

Overview of the Amazon seller code of conduct

1. Amazon policies	1
1.1 <u>Overview of Amazon selling policies and the seller code of conduct</u>	2
1.2 <u>Seller code of conduct details</u>	3
1.3 <u>Updates to the seller code of conduct</u>	8

1.1 Overview of Amazon selling policies and the seller code of conduct

Amazon requires sellers to act fairly and honestly on Amazon to ensure a safe buying and selling experience.

All sellers must adhere to the following principles:

- Provide accurate information to Amazon and our customers at all times
- Act fairly and do not misuse Amazon's features or services
- Do not attempt to damage or abuse another seller, their listings, or ratings
- Do not attempt to influence customers' ratings, feedback, and reviews
- Do not send unsolicited or inappropriate communications
- Do not contact customers except through Buyer-Seller Messaging
- Do not attempt to circumvent the Amazon sales process
- Do not operate more than one selling account on Amazon without a legitimate business need
- Do not engage in conduct that violates price fixing laws

If you violate the code of conduct or any other Amazon policies, Amazon may take action against your account, such as canceling listings, suspending or forfeiting payments, and revoking selling privileges.

1.2 Seller code of conduct details

1.2.1 Provide accurate information to Amazon and our customers at all times



What is meant by “accurate information”?

You must provide accurate information to Amazon and our customers, and update the information if it changes. For example, this means that you must use a business name that accurately identifies your business, and you must list your products in the correct category.

1.2.2 Act fairly and do not misuse Amazon’s features or services



What is meant by “act fairly”?

You must act fairly and lawfully and may not misuse any service provided by Amazon. Examples of unfair activities include:

- Providing misleading or inappropriate information to Amazon or our customers, such as by creating multiple detail pages for the same product or posting offensive product images.
- Manipulating sales rank (such as by accepting non-authentic orders or orders that you have paid for, or refunded externally or orders that you discounted externally) or making claims about sales rank in product titles or descriptions.
- Attempting to increase the price of a product after an order is confirmed.
- Artificially inflating web traffic (using bots or paying for clicks, for example).
- Attempting to influence search results by inflating search ranking through keyword manipulation or incentivizing customers’ searches to appear as organic behavior.
- Attempting to damage another seller, their listings, or ratings.
- Permitting others to act on your behalf in a way that violates Amazon policies or your agreement with Amazon.



Example

The following seller actions are in violation of these principles:

Seller A creates fake orders to improve his ASIN ranking so that more overseas consumers see his products.



This behavior is a form of manipulating sales rank.

Seller B writes “Only Seller C’s products are authentic” on its product detail page to avoid counterfeiting.



This is providing misleading or inappropriate information to Amazon or our customers.

1.2.3 Do not attempt to damage or abuse another seller, their listings, or ratings



Example

The following seller actions are in violation of these principles:

Seller A purchases an item from a competing seller and gives an untrue negative review.



This is maliciously insulting competing products.

Seller B writes a comparison of its product with its competitor's product in the review section of the competitor's product. The content of the review is false and the purpose is to influence customers to buy Seller B's product.



This is maliciously damaging or abusing another seller, their listings or ratings.

1.2.4 Do not attempt to influence customers' ratings, feedback, and reviews



What is meant by "ratings, feedback, and reviews"?

You may not attempt to influence or inflate customers' ratings, feedback, and reviews. You may request feedback and reviews from your own customers in a neutral manner, but may not:

- Pay for or offer an incentive (such as coupons or free products) in exchange for providing or removing feedback or reviews
- Ask customers to write only positive reviews or ask them to remove or change a review
- Solicit reviews only from customers who had a positive experience
- Review your own products or a competitors' products



Example

The following seller actions are in violation of these principles:

Seller A has received a bad review and wants the buyer to adjust his review by giving a product to the buyer for free or at a discount.

Seller B includes a "thank you card" in the product package, promising that the customer will receive a free gift or cash if they provide a positive review.

1.2.5 Do not send unsolicited or inappropriate communications



What is meant by “communications”?

You may not send unsolicited or inappropriate messages. All communications to customers must be sent through [Buyer-Seller Messaging](#) and be necessary for fulfilling the order or providing customer services. Marketing communications are prohibited.



Example

The following seller actions are in violation of these principles:

Seller A sends a promotional message through a messaging service.

Seller B leaves their email or social media account to let the customer know that after-sales service can be provided through off-site contact.

1.2.6 Do not contact customers except through Buyer-Seller Messaging



What is meant by “Buyer-Seller Messaging”?

If you receive customer information, such as addresses or phone numbers to fulfill orders, you may use that information only to fulfill orders and must delete it after the order has been processed. You may not use customer information to contact customers (except through Buyer-Seller Messaging) or share it with any third party.



Example

The following seller actions are in violation of these principles:

Seller A shares customer information with Seller B to facilitate joint marketing.

Seller C saves the contact information of customers who bought products before to use when promoting new products.

1.2.7 Do not attempt to circumvent the Amazon sales process



What is meant by “circumvent the sales process”?

You may not attempt to circumvent the Amazon sales process or get Amazon customers to go to other websites. This means that you may not provide links or messages that prompt users to visit any external website or complete a transaction elsewhere.



Example

The following seller actions are in violation of these principles:

Seller A provides a card in the product package informing the customer that they can get cashback or a lower price by placing an order through a third-party website.

Seller B provides a QR code for a third party's purchase address in the product image.

1.2.8 Do not operate more than one selling account on Amazon without a legitimate business need



What is meant by “operating more than one selling account on Amazon”?

You may only maintain one Seller Central account for each region in which you sell unless you have a legitimate business need to open a second account, and all of your accounts are in good standing. If any of your accounts are not in good standing, we may deactivate all of your selling accounts until all accounts are in good standing.

Examples of a legitimate business justification include:

- You own multiple brands and maintain separate businesses for each
- You manufacture products for two distinct and separate companies
- You are recruited for an Amazon program that requires separate accounts

1.2.9 Other: Filing infringement notices as an agent or brand protection agency

Amazon understands that many brands may choose to have brand protection agencies or agents report intellectual property infringement on their behalf and accepts submissions from authorized agents. However, Amazon does not allow individuals with active selling accounts to submit infringement notices as brand agents because submitting such infringement notices may benefit the submitter's own account (for example, by removing competing products). Any seller who submits a notice as an agent for personal gain may have their selling account terminated.

1.3 Updates to the seller code of conduct

The selling policies and seller code of conduct are continually updated, so sellers should watch for updates and make sure they understand the policies clearly.

Search for [selling policies and seller code of conduct](#) in Seller Central to see more details.