeal & Adverts.ie

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