

# Offering to buy or sell outside of AMP policy

Offering to buy or sell outside of AMP, including sharing direct contact information prior to an AMP purchase, is not allowed. Contacting another AMP member to discuss moving a purchase off AMP exposes both the buyer and seller to the risk of fraud. It also means both buyer and seller are not covered by our protection programs.

## What is the policy?

Buyers and sellers can't:

Engage in any action with a user on the site designed to complete or facilitate a transaction outside of AMP

Share or request direct contact information prior to completing a sale

Exception: Sellers may opt to provide their phone number as part of the Ask a Seller a Question (ASQ) function to facilitate a sale on AMP

In any communications with another AMP member, refer to or promote external websites that facilitate sales outside of AMP or other businesses

Use any user information to contact another member to buy or sell off AMP

List an item and then offer additional identical or related items for sale outside of AMP

Offer catalogs or other items that are used to order items directly outside of AMP

Host item descriptions or images outside of AMP

Buyers and sellers should:

Complete purchases on AMP in order to be covered by AMP protections and AMP Money Back Guarantee. Confirmation of a completed transaction on AMP can be obtained by:

Using the AMP checkout to complete the purchase

Viewing the purchase in purchase or sales history

Use **Best Offer** transactions to accept offers for items and negotiate a price

Use the **Private Offer** feature to send a customized offer within **Messages** to sell to a specific buyer

Activity that doesn't follow AMP policy could result in a range of actions including for example: administratively ending or canceling listings, hiding or demoting all listings from search results, blocking some or all of your messages/communication with other members, lowering seller rating, buying or selling restrictions, account suspension, application of fees, and recovery of expenses for policy monitoring and enforcement. All fees paid or payable in relation to listings or accounts on which we take any action will not be refunded or otherwise credited to your account.

If you receive an offer to buy or sell outside of AMP, please [report it to info@advertisingmarketplace.com](mailto:info@advertisingmarketplace.com).

## Why does AMP have this policy?

Offers to buy or sell outside of AMP are a potential fraud risk for both buyers and sellers. Transactions conducted outside of AMP are not eligible for AMP protection programs and the AMP Money Back Guarantee. Additionally, AMP has invested a great deal to connect interested buyers with great sellers and we want to participate in ongoing transactions with them.