

## 《马云淘宝遭顺丰 " 封杀 ” 》

周四起，顺丰物流和菜鸟公司的数据共享和连接被关闭了，这使得从最大电商平台天猫和淘宝查看物流数据受阻，同时还影响了生鲜农产品如樱桃、荔枝和芒果等的运输。

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The shutdown of data sharing and connection between SF Express and Cainiao Network Technology since Thursday has hindered parcel tracking via Tmall and Taobao, the largest e-commerce platforms. It has also affected shipments of fresh produce including cherries, lychees and mangos, the bureau said.

"After coordination with both parties, the bureau has urged companies to put aside disputes to prevent negative social impacts. Firms should embrace 'big picture-thinking' and maintain market order and protect consumer rights," a statement issued by the bureau late Thursday said.

The conflict between SF and Cainiao emerged on Thursday when Taobao users were not able to track parcel information if they chose SF to do the delivery.

Cainiao, a courier aggregator financially backed by Alibaba, said SF had rejected Cainiao's proposal to provide more comprehensive logistics data to detect counterfeit shipments, and unilaterally terminated data sharing from its self-pickup outlet service on Thursday.

SF responded that such a request went beyond normal business purposes and might breach customer privacy. It added that Cainiao first removed SF from Taobao's inherent logistics inquiry system, but all packages handled by SF can still be tracked using its own platforms.

Shenzhen-based SF is the nation's top courier by market value, while Cainiao assembles a network of delivery firms including SF and operates a data platform that enables speedier and more efficient service by letting couriers bundle deliveries in the same area.