

EA Alert Dated: 18 Nov 2016

EA Alert (21/2016) : Inappropriate Advertisements On E-Commerce Websites

Dear Key Appointment Holder and EA Personnel,

This advisory is applicable to employment agencies (EAs) which seek to place foreign domestic workers (FDWs) in employment.

2 As an FDW-placing EA, you would have received an EA Alert via email in 2014 informing you of MOM's concern over incidences of insensitive advertising and inappropriate display of FDWs by EAs. In the same alert, we had informed EAs to ensure that all advertising collaterals accord FDWs basic respect and human dignity, and to refrain from casting FDWs in an undignified light. A copy of the EA alert is attached for your reference.

3 It has come to our attention that some EAs currently use e-commerce websites such as www.carousell.com and www.gumtree.sg to market their placement services. Advertisements posted by EAs on these websites included the bio-data of the FDWs and used inappropriate terms such as "condition new" to describe the FDWs. In addition, e-commerce websites, which are meant for the purchase of goods and services, also contain transactional terms such as "chat to buy" or "snap to sell", which add to the impression that the FDWs are commodities to be purchased.

4 The Ministry considers such advertisements unacceptable and EAs should cease the practice with immediate effect. All postings on these commercial sites should be removed. We will take action against EAs which persist in such undesirable practices.

5 Please contact us at Tel: 6438 5122 or email us at MOM_FMMD@mom.gov.sg if you require any clarification.

6. Thank you.

Brian Wong

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