

Witness Name: John Boumphrey

Statement No: Second

Exhibits: JB/44

Dated: 16 September 2025

## THE SOUTHPORT INQUIRY

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### Second Witness Statement of John Boumphrey

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I, John Boumphrey, Vice President, Amazon UK and Ireland Country Manager, will say as follows on behalf of Amazon EU S.a.r.l ("Amazon"):

1. I make this second witness statement to provide additional information to the Chair of the Southport Inquiry (the "Inquiry") following my first statement of 14 August 2025 [AMA000081]. Amazon has been asked some additional questions following submission of my first witness statement by way of a Rule 9 request dated 1 September 2025. Whilst that Rule 9 request was not for a witness statement, there is some additional information in relation to that request which I believe would provide helpful context for the Inquiry. I am also in a position to provide an update to the Inquiry on some matters covered in my first witness statement. This second statement therefore addresses additional questions posed by the Inquiry and contains the update referred to above.
2. This statement is true to the best of my knowledge, and is based on facts that I am either aware of or informed by others are true, and on documents with which I am familiar or which have been drawn to my attention by those who have assisted me, including Mr Thomas Winkler, Director, Trustworthy Shopping Experience, Europe and Ms Nicola Fyfe, Vice President Amazon Logistics, Europe.
3. To assist the Inquiry, I have set out below a summary of the contents of this statement:
  - 3.1 Section A: The internal review conducted by Amazon after being told AR acquired a knife from Amazon when under 18 (paragraph 4);
  - 3.2 Section B: The sale of smoke grenades (paragraph 5); and

3.3 Section C: Changes implemented post 14 August 2025 (paragraph 6).

## **Section A**

### **4. The internal review**

4.1 As referred to in paragraph 11 of my first statement, Amazon undertook a review of all of our practices and processes related to the sale and delivery of bladed articles, as a result of AR's actions (the "Review") [Exhibit JB/44 - AMA000084].

4.2 The Review followed Amazon's standard template for internal reviews, known internally as a 'Correction of Errors' (COE) document. A COE is a standardised post-incident report prepared following a significant operational incident. Its purpose is to provide a clear account of the incident, analyse the underlying causes, and set out remedial and preventative measures to reduce the likelihood of recurrence. It is intended as a starting point for internal discussion and does not represent Amazon's formal policies or positions.

4.3 The Review was undertaken by members of several teams within Amazon, including the legal, product compliance, business, law enforcement response ("LER"), operational and public relations teams. It was completed expeditiously and was shared with me on 7 February 2025.

4.4 In summary, the Review concluded that in this instance, both online age verification ("OAV") and age verification on delivery ("AVD") processes were correctly triggered in accordance with Amazon's processes and procedures at the time and were legally compliant. However, as AR was still able to get through the OAV check, the Review assessed different options as to how Amazon could strengthen its processes, taking into account factors such as legal and compliance considerations, impact on customers (for example whether it would lead to a loss of customer trust, or negatively impact customer experience) and business impact (including financial considerations and implications for customer service teams, driver safety and the breadth of selection available to customers). I have included detail on the improvements subsequently made to our processes in Section C of my first statement.

4.5 Upon re-reading the Review for the purpose of the Inquiry's request, I note some inaccuracies were contained therein. In particular:

- 4.5.1 At line 62, there is reference to AR purchasing a crossbow, but this should in fact be a reference to a bow and arrow. Further, this section states that “[other than the kitchen knives] none of the other products ordered on this account required age verification”. This should have been a reference to the fact that only the kitchen knives were subject to age verification by Amazon. Upon rereading the list of items purchased by AR, we identified that the ‘Inevitable Party Pack of 4 Ring Pull Smoke Grenade Effects for Paintball, Weddings, Photoshoots & Special Effects (Orange)’, sold by an Merchant Fulfilment Network (“MFN”) seller, were likely to be age restricted (see below); and
- 4.5.2 At line 96, there is reference to Amazon not using Royal Mail to deliver age restricted products since early 2024 at their request, but that is not the case. The request from Royal Mail was to not deliver specific bladed items prohibited by their policies which in any case Amazon does not sell. Amazon has continued to use Royal Mail to deliver some age restricted products (such as kitchen knives), and generally this is to customers in remote areas which are not served by DSPs or Flex Drivers.

## **Section B**

### **5. The sale of smoke grenades**

- 5.1 As stated in paragraph 15.2 of my first statement, AR purchased two age restricted items:
- 5.1.1 The ‘Inevitable Party Pack of 4 Ring Pull Smoke Grenade Effects for Paintball, Weddings, Photoshoots & Special Effects (Orange)’ (the “smoke grenades”) ordered on 8 January 2023 which was sold, fulfilled and delivered by a Seller through the MFN as detailed further in paragraph 20.1.2 of my first statement; and
- 5.1.2 The two ‘APOLLO Chef Knife 20cm CERBERA, Multi-Colour, 40x7x1.5’ ordered on 13 July 2024.
- 5.2 We do not currently sell smoke grenades via Retail or FBA as these items require certain storage and handling conditions which we do not have in all of our fulfilment

centres. We do allow MFN sellers to sell, fulfil and deliver these products. All our Sellers must comply with all applicable laws.

- 5.3 While there are some smoke-producing products which would not be classified as fireworks, I understand that these smoke grenades fall under the definition of a category of F2 firework (being a firework presenting a low hazard, low noise level and intended for outdoor use in confined areas) and so, under section 31 of the Pyrotechnic Articles (Safety) Regulations 2015, such products should not be made available to under-18 year olds. I note that the current listing for the smoke grenades contains an age restriction warning stating “Minimum age limit for purchase 18 years of age”, as seen in this screenshot:

**Product description**

Product description

Pack of 4 coloured smoke grenades in various colour options. Each grenade produces an incredible smoke plume for a duration between 75-90 seconds. Simple to use, just pull the ring out of the side of the product and brightly coloured smoke will instantly start to flow. Ideal for multiple uses including: Paintballing, Airsoft, Weddings, Photo-shoots, Theater & Special Effects, Sports & simulation, Events, Industrial testing & Gender reveals. Non toxic - do not contain sulphur. Please read use and safety instructions on side of device before use.

Legal Disclaimer

Minimum age limit for purchase 18 years of age.

- 5.4 Amazon does not keep a record of historic product detail pages and, as such, is unable to confirm if this age restriction warning was shown on the listing at the time the item was purchased by AR. In relation to the delivery, as stated previously, as the MFN seller fulfilled the delivery directly to AR, Amazon cannot confirm whether or not this delivery was subject to an age verification service.
- 5.5 During the process of considering AR’s purchase of smoke grenades, we have considered whether we should take further action to enhance the age restriction measures in relation to these products. We have decided to (a) build a uniform age restriction warning which is applied on every listing of smoke grenades in the same position on the product detail page, and (b) proactively communicate with those MFN sellers carrying such selection to remind them of the age restriction associated with these products and their legal duties thereunder. These actions are to be completed by end of September.

## **Section C**

### **6. Changes implemented post 14 August 2025**

#### **6.1 OAV Processes**

6.1.1 As stated at paragraph 29.3.2 of my first statement, we have now implemented an enhanced OAV check on the purchase of bladed articles subject to age restriction. The key features of the new OAV process are that for each such purchase, the customer name checked by Experian is linked to the name on the payment card, and then, once the Experian check is passed, the payment card holder must pass through a bank validation (such as a one-time password, or similar) before they can complete checkout. This process was implemented on 6 September 2025.

6.1.2 This new process appears to customers as set out in the screen shots below:

6.1.2.1 As per the previous experience, and as set out in paragraph 16.3 of my first statement, a notice appears on the product page, reminding customers before they add the product to their basket that such products are available for sale to over-18 year olds only.

6.1.2.2 Once the customer adds the product to their basket and selects "Proceed to Checkout", the customer is required to select their payment method. Once the payment card is selected, the customer is taken to the "Verify your age" page for the purposes of the OAV check. The customer must provide their date of birth and their legal name, with the instruction that "Your name must be as it appears on your selected payment card", as well as "Verify your place of residence". Before the customer's details are sent to Experian for Experian to check against their records and verify that they are over 18, Amazon's systems match the customer's first and last name to their payment card. A customer is unable to pay using a gift card or voucher as the OAV check with Experian cannot proceed if a debit or credit card is not selected as the payment method.

A screenshot of this page is below:

**Delivering to Tester account** Change

1 principal place, London, EC2A 2FA, United Kingdom

[Add delivery instructions](#)


**Paying with Mastercard/EuroCard 0073** Change

Use a gift card, voucher or promo code

**Verify your age**

Date of birth You must be 18+ years old to buy this item

⚠️ Proof of age will be required on delivery.



**Victorinox Swiss Classic Tomato Knife, Sharp Blade, Wavy Edge, 11 cm, Stainless Steel, Set of 2, Green**

[Why am I seeing this?](#)

**Legal name**

Your name must be as it appears on your selected payment card.

**First name**

**Last name**

**Verify your place of residence**

**Postcode**

United Kingdom

**Door number, building number, house number, etc.**

**Street name**

**Town/City**

Verify

**Review items and delivery**

Need help? Check our [help pages](#) or [contact us](#)

When you click the "Buy now" button, we'll send you an e-mail message acknowledging receipt of your order. Your contract to purchase an item will not be complete until we send you an e-mail to indicate that the item has been dispatched.

Within 30 days of delivery, you may return new, unopened physical merchandise in its original condition. Exceptions and restrictions apply. See [Amazon.co.uk's Return Policy](#).

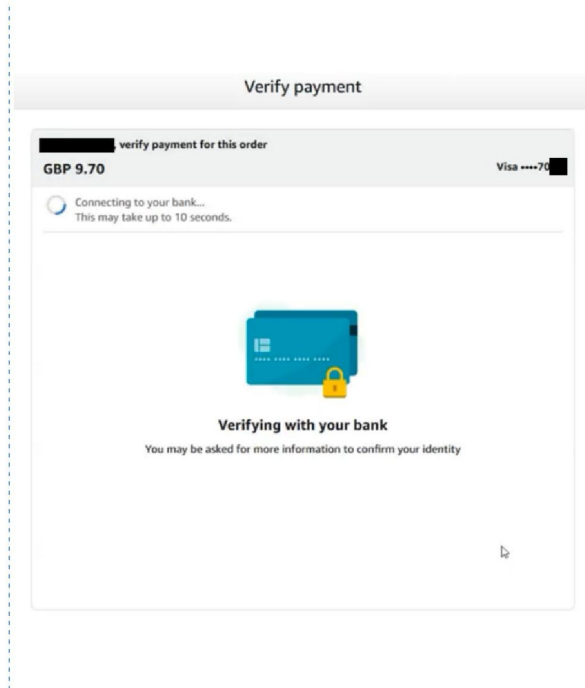
[Back to basket](#)

6.1.2.3 Where Experian cannot verify that the person is over 18, the following message is displayed:

*“Sorry, we couldn't verify your age. You can only buy age restricted items from Amazon if you pass the age verification. Please check your entries to make sure they match the details on the selected payment method and try again. If the verification still fails, it's possible that Experian couldn't find a match in their databases. In this case, please remove the age restricted items from your basket or contact Amazon Customer Service.”*

6.1.2.4 If verified by Experian, the customer then clicks 'Buy now'. Before the order is fulfilled, the customer is then required to verify payment through their bank. Amazon sends a signal to the banks for them to trigger validation (such as a one-time password or similar). This must be done within 5 minutes of

the customer clicking 'Buy now'. If validation is not complete within that time, the order is automatically cancelled.



- 6.1.3 While this change is already in effect in the Amazon Store, we continue to review and iterate on this process to ensure it works as designed.
- 6.1.4 As set out in paragraph 29.3.3 of my first statement, work is also continuing to scope the technical requirements required to implement into Amazon's systems and processes further identification verification of the purchaser at the point of sale, including facial recognition technology.

6.2 AVD processes

6.2.1 All of the improvements as set out in paragraphs 29.7 and 29.8 of my first statement have now been implemented.

**Statement of Truth**

**I believe that the facts stated in this witness statement are true.**

**Signed:**

**Signature**

**Dated:** 16 September 2025