

F.O.L.O.U.P. Safety Pledge – Toys & Games

Company Name: [Your Company Name]SAFETY PLAY UK

Category: Toys & Games

Date: 06 August 2025

We, [Your Company Name], commit to placing child safety at the heart of everything we design, import, distribute, and sell.

☒ Our Commitments:

Compliance with UK Law

We fully comply with all UK toy safety regulations, including:

- The Toys (Safety) Regulations 2011
- The General Product Safety Regulations 2005
- Relevant BS EN 71 standards for mechanical, chemical, and flammability risks.

Transparent Labelling

All our toy products include:

- Age-appropriate warnings
- CE/UKCA marking (where required)
- Manufacturer/importer details and traceability information.

No Harmful Substances

We do not knowingly import or sell toys containing banned chemicals or materials (including lead, phthalates, or other restricted substances).

Ongoing Testing and Due Diligence

We regularly test toys using accredited labs and maintain records of conformity documentation, technical files, and safety assessments.

Online Marketplace Responsibility

When selling on online platforms (e.g. Amazon, eBay, Temu), we will:

- Respond promptly to safety concerns flagged by regulators or watchdogs such as F.O.L.O.U.P.

- Voluntarily remove unsafe listings or mislabelled products.
- Share recall information where applicable.

Collaboration and Transparency

We are open to working with Trading Standards, the OPSS, and safety bodies to improve standards and take part in proactive surveillance.

Signed on behalf of [Your Company Name]

Name:

Title:

Signature:

Date:

Once signed and submitted, your company will be eligible to feature in the “Online Compliant” programme, with visibility on our [Toys & Games] category page, and recognition for your proactive safety commitments.