

The Wildberries online store announced the introduction of a new rule requiring the obligatory indication of International Mobile Equipment Identity (IMEI, international mobile equipment identifier) for all smartphones sold on the platform. This was reported by the press service of the joint company Wildberries and RUSS (RVB).

According to the RVB, the requirement to provide IMEI applies to all smartphones without exception, available for sale in the store. As the source notes, at first in May Wildberries introduced the rule to indicate the sellers to indicate IMEI only for specific smartphone models. Upon receipt of the goods, the platform has already scanned IMEI to identify the device. Now this rule applies to all models of smartphones and to all types of devices related to smartphones.

IMEI check will be carried out when accepting the order. If the seller does not indicate the faithful IMEI or does not indicate it completely, the sale of the goods will be blocked.

“The RVB company (the United company Wildberries & Rus) expanded the rule of the mandatory indication of IMEI for smartphones sold on the platform,” the report says.