



## **Ofcom call for evidence Categorisation: research and advice**

### **Introduction: Evri**

Evri (Hermes Parcelnet Ltd) is a UK based parcel company sending over 700 million parcels a year in the UK and internationally. We operate a service called Evri video which may be captured by the Online Safety Bill.

### **Evri video:**

- We offer a service called Evri video to consumers and retailers in the UK. For consumers this allows the sender of a parcel to record a short 30 second video message for the recipient which the recipient can only access by scanning a code on the parcel label via the Evri app on their mobile phone. They must validate their mobile phone number to access the video. The recipient must have the Eri app to access the video.
- A consumer sending a parcel to a friend or family member might record a free video message wishing the recipient a happy birthday or similar greeting.
- They can do this when they purchase the Evri delivery service on our app. They need to register and have an Evri account to send a video message.
- This means we know who has sent the parcel as we have their name, address (in case the parcel needs to be returned), email address and payment information.
- A retailer might send a video alongside an item to explain how a product works, demonstrate it in use or to promote special offers to the consumer recipient. Videos sent from retailers are accessed in the same way via our app but also on the web site and these videos are checked in advance by Evri.
- The Evri video service is free to consumers and can be included in overall delivery coats for retailers/businesses.
- We have no reason to believe that any consumers have sent inappropriate, offensive or harmful content when sending a video.
- The videos have full traceability as we know the details of the sender and the recipient. This removes the possibility that sender could send harmful content in the same way that someone could online if they were hiding behind a fake username of profile which hid their identity.
- A video can only be sent with a parcel, there is no function for a consumer of retailer to send a video to a consumer without a parcel.

### **Response to call for evidence questions:**

- We have confined our responses to those questions which might relate to our service and where we have experience to share.



- We have not answered the questions related to search terms as Evri does not operate a search engine nor does our website or app contain content which could be considered illegal or harmful to children.

**Question 1: How do you measure the number of users on your service?**

- Who counts as a user for those purposes? For example, are users defined as individuals who visit the service, individuals who interact with the service, individuals who have an account with the service, or individuals who request the service to host information. If you measure users on your service in more than one way, please include all relevant approaches.
- With what frequency do you measure the number of users on your service? For example, monthly.
- Do you de-duplicate the number of users in your measurements? If so, how?
- Do you measure different geographic units in relation to numbers of users? For example, country, region, market, global, city.
- Do you break down the number of users on your service by their age? For example, child users.

**Response:**

- A user would be both someone who sends the video and someone who views the video. We can separate out both these categories so we know viewers Vs senders.
- We get weekly reports of how many times videos have been viewed and can also view this data daily.
- We do not de-duplicate the number of users in our measurement. We know how many users view a video from a retailer and measure this, but we do not know how many times a video sent by a consumer has been viewed.
- We do not record user by geographic location. The videos can only be sent with domestic parcels within the UK. We do know the address of senders and recipients.
- We do not know the age of users. We think it is unlikely that we have many senders/recipients who are children.

**Question 3: Do you measure different segments of users on your service?**

- Do you segment user measurement by different parts of your service? For example, by website vs app, by product, business unit.
- Do you segment user measurement into different types of users? For example: creators, accounts holders, active users.
- How much flexibility does your user measurement system have to define new or custom segments?

**Response:**

- No. Consumers can send a video via the Evri app. Retailers send Evri their video for us to check and upload.
- We could segment users by sender and recipient.
- Any additional measurement system would need to be built.



**Question 4: Do you publish any information about the number of users on your service?**

**Response:**

No. This is commercially confidential information.

**Question 5: Do you contribute any user number data to external sources/databases, or help industry measurements systems by tagging or sharing user measurement data? If not, what prevents you from doing so?**

**Response:**

No. As set out in response to Q4, this is commercially confidential information.