

# BTSF

## Setting up an IT unit II — Alexandra KREWINKEL

Contract number 2017 96 05 – New Food Investigation Techniques –  
Phase II - *Course 2a: E-Commerce of food standard*

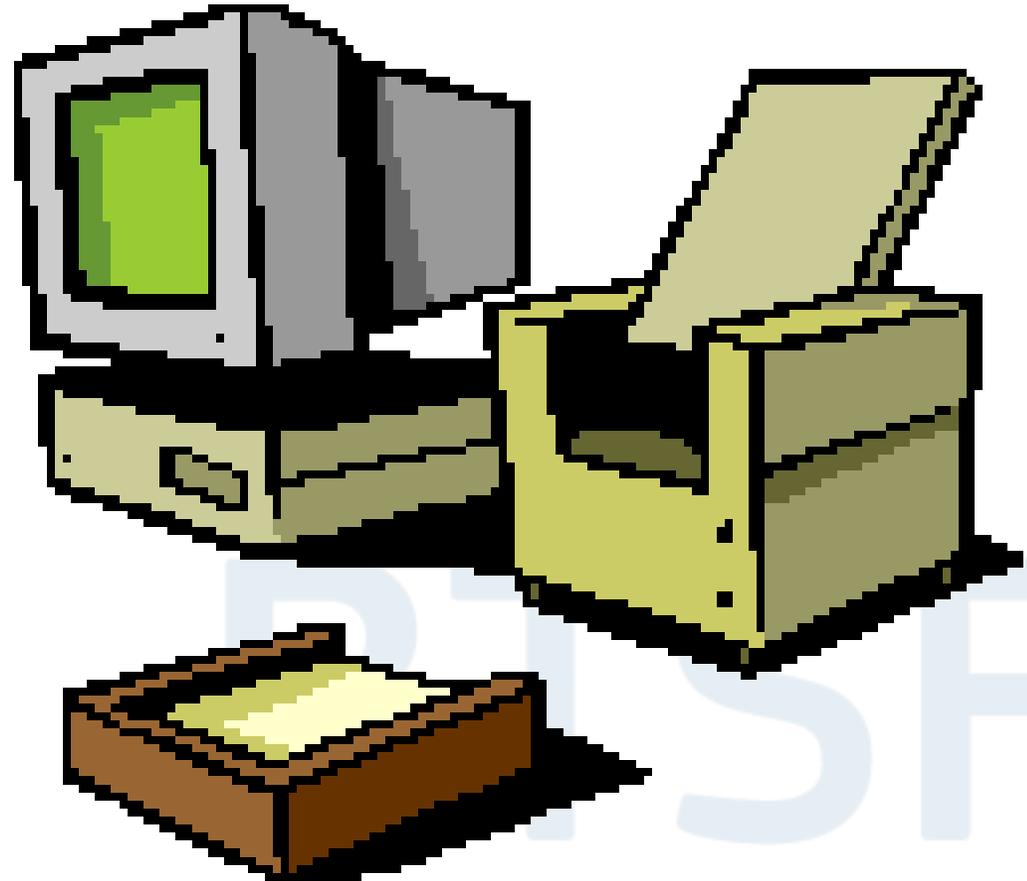
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# BTSF Internet searches

- Hardware
- Software
- Search methods
- Automatization



# BTSF

## Internet searches - Hardware

- Safety approach:
  - Separation of search PC and network of the authority
- Solution established in the BVL:
  - Product search is carried out on separate PCs

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## Internet searches - Hardware

Solution established in the BVL/G@ZIELT:

Search PC



Internet  
connection via  
DSL line



Office PC



Internet  
connection via  
authority  
network

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## Internet searches - Hardware

### Advantages:

- Random IP address used for product searches (→ anonymity)
- Harmful websites can only attack search PC, authority network is safe during product search
- In case of a virus attack the search PC can be set again up from scratch with minimal data loss
- Additional software can be installed (may be restricted in authority network)

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## Internet searches - Hardware

Further safety measures:

- Data transfer between search and authority PC only via secure online platform (e.g. search results)
- Data transfer limited to screenshots & xls-files
- Virus checks during all data transfers!
  - One search PC of the unit was attacked in 2014 by a virus and had to be set up from the scratch (authority network was not affected)

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## Product search workflow

### Search PC

- Internet search
- Excel sheet with results (URLs, imprint data, etc.)
- Screenshots of offers
- Data transfer



### Authority PC

- Software Idea: **Automated assignment of competent authority** for each search result (database with all postcodes of Germany)
- Notification of competent authorities via email
- Upload of search results on platform "FIS-VL"

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## FIS-VL data exchange tool

- Specialized information system for German consumer protection and food safety authorities
- Used by G@ZIELT to share information/product search results with CAs in DE and MS (FLEP e-commerce WG)

<https://fis-vl.bund.de>

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## Internet searches - Software

- Software used by G@ZIELT for product search:
- Standard software: Windows 7, Firefox, MS Excel
- Idea (by Audicon) Data Analysis Software; used by tax inspection authorities
- Searches on eBay: BayWatcher Pro
- Firefox Add-ons
- Collecting of evidences:
  - Acrobat Pro & Hypercam

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# BTSF Internet searches - Software



Screen Video captured by Hypercam

- Preservation of evidence:
- If products are ordered online: screen video of purchase procedure (software Hypercam)

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## Internet searches - Software

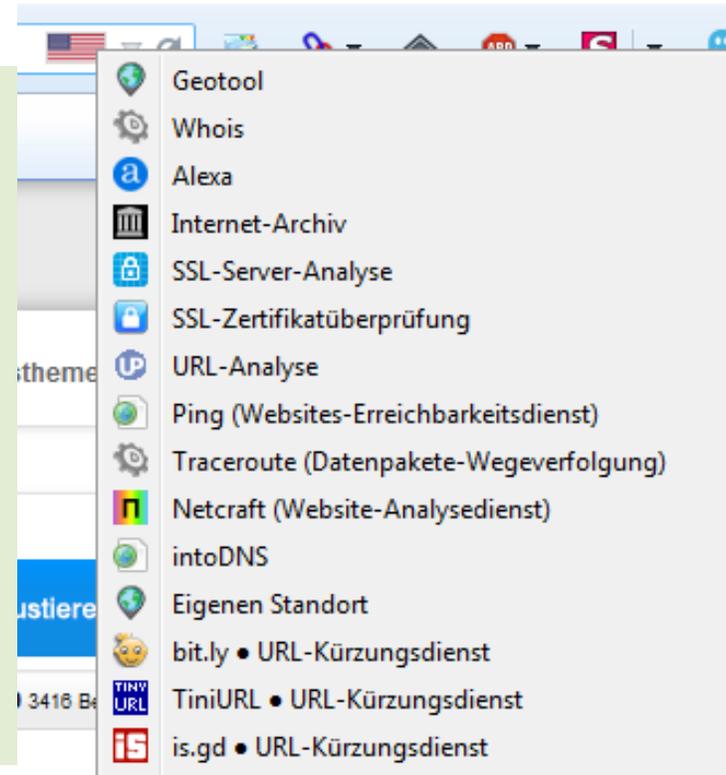
- Firefox Add-ons
- Fireshot (saves screenshot as PDF)
- No script (obstruct running scripts)
- TINeye (reverse image search engine)
- Flagfox (shows the server location, WHOIS, IP and DNS informations, many other tools included)

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## Internet searches - Software

Flagfox

(Toolbox for website analysis/localization)



# BTSF Internet searches – Search methods

## Search engine challenges

- Relevant results require tailor-made search queries

Example: Google search for skin bleaching cream “Caro Light”:

Target product:



Google finds:



# BTSF Internet searches – Search methods

## Search engine challenges

- Adjustment of the search string: “Caro light -coffee”
- Google finds 279 results; many are not relevant:

### Using Caro Light Cream ? - Ask Me Help Desk

<https://www.askmehelpdesk.com/...lightening/using-...> ▾ Diese Seite übersetzen

18.03.2012 - Hey, I am using Caro light cream and it is working really well, I do not mix it with any other creams and lotions, but I think you should give it a try.

Who has used caro light cream over 6 months ... 5 Antworten 7. Apr. 2011

Caro light what happen after I stop using caro light 8 Antworten 7. Juni 2010

Bio claire vs caro light! 13 Antworten 21. März 2010

Weitere Ergebnisse von [www.askmehelpdesk.com](http://www.askmehelpdesk.com)

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# BTSF Internet searches – Search methods

## Search engine challenges

- Adjustment of the search string: “Caro light -coffee -review”
- Google finds 165 results; only offers for German consumers are of interest
- Adjustment of Google’s search options: Only German results
- Google finds 87 results; manual screening required

1 relevant  
hit



**Caro Light Schönheit Cream 300ml - Trahmarket: Les ...**

[www.trahmarket.com](http://www.trahmarket.com) › Kosmetik ▼

Caro Light Cream Die Schönheit Sahne carolight ist eine Formel, die reich an B-Carotin und Vitamin A und E, um Ihre Haut klarer, geschmeidig und seidig.

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## Internet searches – Search methods

### Search engine challenges

- Each search query requires individual adjustments
- Search engines behave differently: Perfect search string for Google might be not efficient on Bing or Yahoo
- Marketplaces like Amazon or eBay are not covered by Google, Bing or Yahoo search queries  
→ Must be screened separately (manually or with software tools)

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## Internet searches – Search methods

### Search engine challenges

- Search for document types can be helpful
- `filetype:pdf site:http://www.website.com`

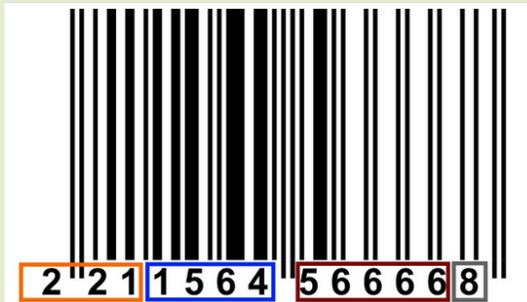
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## Internet searches – Search methods

### Search engine challenges

- Product may lack brand names or other characteristics for search queries
- Search by GTIN (Global Trade Item Number)/EAN (European Article Number)



GTIN 13: Country Code Company Code Article Number Check digit

# BTSF Internet searches – Search methods

## Search engine challenges

Example: RAPEX A12/0239/14 – “children’s working gloves”

- No product name or brand name that can be searched for
- Google search for GTIN [4001273012352](#) reveals relevant offers on the internet

Hint: Tool for conversion of GTINs/EANs into Amazon product numbers (ASINs):

[http://www.marktplatz-tools.de/asin\\_ean\\_convert.php](http://www.marktplatz-tools.de/asin_ean_convert.php)



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# BTSF Internet searches – Search methods

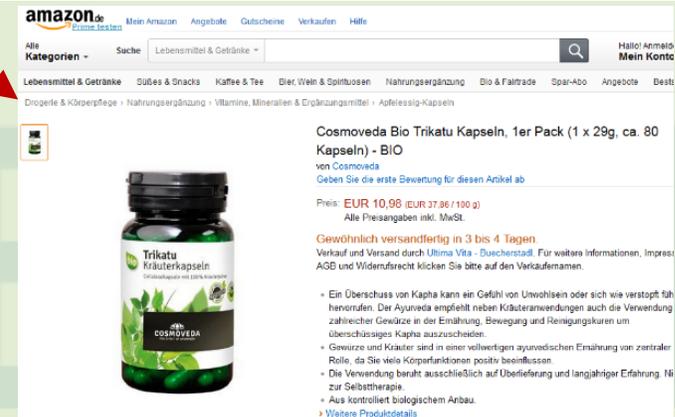
Tool for conversion of GTIN/EAN in Amazon product numbers (ASIN): [http://www.marktplatz-tools.de/asin\\_ean\\_convert.php](http://www.marktplatz-tools.de/asin_ean_convert.php)



## EAN-ASIN-Konvertierung:

EAN	ASIN	Artikelbezeichnung
4032108142845	B00S2Z330Y	Cosmoveda Bio Trikatu Kapseln, 1er Pack (1 x 29g, ca. 80 Kapseln) - BIO

Internet searches – Search methods



# BTSF Internet searches – Search methods

Conversion of GTIN/EAN into product numbers:  
<http://www.ean1.de>

RAPEX – A12/0399/15 – Chrome VI in gloves



Sie haben eine Frage (/kontakt/p/6878) zu diesem Produkt? Wir helfen gern (/kontakt/p/6878)! Ich möchte m dieses Produkt merken (/produkt/note/reithandschuhe-leder).

Zu Reithandschuhe Leder fallen uns folgende Stichwörter ein: Pferd (/search/pferd), Reiter (/search/reiter), Reitzubehör (/search/reitzubeh%C3%B6r), Reithandschuhe (/search/reithandschuhe)

Artikel	Artikel-Nr.	Preis	Menge
marine, Gr. S auf Lager (Lieferzeit 1-2 Tage*)	K327754	statt UVP <del>€ 12,99</del> - 23% € 9,99 Sie sparen € 3,00!	1 <input type="button" value="+"/> <input type="button" value="-"/>

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Mehr erfahren

Verwandte Suchanfragen: [caro light before and after](#) [caro light cream](#) [skin light](#)



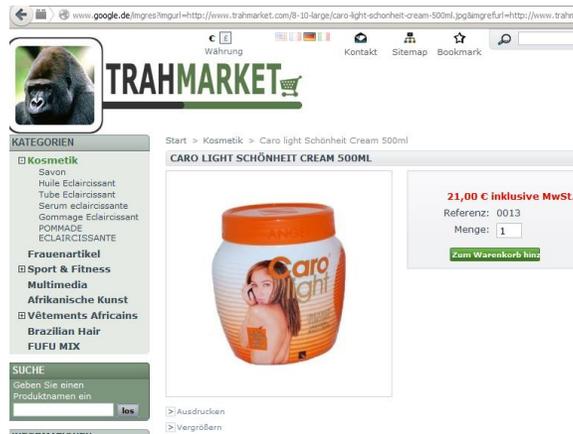
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## Internet searches – Search methods

- Image search (Google/Bing/Yahoo)
- Many retailers use the same pictures for their product offers
- If a product is identified on a website via a regular search, image searches often reveal identical offers by other retailers

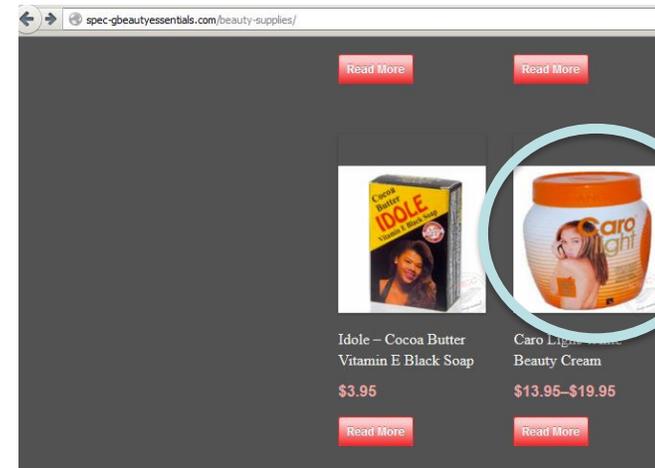
# BTSF Internet searches – Search methods

Example: Image search



Offer identified via regular search query

Image search



Offer that uses the same image

# BTSF Internet searches – Search methods

Anonymous vendors

Example of missing contact data

- Imprint: Offshore p.o. box
  - Option: imprint in other languages → **example**
- Domain is registered anonymously
- Package arrives without return address

The screenshot shows the Vitamin Express website. At the top, there is a search bar with the text 'Suche' and a magnifying glass icon. To the right of the search bar are two green checkmarks with text: 'Gratis Versand in Deutschland' and '100 Tage Geld zurück Garantie'. Below the search bar is a navigation menu with 'Menü', 'SEHR GUT 4.9 / 5' (with five stars), 'Konto', 'Hilfe', 'Kontakt', and a German flag icon.

The main product listing is for 'Animal Pak AKTION, 44 Packs von Universal Nutrition'. It features a product image of a yellow and black container. To the right of the image is a list of bullet points: 'enthält über 50 verschiedene Wirkstoffe', 'verbessert den Stoffwechsel', 'verstärkt die Proteinsynthese', 'führt zu einer Kraft- und Ausdauersteigerung', and 'enthält viele Vitamine und Mineralien'. Below the list is a 'Eigenschaften' dropdown menu and a 'Lieferzeit nur 2-4 Werktage' badge with the DHL logo.

Below the product image is a section titled 'Ultimative Nährstoffe optimieren den Muskelaufbau'. The text below this title reads: 'Wenn Sie den Klassiker unter den Hardcore Muskelaufbau Produkten nutzen wollen, dann gibt es kein beliebteres Produkt als das Animal Pak von Universal Nutrition. Seit über 15 Jahren nutzen fast alle Bodybuilding Profis und Hochleistungssportler anderer Disziplinen das Produkt zur optimalen Nährstoffversorgung.'

To the right of the product listing is a price table:

Preis	Ihr Preis	Sie sparen	Versand
€ 38,90	€ 34,80	10%	Gratis

Below the price table is a green box with the text 'Sparen Sie 5% zusätzlich beim Einkauf über €100'. Below that is a section with 'Auf Lager. Gratis Versand in Deutschland.' and a quantity selector set to '1' and an orange 'In den Warenkorb' button. Below the button are logos for 'PayPal', 'MasterCard', 'VISA', and 'SOFORT BANKING' with the text 'Lastschrift, Vorkasse, Nachnahme'.

At the bottom right is a 'Produkt Details' section with the following information:

Produkt Details	
Animal Pak AKTION	
Art.Nr.	3601
Marke	Universal Nutrition
Packungsgröße	44 Packs

Product notified in RASFF (alert)

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## Internet searches – Search methods

Anonymous vendors

Options to remove offers

- “Whois query” to identify domain provider
- Notification of domain provider (“abuse report”)

Domain Status: clientTransferProhibited <https://icann.org/epp#clientTransferProhibited>  
Registry Registrant ID: PERFECT PRIVACY, LLC  
Registrant Name: PERFECT PRIVACY, LLC  
Registrant Organization: PERFECT PRIVACY, LLC  
Registrant Street: 12808 Gran Bay Parkway West  
Registrant City: Jacksonville  
Registrant State/Province: FL  
Registrant Postal Code: 32258  
Registrant Country: US  
Registrant Phone: +1.5707088780

Abuse: To report spam or any other abusive behavior by any Perfect customer, e-mail [abuse@perfectprivacy.com](mailto:abuse@perfectprivacy.com), including in any such report the name of the offending domain (for example, xyz.com) and the type of abuse (for example, spam, illegal acts, harassment, etc.) in the "subject" field of the email.  
Legal Complaints: It is Perfect Privacy's policy to respond with reasonable promptness to subpoenas and other legal processes served on Perfect Privacy or its subsidiaries that seek information, documents or other business records. Parties wishing to serve such process on Perfect Privacy may do so in accordance with our legal notices.

Articles about successful abuse reports:

<http://blog.easydns.org/2014/08/15/heres-why-we-took-down-a-pharmacy-domain-without-a-court-order/>

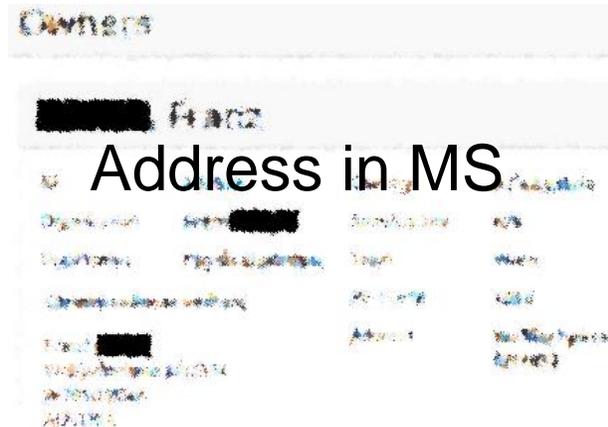
<https://thinksteroids.com/news/godaddy-shuts-down-steroid-websites-under-pressure-from-legitscript/>

# BTSF Internet searches – Search methods

Anonymous vendors

Options to obtain contact data

- PayPal law enforcement e-request  
<https://www.paypal.com/webapps/mpp/law-enforcement>
- Trademark search  
<https://euipo.europa.eu/eSearch>
  - *example*



SF

# BTSF Internet searches – Internet archives

Old versions of websites can be retrieved from online archives (e.g. archive.org)  
→ Useful when imprint information is missing or insufficient



Imprint 11/09/2017:  
P.O. box in Delaware



Archived  
website



Imprint 12/04/2014:  
Address in Germany

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## Internet searches – Search in marketplaces

Software tools, for example software “Baywatcher” for eBay

Very fast and efficient product search on eBay

→ 400 search results in 2 seconds

→ many filter options

<http://www.aborange.de/products/baywatcher.php>

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## Internet searches – Search in marketplaces

Software  
"Baywatcher"

The screenshot displays the Baywatcher software interface, which is used for monitoring eBay auctions. The window title is "Baywatcher - Suche und Beobachtung von eBay-Auktionen". The interface includes a search bar, navigation buttons, and a detailed view of a selected auction item.

**Artikelnummer:** 261556833465  
**Titel:** HIGH5 High 5 Race Faster Energie Paket SPORTS NUTRITION PACK Trinkflasche, Gels  
**Untertitel:**

**Preis:** 16,90 EUR  
**Sofort kaufen:** 16,90 EUR  
**Versandkosten:** 0,00 EUR  
**Gesamt:** 16,90 EUR

**Angeb. Stückzahl:** +  
**Verk. Stückzahl:** +  
**Start:** Fr. 08.08.2014 21:31:58  
**Angebotsende:** Di. 07.10.2014 21:36:58

**Gebote:** 0  
**Höchstbietender Verkäufer:** mastmi-ih-starker-partner (4454 | 100,0%)  
**Shop:** Mastmi-Ihr-starker-Partner  
**Auktionstyp:** Festpreis  
**Preisvorschlag:** Nein  
**PayPal:** Ja

**Artikelstandort:** DE, Düsseldorf, Deutschland (40721)  
**Versand nach:** EuropeanUnion

*\* Das hochaufgelöste Artikelbild ist noch nicht geladen und die Artikelclaten sind noch unvollständig. Um diese zu vervollständigen betätigen Sie die Aktualisieren-Schaltfläche*

Bild	Artikel-Nr.	Artikelbezeichnung	Restzeit	Gesamtpreis	Sofort kaufen	Preis	Versandkosten	Währung	Gebote	Kategorie
	261556833465	HIGH5 High 5 Race Faster Energie Paket SPOR...	13T 10:42:17	16,90	16,90		0,00	EUR		Trinkbeutel
	130990308517	Acute Topics in Sport Nutrition - M. Lamprecht	13T 13:01:07	158,00	158,00		0,00	EUR		Medizin
	130990315387	Practical Sports Nutrition - Louise Burke	13T 13:10:34	70,92	70,92		0,00	EUR		Medizin
	351091276116	Kreatin Beast Sports Nutrition Creature 180 Ka...	13T 15:13:56	46,91	30,86		16,05	EUR		Unbekannt (#97...
	380882573746	HBN Holger Gugg Buch Human Based Nutrition	13T 19:55:54	33,90	33,90		0,00	EUR		Unbekannt (#17...
	161105959128	Best Body Nutrition Coreball dark grey 50cm 11...	13T 23:23:34	21,60	21,60		0,00	EUR		Gymnastikballe
	380815685252	Sports Nutrition: More Than Just Calories - Trig...	14T 01:30:49	42,00	42,00		0,00	EUR		Unbekannt (#17...
	390768271871	Acute Topics in Sport Nutrition - M. Lamprecht ...	14T 01:40:23	158,00	158,00		0,00	EUR		Medizin
	290900089870	Whey Protein 920 g PROFESSIONAL Sotec Nu...	14T 04:06:44	25,50	25,50		0,00	EUR		Powerdrinks & Po
	390578598265	(21,23 EURO/kg) Whey Protein 2350g Sotec N...	14T 04:58:42	48,80	48,80		0,00	EUR		Powerdrinks & Po
	161273654168	Best Body Nutrition - Sporttasche	14T 08:41:47	21,79	18,80		2,99	EUR		Unbekannt (#28...
	291239120421	Clinical Sports Nutrition - Louise Burke - 978007...	14T 18:33:48	59,91	59,91		0,00	EUR		Medizin
	231280122397	Nancy Clark's Sports Nutrition Guidebook 9781...	14T 20:54:17	20,18	18,23		1,95	EUR		Sonstige
	390818673220	Practical Applications In Sports Nutrition - Heat...	14T 22:58:04	57,66	54,16		3,50	EUR		Unbekannt (#17...
	390818673220	Practical Applications In Sports Nutrition - Heat...	14T 22:58:04	57,66	54,16		3,50	EUR		Unbekannt (#17...
	380993924352	Clinical Sports Nutrition von Louise Burke PORT...	15T 02:13:19	59,91	59,91		0,00	EUR		Unbekannt (#17...
	191210964526	Sports Nutrition 9780988593190, Paperback, B...	15T 06:19:15	13,75	11,80		1,95	EUR		Unbekannt (#17...
	311084895705	Burke, Louise: Clinical Sports Nutrition, Tasche...	15T 08:21:03	59,95	59,95		0,00	EUR		Medizin
	231280503011	The Complete Guide to Strength Training (Nutri...	15T 08:38:06	8,48	8,48		0,00	EUR		Unbekannt (#17...

640 Artikel gefunden

<http://www.aborange.de/products/baywatcher.php>



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## Internet searches – Search in marketplaces

- Overview of online offers for defined regions  
→(e.g. Federal State)
  - eBay does not allow searches within certain local borders
  - search request for products at certain „item locations“
  - restrict search to certain region around „item location“
  - Comparison with postal code database and removal of dublettes

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## Internet searches – Monitoring of social networks

- Food supplements are sold on social networks like Facebook or Google+ (Bachelor thesis)
- Large market assumed – food supplements are traded in closed groups



Sports products offered on Facebook

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## Internet searches – Monitoring of social networks

- So far only preliminary activities
- Challenge: anonymity
- G@ZIELT will conduct an annual plan programme for food sold in social networks
- Identification of eFBOs



Sports products offered on Facebook

# BTSF

## Internet searches – Monitoring of social networks

- Social networks like Facebook can be monitored with free online tools:
  - <https://inteltechniques.com/menu.html>
- Additional tools:
  - <https://www.social-searcher.com/>
  - <http://uk-osint.net/facebook.html>

INTELTECHNIQUES  
SEARCH TOOL

Online Training Live Training Consultation Tools Forum

OSINT LINKS  
SEARCH ENGINES  
FACEBOOK  
TWITTER  
INSTAGRAM  
USER NAME  
REAL NAME  
EMAIL ADDRESS

Custom Facebook Tools

Search Target Profile:

Email Address GO (Account by Email)  
+ 1 10 Digit Cell GO (Account by Cell)  
FB User Name GO (Displays User Number)  
Facebook User Number GO (Populate All)  
Facebook User Number GO (Places Visited)  
Facebook User Number GO (Recent Places Visited)  
Facebook User Number GO (Places Checked-In)

<https://inteltechniques.com/menu.html>

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## Internet searches – Monitoring of search results

- Identified offers that are forwarded to competent authority can be monitored automatically
  - Free web based tools, for example [www.changetracker.com](http://www.changetracker.com)
- Email notification if website with product offer is changed or removed:

At your request we are sending you this alert to let you know that a page you have been monitoring has changed.

The following monitored page has changed:

[http://www.ebay.de/itm/Karneval-Kinder-Kostum-Overall-Rennfahrer-Racer-403117-/191024193784?pt=DE Fashion](http://www.ebay.de/itm/Karneval-Kinder-Kostum-Overall-Rennfahrer-Racer-403117-/191024193784?pt=DE_Fashion)

To see the details of the change, please click on the link below:

[http://www.changedetection.com/log/de/ebay/191024193784\\_log.html](http://www.changedetection.com/log/de/ebay/191024193784_log.html)

# BTSF Research project: Development of automated search tools

Cooperation with the Hamburg University of applied science



AAPVL - Development of an automated analysis procedures for the identification and assessment of potentially non-compliant products traded on the internet

Supported by:



Federal Ministry of  
Food, Agriculture  
and Consumer Protection

based on a decision of the Parliament  
of the Federal Republic of Germany

supported by funds of the Federal Ministry of Food and  
Agriculture (BMEL)



Project funded by the German Federal Agency for Agriculture and  
Food (BLE) within the innovation-support program



Federal Office for  
Agriculture and Food

Project launch: 15.02.2013

Project completion: 31.08.2018



# BTSF Research project: Development of automated search tools

## Cooperation with the Hamburg University of applied science

- Development of an automated, IT-based software prototype for the monitoring of the e-food market place:
  - Optimization of the search engine results (relevant data only!)
  - Integration of text, logo and image recognition procedures
  - Development of an automated search procedure allowing a risk-oriented control of e-foods



# BTSF Research project: Development of automated search tools

## Cooperation with the Hamburg University of applied science

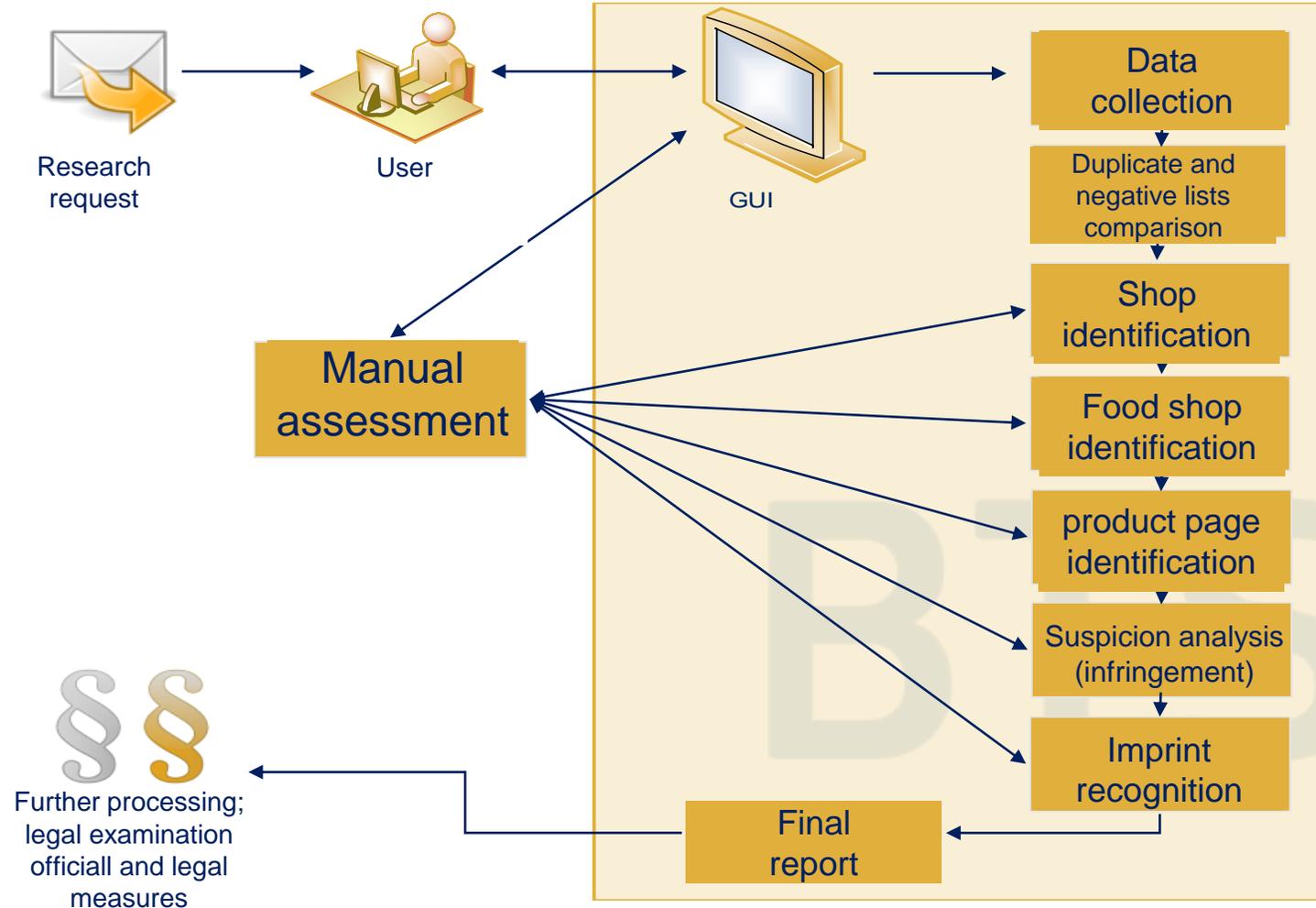
- Automated product searches, FBO searches and searches for the annual plan
- application areas:
  - non-permitted/unsafe foods/ingredients
  - Health Claims
  - misuses of logos and seals (organic, geographical indication) 
- Development of concepts for the risk-based control of the e-food market place



# BTSF The APPVL work flow



Supported by:  
  
 Federal Ministry of Food, Agriculture and Consumer Protection  
 based on a decision of the Parliament of the Federal Republic of Germany



# BTSF Research project: Development of automated search tools

## Cooperation with the Hamburg University of applied science

- Automated product searches, FBO searches and searches for the annual plan
- application areas:
  - non-permitted/unsafe foods/ingredients
  - Health Claims
  - misuses of logos and seals (organic, geographical indication) 
- Development of concepts for the risk-based control of the e-food market place



# BTSF Cooperation with the Hamburg University of applied science



Annual Plan: fresh meat

➤ Search queries:

- Fleisch Kaufen
- Fleisch Warenkorb
- Fleischerei online
- Metzgerei online
- Grillfleisch Warenkorb
- Grillfleisch Kaufen
- Hack Kaufen
- Hack Warenkorb

# BTSF Cooperation with the Hamburg University of applied science

Annual Plan: fresh meat

- Retrieved results by Google.de: 11.855
  - ✓ thereof duplicates: 2.958 (approx. 25 %)
  - ✓ thereof sites not reached: 276 (approx. 2 %)
- Unique and reached sites: 8.621
  - ✓ spread over 2.858 Domains
  - ✓ thereof recognized as shops: 6.244 (approx. 72 %)
  - ✓ thereof recognized as food shops: 3.905 (approx. 45 %)
- Manuel assessment:
  - ✓ FBOs located in Germany and selling fresh meat: approx. 180
  - ✓ FBOs located in Germany and selling meat products : approx. 200



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# Thank you

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Consumers, Health and Food Executive Agency  
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L-2920 Luxembourg

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## AENOR

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