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Online Sales of Unapproved Consumer Electrical Products in Canada

January 2026

Executive Summary

In 2025, Canadian Standards Association (CSA Group), Standards Council of Canada (SCC), and the Canadian Advisory Council on Electrical Safety (CACES) collaborated on a National Workshop Agreement (NWA) to host a series of workshops to address the online sale of unapproved consumer electrical products. The objective was to gather interested parties to gain consensus on the most effective ways to address this growing issue. This report summarizes what we heard.

Key Takeaways:

- Electrical products sold in Canada must meet national safety standards and display a certification mark on the product itself under the provincial and territorial electrical safety legislation[1]. While this mostly works for physical stores, the rise of e-commerce may create a gap: many online platforms do not display certification markings, leaving consumers at risk of buying non-compliant or unsafe products.

- Preventing the sale of unapproved electrical products is not the responsibility of any one entity, but rather the result of all the key components of the electrical safety system working together.

- Educating consumers is crucial to help prevent the online sale of unapproved electrical products, as informed buyers can play a key role in identifying non-compliant products.

- Online marketplaces are expected to provide verifiable proof of certification on applicable online listings, such as an image of the certification mark or a link to the certification body's listing.

- Online marketplaces are encouraged to sign onto the Health Canada Canadian product safety pledge for consumer products and cosmetics.

- Creating a unified Canada-wide approach (through a Memorandum of Understanding) for consumer electrical product safety, by clearly stating in one document all existing provincial, territorial, and federal regulatory requirements. This document, endorsed by all electrical safety authorities and regulators, would provide details of the safety requirements for all consumer electrical products sold in Canada. This is expected to significantly improve clarity about the requirements for all retailers, importers, and online marketplaces.

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1   CSA S22.1:24, Canadian Electrical Code, Part I, Rule 2-024

In 2018, the Canadian Advisory Council on Electrical Safety (CACES) established a task force to examine the scope and impact of unapproved or counterfeit consumer electrical products sold through online platforms (e-commerce).

Introduction and Background

Canadian electrical regulators have identified that the online sales of unapproved consumer electrical products are of a serious concern, and with the growing number of online marketplaces globally there is likely a higher volume of unapproved, or non-compliant, consumer electrical products available for purchase to Canadian consumers.

In 2018, the Canadian Advisory Council on Electrical Safety (CACES) established a task force to examine the scope and impact of unapproved or counterfeit consumer electrical products sold through online platforms (e-commerce). The mandate focused on identifying regulatory gaps, assessing risks, and exploring potential interventions.

The task force conducted the following key activities:

- A comparative scan of domestic and international jurisdictions to assess regulatory frameworks, as well as a scan of international organization activities.
- A review of e-commerce data published by Statistics Canada.
- An evaluation of best practices for public education and awareness initiatives.
- A risk assessment and quantification of unapproved consumer electrical products available in Canada.

The task force identified several critical challenges:

- **Data Gaps:** There is a lack of consistent data collection on the online sale of unapproved consumer electrical products. Estimating the scale and impact without reliable data or substantial resource investment remains difficult.

- **Compliance Uncertainty:** There is a noticeable increase in e-commerce activity involving consumer electrical products, often without clear indication of compliance with applicable safety standards.

- **Information Deficiency:** Online marketplaces and consumers may not be receiving adequate information regarding Canadian regulatory requirements for electrical products.

- **Jurisdictional Collaboration:** Provincial/territorial and federal authorities have distinct roles. Provinces/territories enforce the sale of approved electrical products, while federal bodies address broader consumer product safety and incident response. However, there is still potential for beneficial collaborative efforts in data collection, information sharing, and public education.

The task force concluded that justifying the substantial resource investment required to measure the scale and impact would be difficult. Nonetheless, there is agreement among task force members that online sales of unapproved products are a growing concern.

Based on the subsequent conclusions, the task force proposed to involve the Standards Council of Canada (SCC) to explore ways the standardization system could provide support to help address the online sale of unapproved consumer electrical products.

Standards Council of Canada had issued a request for proposal which was awarded to CSA Group to undertake the National Workshop Agreement project.

An Overview of the Canadian Electrical Safety System

It is important to understand the Canadian Electrical Safety System to appreciate the various components that support national, provincial, and territorial policy pertaining to electrical safety.

Canada's electrical safety system operates under a shared federal-provincial/territorial framework. At the federal level, the Canada Consumer Product Safety Act (CCPSA), administered by Health Canada, generally prohibits the manufacture, import, advertising, or sale of certain consumer product that poses a danger to human health or safety. Consumer electrical products that have been recalled, require corrective measures, or have been involved in an incident have to comply with certain requirements under the CCPSA. The CCPSA does not otherwise mandate the certification of consumer electrical products.

Electrical safety, including electrical product safety, is mandated at the provincial/territorial level. Each province and territory is responsible for enforcing compliance with electrical safety installation codes, issuing permits and licenses, and helping ensure product safety. This flexibility allows jurisdictions to tailor their approach, but it can create complexity for online marketplaces and manufacturers trying to navigate and understand the variations across different jurisdictions in Canada.

Canada's electrical framework includes:

- **Installation codes** (Canadian Electric Code, Part I) set standards for safe electrical installations and electrical equipment approval.

- **Product Standards and Certifications** where accredited independent third parties test and evaluate the products and confirm compliance with defined safety standards for electrical products.

- **Review and Enforcement** where regulators help ensure that only approved products and safe installations are allowed.

Together, these core components working together support a safe and effective electrical safety system.
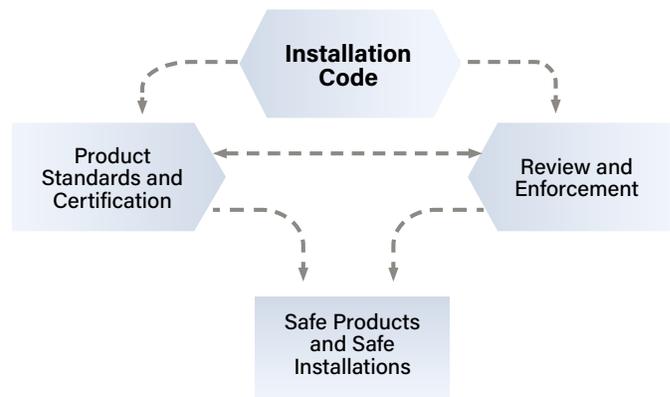
In addition to enforcing the CCPSA (under Health Canada), the federal government is responsible for enforcing parts of the National Quality Infrastructure (under SCC), which includes the accreditation of Standards Development Organizations (SDOs), Certification Bodies (CB's), and Inspection Bodies (IB's). Each province/territory has its own Electrical Safety Act (or equivalent statute) and related regulations. Their responsibilities include adopting the CE Code, Part I, issuing permits, licensing electricians and conducting inspections. Enforcement is carried about by Authorities Having Jurisdiction, such as the Electrical Safety Authority in Ontario or Technical Safety BC in British Columbia.

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> In Canada, consumer electrical products must meet Canadian National Safety Standards. To indicate compliance, the product must have a visible recognized and accepted certification mark, including a Canadian identifier, from an SCC accredited certification body.

Electrical Product Safety Jurisdictional Scan

To understand the different jurisdictional requirements pertaining to electrical product acceptance, safety, and enforcement, a review of provincial and territorial electrical safety statutes and regulations related to consumer electrical products was conducted. The review found that all provinces and territories in Canada adopt the Canadian Electrical Code, Part I, which includes Rule 2-024: Use of Approved Equipment. This rule requires that electrical equipment used in electrical installations, including consumer electrical products, be approved for its intended application.

For the purposes of this report, "approved (as applied to electrical equipment)" refers to[2]:

1. Equipment that has been certified by an organization accredited by the Standards Council of Canada in accordance with the requirements of

   a. CSA Group Standards; or

   b. other standards that have been developed by a standards development organization accredited by the Standards Council of Canada (SCC); or

2. Equipment that conforms to the requirements of the regulatory authority.

Note: The definition of "approved" may be amended by individual jurisdictions through local statutes or regulation, or through published clarification bulletins related to electrical product safety.

Understanding the Problem

As mentioned earlier, electrical safety including electrical product approval is mandated to the provinces and territories.

In Canada, consumer electrical products must meet Canadian National Safety Standards. To demonstrate compliance, the product must have a visible recognized and accepted certification mark, including a Canadian identifier, from an SCC accredited certification body[3]. If an unapproved consumer electrical product is found on the shelves of a brick-and-mortar store, regulators have the authority to take action, including removal of the product from the shelves, or notifying Health Canada's Consumer Engagement Continuum to determine if any further action is required under the CCPSA.

While the current system has worked well, the rise in e-commerce has introduced many complexities. Although all applicable consumer electrical products must still meet the same requirements, there is no explicit requirement for certification information to be

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2   CSA S22.1:24, *Canadian Electrical Code, Part I*, Rule 2-024

3   Recognized Canadian Electrical Product and Equipment Approval Marks, SCC, accessed January 2026

> "The NWA is intended to provide a consensus building process. The goal is to reach general agreement on best practices to help prevent online sales of unapproved consumer electrical products.
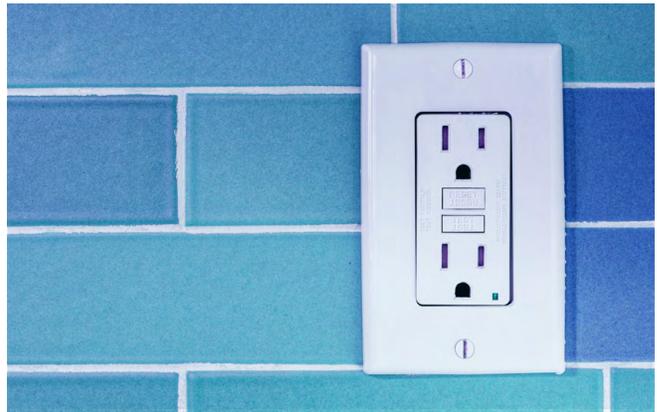
present on the online listing, and the lack of visibility makes it difficult to identify whether a product is compliant or not. In accordance with provincial and territorial regulations, non-compliant products shall not be available for sale in Canada. This creates a gap: a typical consumer might purchase something like decorative lighting online, have it shipped to their home, and use it without knowing whether the product meets Canadian safety standards (i.e. is an approved product), potentially putting their family and property at risk.

A reasonable question might be: why not simply amend the federal/provincial/territorial legislation to regulate all online marketplaces, including those operating outside of Canada?

Since each province and territory is limited to enforcing product safety regulations within its own jurisdiction, it can be challenging to reconcile the differing requirements across the country. In addition, amending formal legislation is a long and cumbersome process to undertake, requiring significant coordination across governments and stakeholders, and may still not practically address online platforms operating outside of Canada. Moreover, once legislation changes, regulation changes may then need to follow suit.

At this point, it is worth noting that Health Canada has developed the first Canadian product safety pledge for consumer products and cosmetics, which is a voluntary commitment made by online marketplace signatories to strengthen and improve the safety of consumer products (under the Canada Consumer Product Safety

Act, and the Cosmetic Regulations under the Food and Drugs Act) through a combination of preventative and corrective actions. Annual reports are issued by Health Canada on the outcomes and effectiveness of the signatories' product safety initiatives (see above link for more details).

National Workshop Agreement

CSA Group, CACES, and SCC collaborated to develop a National Workshop Agreement (NWA) to bring together interested parties to address challenges associated with unapproved consumer electrical products being available through online selling platforms to Canadian consumers. CSA Group held three targeted workshops: one with regulators, one with retailers and online marketplaces, and a national session with all industry stakeholders and other interested parties to identify challenges and potential solutions or paths forward.

The goal was to bring together and create understanding and co-ordination amongst various interested and affected parties (including federal, provincial, and territorial authorities having jurisdiction (AHJs), industry, consumers, online marketplaces, conformity assessment bodies, among others) with respect to the issue of online sales of unapproved consumer electrical products.

The NWA is intended to provide a consensus building process. The goal is to reach general agreement on best practices to help prevent online sales of unapproved consumer electrical products.

Concerns from the Regulators

What we heard from the Regulator's Workshop

To better understand the concerns from regulators, a survey was conducted with the CACES regulators to help gain their insights into the challenges and potential opportunities related to the online sale of consumer electrical products.

Key Problem Statements from CACES Regulators

As part of the survey, the CACES regulators were asked to identify their top problem statements; what they felt were the biggest concerns regarding the issue of unapproved online sales of consumer electrical products within their jurisdiction. Drawing from a list of 10 problem statements, courtesy of the UK Office for Product Safety and Standards (OPSS), regulators were invited to choose their top problem statements on the situation. The top 3 problem statements regulators identified are listed in Table 1.

Jurisdictional Goals and Challenges

Regulators were also asked what their key problem statement is relating to online marketplaces for their jurisdiction, what their jurisdiction's goals are with regards to online marketplaces, and what specific issues are preventing their jurisdiction from reaching them. CACES regulator responses were mainly focused on consumer education, awareness of unapproved consumer electrical products being sold online, and online platform accountability.

CACES regulators also identified resources, time, and the lack of regulation to address online marketplaces operating outside of Canada as key concerns.

Regulatory Gaps in E-Commerce and Online Marketplaces

The rise of global online marketplaces has outpaced traditional regulatory frameworks. Products that do not meet Canadian safety standards (that is, without certification) are easily accessible to consumers. Current enforcement mechanisms are limited in their ability to monitor, intercept, or recall these products efficiently.

To strengthen the oversight of online marketplaces, coordinated federal-provincial-territorial approaches to online product surveillance, including partnerships with e-commerce platforms, can support the prevention of unsafe or uncertified products from reaching Canadian consumers.

Limited Interjurisdictional Enforcement Coordination

Collaboration between federal and provincial/territorial regulators is generally working, however there is still room to improve marketplace surveillance, incident reporting databases, or compliance monitoring tools.

Public Awareness and Consumer Confidence Challenges

Many consumers are unaware that electrical products must be "approved" to be purchased or installed in Canada, especially when buying online or through international vendors. Consumer awareness and public messaging regarding online shopping concerns is limited. Health Canada does have a section on their

Table 1: Top 3 problem statements regulators

Rank	Problem Statement	Description
1	Identifying Unsafe Products	Given the exponential growth in the number of platforms and listings, identifying unsafe and non-compliant products sold online through manual approaches is becoming unsustainable.
2	Consumer Education	Most consumers are driven primarily by cost, and research suggests that they assume that all products on major online marketplaces are safe.
3	Enforcement Co-operation	Products are sold on online marketplaces to consumers all over the world, and it can be very hard for regulators in any one single country to take enforcement action against marketplaces or sellers headquartered in foreign jurisdictions.

Note: Problem statements listed in this chart are courtesy of the UK Office for Product Safety and Standards (OPSS).

website about safely shopping online however the average consumer may not be aware of this. Consumer safety information is generally not found on online platforms, despite using a Canadian web address for product sales.

Online Marketplace Scan

To get a sense of the current market conditions and the volume of unapproved consumer electrical products being offered by popular online marketplaces, CSA Group conducted a scan of online providers that offer consumer electrical products for sale in Canada. Details of the scan can be found in Appendix A of this document. In summary, a scan of 89 products across six Canadian online marketplaces revealed significant gaps in compliance visibility. While some of the products referenced some form of certification, very few (5%) clearly indicated compliance with Canadian regulatory requirements. Many listings lacked detailed specifications or displayed non-Canadian certifications. Significant concerns were raised by CACES about the widespread availability of non-compliant and potentially unsafe consumer electrical products available for purchase in Canada.

Challenges for the Retailers and Online Marketplaces

What we heard from the Retailer's/Online Marketplace Workshop

The findings from the online marketplace scans were reviewed with representatives from both brick-and-mortar retailers as well as online marketplaces. There was a discussion related to their challenges when it comes to product compliance/certification with Canadian electrical safety standards.

Some participants noted that while internal policies support compliance with Canadian certification standards, maintaining compliance remains challenging due to varying requirements across 13 different jurisdictions. Recall that while all jurisdictions adopt the CE Code, Part I, each jurisdiction may amend the electrical product safety approval requirements for their own jurisdiction. Determining where the product is approved for sale and managing ongoing obligations (e.g. recalls) adds complexity. Participants suggested a uniform national standard or better tools to navigate jurisdictional requirements as key solutions, such as a single database for provincial/territorial regulations or approval requirements.

Interestingly, some participants noted that they consider themselves primarily as intermediaries, placing the responsibility for seeking product certification on the manufacturers. In their view, ensuring compliance with safety standards is not part of their role, but rather the obligation of those producing the goods.

Participants also emphasized the importance of distinguishing between different types of online platforms. Specifically, they noted the difference between retailers that sell curated products—typically traditional brick-and-mortar stores with an online presence—and online platforms that exclusively host third-party sellers. Participants say that those in the former category often have more control over their supply chains and can enforce stricter requirements on their suppliers, including ensuring that the product is approved for sale in the Canadian Market. In contrast online marketplaces that facilitate third-party sales may have more limited oversight, relying on sellers to ensure compliance with safety regulations.

There are many initiatives that are occurring internationally to attempt to address concerns with products being sold through online marketplaces.

National and International Initiatives, Best Practices and Actions to Address the Issue of Unapproved Online Sales

Activities at the Provincial and Territorial Level

Some online marketplaces include terms of service that sellers are expected to abide by. The terms of services may require sellers to comply with the laws of the countries where they sell products into.

At least one jurisdiction has partnered with an online marketplace to address Canadian regulatory requirements with some success.

CACES continues to monitor the activities of online marketplaces selling unapproved consumer electrical products.

Activities at the National Level

There are other initiatives that are occurring nationally intending to address concerns with products being sold through online marketplaces and support consumer awareness activities.

- **Health Canada** – Health Canada has implemented a Canadian product safety pledge for consumer products and cosmetics sold through online platforms. The voluntary pledge is for online marketplaces to sign on to and indicates their commitment to abide by 14 different actions. Health Canada also has a web page pertaining to safety tips when shopping online.

- **Electro-Federation Canada** – Electro-Federation Canada developed a web link, in partnership with some provincial and territorial authorities, in 2021 for an Online Safety Guide for Electrical Products to educate consumers about certification marks to look for, as well as safety guidance when purchasing electrical products through online marketplaces.

- **Standards Council of Canada (SCC)** – Standards Council of Canada publishes a document outlining Recognized Canadian Electrical Product and Equipment Approval Marks.

Activities at the International Level

There are many initiatives that are occurring internationally to help address concerns with products being sold through online marketplaces. Below is a summary of a few organizations and it is expected that this list will continue to grow as more organizations, regions, and countries develop processes or regulations to help ensure products sold on online marketplaces are compliant with their regulatory requirements. This challenge is global, with many regions and/or countries facing similar concerns. Interested parties have expressed a strong commitment to collaborate at regional and international levels to share best practices and align processes.

- **European Commission (EC)** – The EC Product Safety website provides information on EU product safety laws and provides access to Safety Gate, and the EU rapid alert system. It also offers resources on safe purchasing, e-surveillance, online marketplace registration, and business obligations. The EU has four pieces of legislation to assist in addressing product

safety and compliance for products sold through online marketplace: the EU Digital Services Act, the General Product Safety Regulation, the EU Market Surveillance Regulation, and the EU Customs Union. The EU also introduced the Product Safety Pledge+, currently signed by 12 mainly European marketplaces. Progress monitoring reports track signatories' compliance with these commitments and are made publicly available. Some member states of the EU are utilizing WebCrawler's to identify non-compliant products[4].

- **UK Office for Product Safety & Standards (OPSS)** – The UK created the OPSS under the Department for Business and Trade. The OPSS acts as the national regulator for product safety and standards and are mandated to take actions to protect the public from product-related harm. Working with an intelligence team, OPSS identifies high-risk products, purchases them for testing and label review, and addresses non-compliance on a case-by-case basis, including ordering product withdrawals when necessary. To protect consumers, OPSS also issues public safety alerts and reports, detailing enforcement actions such as notices, financial penalties, and criminal convictions.

- **UK Electrical Safety First (ESF)** – A non-profit focused on improving residential electrical safety. They run consumer campaigns on issues like counterfeit products and safe online shopping and publishes a guide for Buying Electrical Goods Online.

- **Australian Competition and Consumer Commission (ACCC)** – The ACCC has a website focused on unsafe products in online marketplaces. They have also implemented a Product Safety Pledge for online marketplace sellers. They publish a Product Safety Pledge Annual Report.

- **Australian Electrical Regulatory Authorities Council (ERAC)** – This council coordinates the activities of electrical regulators in Australia and New Zealand (similar to CACES in Canada). The Electrical

Equipment Safety System, (EESS) is a regulatory framework in Australia aimed at enhancing consumer safety for electrical equipment through registration, compliance, and safety standards. The EESS outlines requirements for registration of Responsible Suppliers and equipment in a centralized national database, focusing on increased consumer safety for household electrical products.

- **Malaysia SIRIM Trusted Mark Scheme** – Developed by SIRIM QAS, this certification and marking scheme recognizes online marketplaces for communication, electrical, and hybrid products. The scheme involves registration and on-site audits for online sellers, including individual manufacturers, operating from premises in Malaysia.

- **Organization for Economic Co-operation and Development (OECD)** – An active international organization that addresses online marketplace and consumer product safety issues. They host the Global Recall Portal. They also publish reports and guidance such as the Online Product Safety Sweep Report, the Safeguard Consumers in Online Markets report, the Recommendation of the Council on Consumer Protection in E-commerce report and provides policy guidance on consumer product safety pledges.

- **International Consumer Product Health and Safety Organization (ICPHSO)** – A non-profit organization that addresses health and safety concerns that may impact all consumers. They hold annual conferences that frequently discuss product safety and online marketplaces[5]. The ICPHSO web link contains links to other government and safety websites such as Australia, EC, Health Canada, CPSC and others.

- **United Nations Economic Commission for Europe (UNECE) – Working Party on Regulatory Cooperation and Standardization Policies (WP.6)** – The UNECE WP.6 focuses on Regulatory Cooperation and Standardization Policies, addressing areas including education on standards, risk management, digital regulation & AI, and market surveillance.

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4   [List of dangerous products notified in Commission's Safety Gate 2024 sets the path for increased consumer protection](#), European Commission, 2025

5   [International Consumer Product Health and Safety Organization](#), accessed January 2026

The UNCEC also undertakes projects on specific areas of interest. A recently initiated project is on Better Regulating Distribution of Products Through Online Marketplaces that will develop a guideline to describe suggested best practices in better regulating online marketplaces[6].

- **World Customs Organization (WCO)** – The WCO has a website dedicated to Cross Border e-Commerce which includes challenges faced by Customs administrations related to e-commerce, study reports on e-commerce, and a full E-Commerce Information Package.

- **Transatlantic Consumer Dialogue (TACD)** – The TACD is a forum of EU and US consumer organizations that develops and agrees on joint consumer policy recommendations for both the EU and US government. They recently published a report on Unsafe and Online – A framework for Strengthening Product Safety in the Online Marketplace.

- **Asia Pacific Economic Commission (APEC) – Sub-Committee on Standards and Conformance (SCSC)** – A specialized body under APEC's Committee on Trade and Investment, APEC SCSC was established to reduce trade barriers caused by differing standards and conformity assessment systems across member economies. APEC recently conducted a survey on policy framework and regulatory schemes concerning safety of products sold online. They identified the most effective actions to ensure the safety of online products including:

  - Educating sellers, using the support of automated regulatory tools.
  - Strengthening cooperation among regulators.

  - Developing clear criteria for judging dangerous products or developing technology to quickly detect and remove dangerous products.
  - Requiring platforms to work closely with regulators and implement strong safety controls.
  - Updating market surveillance approaches and regulatory enforcement actions.
  - Introducing advanced technologies like AI to support these reforms.

- **Association of Southeast Asian Nations (ASEAN) – Consumer Protection** – ASEAN had a Regional Campaign on Online Shopping including publishing an ASEAN Guidelines on Consumer Protection in E-Commerce. The ASEAN countries are implementing many new initiatives, such as:

  - Consumer protection to ensure that online sellers and marketplaces operate in compliance with legal requirements, including mandatory and self-regulatory or voluntary schemes and standards related to online product safety.
  - Enhancing product traceability through technology and other market-led solutions, and using tools, to conduct periodic random checks of products that are listed for sale online.
  - Educating online sellers about applicable safety requirements and safety certificates including warning the public about unsafe products,
  - Disclosing information about the product specifications, country of origin as well as details about the manufacturer.
  - Enhance Enforcement Through Public-Private Collaboration & Data Sharing - Partner with brands, customs, logistics providers, and e-commerce platforms for intelligence sharing,

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6   UNECE - Working Party on Regulatory Cooperation and Standardization Policies, accessed January 2026

- Regulate and Monitor e-Commerce Channels and enforce platform responsibility for monitoring fake listings, require traceable seller IDs,
- implement Track and Trace Systems using digital verification tools (QR codes, others),
- Raise Public Awareness and Consumer Vigilance by educating consumers on risks and dangers of counterfeit products and how to verify- before-you-buy products online,
- Scale e-commerce sweeps to expand joint crawls for illegal listings; require verified seller IDs, and
- Target Online Marketplaces by developing specialized units to monitor e-commerce platforms and utilizing social media.

Recommended Actions for Canada

The top recommendations we heard from all three workshops

After holding three workshops and hearing from regulators, retailers, and other key interested and affected parties from industry, several common suggestions emerged that were consistently echoed across all groups.

Recommendations Towards Consumer Awareness and Education

Stakeholders all agreed that **increased consumer education and awareness** are key to helping prevent the online sale of unapproved consumer electrical products, emphasizing that informed consumers are the first line of defense.

Some possible avenues suggested by the stakeholders include:

- **A coordinated media campaign** could be an effective method of informing consumers about

the importance of compliant electrical products in maintaining an effective electrical system in Canada. While there was broad agreement that more needs to be done in this area, stakeholders stressed that a coordinated, nationwide effort with consistent messaging is essential for effectiveness. The main challenge with this approach lies in funding and coordinating a nation-wide initiative.

- **Collaboration with online platforms**, which could help deliver uniform messaging to broad audiences efficiently and at scale.
- Encourage **partnerships between regulators and other risk management parties** (e.g. insurance companies) to educate policyholders about the risks of using unapproved products. Such awareness could encourage policy coverage and promote safer choices.
- Leverage electrical **installers to assist in flagging unapproved products**. Many consumer electrical items—such as appliances or decorative lighting fixtures—often require professional installation, making contractors a key checkpoint for compliance.

Recommendations for Online Platforms

- Include **proof of the certification as part of the online listing**, whether it be an image of the product label certification mark, a hyperlink to the certification body listing, or another form of verifiable proof of certification from an SCC accredited certification body.
- Online marketplaces are encouraged to sign onto and abide by the **Health Canada Product Safety Pledge**.
- Engaging a third-party organization to **deliver electrical product safety requirement training** to online platforms through webinars or recorded training. These resources can then be shared with suppliers to enhance understanding of the Canadian Electrical Safety System.

Recommendations for the Regulatory Community

- Establish a **consistent national approach** for consumer electrical product safety requirements, by urging federal regulators to adopt the applicable consumer electrical product safety requirements contained in the Canadian Electrical Code (Appendix A) to then be able to enforce on mandatory third-party certification (approval) requirements at the federal level. This would require new regulations and legislation changes at both federal and provincial levels.

Potential Areas for Future Research

Several long-term ideas and actions also emerged from the discussions as promising areas for future research.

Utilizing AI to Verify Certification

Adding verifiable certification details to online listings is an important first step, but manually verifying every product is a significant challenge. Leveraging AI could streamline this process and improve accuracy.

Digital Tools

Most of the certification bodies (CBs), publish certification information for products they certify on their websites. While the certification information maybe available, accessing that information can be challenging. The average consumer may not know where to go in the first place, and if they did, they may find that CBs databases are cumbersome and hard to use. Having hyperlinks embedded via electronic codes (such as QR codes) or utilizing digital product passport technology could help alleviate these roadblocks.

WebCrawler's

Exploring the use of web crawlers—similar to those developed in Denmark and used in other countries in the EU—to automatically detect non-compliant products sold online. Additionally, investigate AI-driven solutions for internet monitoring and scrubbing to enhance efficiency and accuracy.

In Conclusion

The National Workshop Agreement brought together interested parties to help address the growing challenge of unapproved consumer electrical products sold online in Canada. The continuing rise in e-commerce introduces compliance visibility of in safe consumer electrical products. Addressing the sale of unapproved consumer electrical products will require collective efforts from all levels of government as well as consumers and other affected parties to help create a safe and effective electrical system.

Key recommendations include improving consumer education, encouraging retailers and online marketplaces to provide verifiable certification information, promoting participation in the Health Canada Product Safety Pledge, and exploring a unified national standard to simplify compliance.

Moving forward, success will depend on coordinated actions across all stakeholders to protect consumers and uphold electrical safety in the digital marketplace.

Your feedback is always welcome! Please send comments and questions to electrical@csagroup.org.

Appendix A: Online Marketplace Scan

Recent recall notices from Health Canada, the European Union, the U.S. Consumer Product Safety Commission (CPSC), and the Organization for Economic Co-operation and Development (OECD) were gathered. From this analysis, a list of 12 common product categories was developed. The CACES regulators were asked to list their top 5 product categories that they suggest are of the highest concern.

The following table presents how CACES regulators prioritized the 12 categories, with #1 indicating the highest level of concern.

Rank	High Risk Products (according to Health Canada, EU Rapid Alert, CPSC, OECD)
1	Portable Chargers/Power Banks (Phone, Battery, and Tool Charging Blocks, USB Chargers)
2	Light Fixtures (Chandeliers, Ceiling Lights, Sconces, and Vanity Lighting)
3	Portable Heaters
4	Power Bars
5	Christmas/Decorative Lighting
6	Kitchen Appliances (Refrigerators, Microwaves, Ovens, Induction Cooktops, Toaster Ovens, Air Friers)
7	Extension Cords
8	Light Bulbs (LED, Incandescent, Tubes, Vintage, etc.)
9	Plug in Luminaires (Table/Desk Lamps)
9*	Personal Care (Hair Dryer, Curling Iron, Hair Straightener, Razors)
10	Light Switches and Receptacles
11	Household Appliances (A/C, Fans, Dehumidifiers, Iron/Steamer, Vacuums)

*Note: Plug in Luminaires and Personal Care categories were tied for 9th in ranking.

The top five product categories were then scanned on various online marketplaces to determine if the products had visible certification marks or if the product specifications indicated any type of certification, or more specifically, certification for Canada.

The online marketplaces that were scanned included the top online platforms available in Canada. The Canadian listed websites were accessed where available.

Note: For the following results, the power bar category was included in the portable chargers and power banks category.

The results of the scan for the top categories are as follows:

1. **Portable Chargers/Power Banks/Power Bars:** Out of 23 products scanned (including power strips, power strip/USB charger, USB charging blocks, portable power banks, and 120V wall receptacle/USB outlet combination), only 5 indicated certification listing. However, of those 5, only 2 products displayed an image of a certification mark, but neither confirmed Canadian approval; one mark was suspicious due to a misspelling. Overall, 22% had some mention of certification however it could not be verified if the approval was for Canada.

2. **Lighting Fixtures:** Out of 24 products scanned (including LED ceiling mounted fixtures, decorative fixtures, shop lights, and ceiling fan/light combinations), 4 indicated any certification listing. For this product category, 17% had some mention of certification however it could not be determined if it was approved for Canada.

3. **Portable Heaters:** Out of 21 products scanned (including portable ceramic space heaters, pedestal space heaters, combination heating/cooling unit, plug in mini heater, radiant space heaters, and a fireplace heater), only 5 indicated a certification listing. Overall, 24% had some mention of certification however it could not be verified if the approval was for Canada. There were no visible certification markings on the product views.

4. **Christmas/Decorative Lighting:** Out of 20 products scanned (including vine lights, permanent outdoor lighting strings, decorative lights, strip lights, fairy lights, and rope lights), only 4 indicated a certification listing. Overall, 20% had mentioned certification. Two products displayed certification marks with a Canadian identifier. One product showed a certification mark on the package, however it could not be verified if the approval was for Canada.

The online marketplace scan reviewed 89 consumer electrical products across six online marketplaces. Of the 89 products, 18 (20%) indicated, or had reference to, certification or listing. From these, only 4 (5%), of the total scanned products clearly indicated that they were approved for the Canadian market. All products scanned were available for purchase and shipping to Canada.

While some scanned products had a section for product specifications, most did not. In some cases, there was a certification reference in the specifications that was filled in however most times, if available, this part was left blank or referenced different compliance requirements not used in Canada.

Online Marketplace (OLM)	Total number of Products Scanned	Total number Referencing Certification	Total number Certified for Canada
OLM1	20	6	1
OLM2	20	2	1
OLM3	13	0	0
OLM4	15	0	0
OLM5	6	1	0
OLM6	15	9	2

Across six online marketplaces and 89 products scanned, only 18 (20%) referenced any certification at all. Furthermore, only 4 (5%) of the products scanned were approved for the Canadian market. This raises concerns about the widespread availability of non-compliant electrical products available for purchase in Canada.

CSA Group

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