

Ecomm Rater Guidelines

Last updated: 9/1/22

Introduction

During your participation in the Mystery Shopping program, you will purchase from businesses on Facebook and Instagram and then answer questions about your purchase experience. This document will help you understand the following:

- [The purpose of the program](#)
- [Program disclosure](#)
- [The types of experiences we want \(and don't want\) to learn about](#)
- [Information about the tool you will use](#)
- [The project workflow](#)
- [How to handle specific purchasing scenarios](#)
- [How to update the status of your purchase](#)
- [How to complete the final post-purchase review](#)

Program Purpose

This program is designed to identify and reduce negative shopping experiences that might cause you to lose trust in Facebook and Instagram as platforms to shop or question the reliability of business on these platforms.

Negative shopping experiences could include:

- Purchasing from dishonest businesses or businesses who make misleading claims, such as advertising a real brand product and sending a knockoff version
- Interacting with businesses that fail to fulfill promises, such as misrepresenting the item design or functionality
- Receiving the product several weeks late with no notice
- And more...

You play a key role in helping Meta's integrity team keep shopping experiences safe and reliable for everyone.

Disclosure

You'll need to use your Facebook profile to participate. Participation in this project is also entirely voluntary, and you can stop at any time. Should you encounter any payment or processing related issues after purchasing from sellers in this project, your contracting company requests that you contact your bank or credit card company.

You are expected to keep, gift, or donate the items you purchase on behalf of this project. You should not be returning items to the sellers. This type of purchase and return activity can cause unintended negative impacts to the seller. Our intent is not to cause any financial harm to the seller that this type of activity creates.

If a Seller contacts you to inquire about your purchase activity, you should not disclose any information related to the project, Facebook, or us (contracting company). Sharing any details about the project is in violation of your Non-Disclosure Agreements with your contracting company and will result in you being removed from the project. It is ok to state that you are working on a mystery shopping experience project and that you are not allowed to disclose any details related to it.

Experiences

The following are examples of experiences we're looking for:

- You didn't receive the product or it arrived after the expected delivery date with no communication from the business
- The product came damaged or broken or was damaged or broken after minimal use
- You received a different product than what the business advertised
- The product's color, size or material looks noticeably different than what the business advertised
- The product doesn't function as how the business advertised
- The product is a fake version of a higher-quality product or brand

The following are examples of experiences we aren't looking for:

- You purchased a dark-colored lipstick but realized it looked too bold on you. You might regret this purchase, but it doesn't suggest a negative shopping experience that reduces the business's reliability.

- You purchased a shoe in size 8 but realized it was slightly too big. You might need to return it and get a smaller size, but it doesn't suggest a negative shopping experience that reduces the business's reliability

Tool Information

To access the tool, go to URL: <https://www.facebook.com/pbp/ratings> and log into your Facebook account. You should see two types of activities: Purchase or Review.

- Purchase: These are the items available for purchase. You will be asked a series of questions pertaining to the product purchase experience. For handling specific purchase scenarios, refer to [Purchasing Scenarios](#). For tips on what information you will need to complete the Purchase survey, refer to [Guidelines when purchasing](#).
- Product Review: These are the items you have already purchased. Once the product arrives, examine, and evaluate the entire product purchase experience. You will be asked a series of questions regarding the entire purchase experience, including the delivery experience and product quality. For tips on what information you will need to complete the Product Review survey, refer to [Product Review](#).

Note: Ensure any comments that you leave in the surveys are in English.

Project Workflow

For every product, you are expected to complete:

1. [Initial purchase survey](#)
2. [Updated delivery survey \(if applicable\)](#)
3. [Post purchase or product review survey](#)

In some cases, you may not be able to complete a purchase, so you will need to complete the [Skip survey](#).

In some cases, the item you purchased may not arrive so you will need to complete the Item not received survey.

I. Purchases

Please read all instructions carefully before making any purchases. We audit purchases to ensure they were made within the program guidelines.

Caution: If it is found you violated one of these policies, then you may not be reimbursed for the purchase and could be immediately terminated from the program.

After logging into the tool and selecting purchase, select the first ad. Review the ad to understand its objective and click on the call-to-action. Determine if the ad qualifies a purchase or should be skipped.

Note: Review [APPENDIX A- Qualified Skip Reasons](#) for the list of qualified skip reasons before skipping the ad.

General guidelines when purchasing:

- Purchase a single item unless there is a minimum quantity required to check out.
- Do NOT purchase additional items solely for the purpose of an additional discount. In case there is a minimum purchase requirement, you may purchase the minimum quantity required from the seller, but the total of your purchase (regardless of the required quantity) may not exceed the \$150 USD per ad limit.
- If you have reached the \$500 USD total spending limit, skip the ad.

If you need to skip the ad:

1. Take a screenshot that supports the reason you skipped the ad. Please ensure your screenshot captures all relevant details including the full website url, advertisement, job id, etc. You can include multiple screenshots if needed.
2. Select “Skip This Ad” and complete the corresponding survey. Please ensure all comments are in English.
3. If you select “Unable to purchase” as the skip reason, describe in detail why you cannot complete the purchase. You must also include screenshots that support your explanation.

Note: For screenshots, remove or cover any visible personal information such as your name or contact information including your email address, physical address, or phone number before uploading.

If the ad does not meet the criteria to be skipped, continue to complete your purchase.

Purchasing Scenarios

Scenario	Action	Notes
The ad leads to a specific product	Purchase that exact item	<ul style="list-style-type: none"> If the item cost is greater than \$150 USD or is out of stock (unavailable), purchase a different item from the <i>same seller</i>. If there is a minimum purchase requirement to check-out (i.e., \$50) by the seller then you may spend up to the minimum requirement to complete your purchase. <i>Any amount that exceeds the minimum purchase requirement (excluding shipping and taxes) will not be reimbursed.</i> <u>Example:</u> If the item in the Ad is under the minimum purchase requirement of \$50, you may purchase another item to reach the requirement. Any additional items you purchase after reaching the requirement will not be reimbursed.
The ad leads to a catalog of products or just the main page of a store	Browse and select the product that matches the item from the ad	<ul style="list-style-type: none"> If the ad does not contain a single item, select an item (only 1) in which you are most interested to purchase.
The ad leads to a Facebook or Instagram page	Click the advertiser's website link the “About” section, browse, and select 1 product you are interested in	<ul style="list-style-type: none"> If there is not a listed website, you should message the advertiser to complete the purchase.
The ad leads to an Instagram profile	Click the advertiser's website link the “About” section, browse, and select 1 product you are interested in	
The ad requires you to create an account to complete a purchase	Create an account and complete the purchase	<ul style="list-style-type: none"> Account creation is not a valid reason to skip an ad.

Scenario	Action	Notes
The ad requires you to pay Cash on delivery (CoD).	Pay cash on delivery	<ul style="list-style-type: none"> Paying cash on delivery is not a valid reason to skip an ad. If you are not able to get an invoice, you may skip this ad.
The ad requires you to message the advertiser via FB Messenger, Line, or WhatsApp	Contact the advertiser and complete the purchase	<ul style="list-style-type: none"> If you don't see a call-to-action, CTA, (e.g. Shop Now, Buy Now, Learn More) prompting you to purchase or if the CTA is broken, go to the seller's Facebook Page and look for a CTA or another way to contact the seller to make your purchase. Having to message an advertiser is not a valid reason to skip an ad.
The ad's website sends you to another website to purchase the product	Navigate to the linked website and complete the purchase	<ul style="list-style-type: none"> <u>Example:</u> If the product buy button on Advertiser X's website leads to Advertiser Y's website to purchase the same product, please purchase the product from Advertiser Y. If you are led to a website that differs from the advertiser's website, explain this in the Additional Details section of the purchase survey.
The product in the ad is consumable such as vitamins, protein powder, lotion, shampoo, pizza from a delivery service, teeth whitening, skin care, herbal supplement, etc.	Purchase the product as advertised	<ul style="list-style-type: none"> You do NOT have to consume or apply the product.

Guidelines for completing a purchase

- Select the shipping option that you would select if you were shopping normally.
- Use whichever payment method you would normally use to shop. Do not use any cryptocurrencies for payment.
- Please read over the Purchase survey questions below before completing your purchase. It is helpful to shop in one browser tab while keeping the survey questions open in a separate browser tab so you can navigate between the survey questions as

you purchase the product. You will need to collect some important information as you are buying each product:

- Shipping tracking number
- Receipt for reimbursement. **Note:** This can be a screenshot of the payment confirmation page if the vendor does not provide receipt via email
- Screenshot of webpage that has both price and item
- Be sure to request an order confirmation email which includes all order information.
- If you are unable to identify a product within guidelines, or you are unable to complete a purchase after communicating with the advertiser, be sure to include screenshots of your conversation which outline the reason you are unable to complete the purchase. If the content in the screenshots are not in English, please add English translations next to it.
- Any form of payment (except for cryptocurrency) is acceptable for purchases made through 3rd party messaging applications as long as a receipt or bill of sale can be provided for reimbursement and documentation.
- The receipt/bill must include an itemized breakdown of all costs (shipping, product, tax, etc.).
- Should you encounter any payment or processing related issues after purchasing from sellers in this project, your contracting company requests that you contact your bank or credit card company.

II. Status Update

Once you receive shipping information, update the status of your purchase.

1. Select “*Start Review*” under the *Reviews* section.
2. Find the ad that matches the product you purchased.
3. Select “*Update Status*” and complete the “*Update Shipping Survey*”.

If you receive a shipping confirmation email after purchasing the product, go back to the tool (Review) and enter the expected product delivery date.

If you receive a revised shipping confirmation email after an earlier shipping confirmation email, go back to the tool (Review) and enter the revised expected product delivery date.

Post Purchase Scenarios

Scenario	Action	Notes
The vendor does not	Mark item as	

provide any delivery updates	Item not received	
The item has not arrived within 8 weeks of purchase	Mark item as Item not received	
The item has not arrived within 2 weeks of estimated delivery date	Mark item as Item not received	
The vendor canceled the purchase and you were not refunded	Request a refund from the vendor	<ul style="list-style-type: none"> ● Keep a screenshot/proof of your request for reimbursement purchase in the event that vendor does not provide refund ● Wait at least 1 week to receive vendor's refund for the purchase and/or make sure that your financial organization was able to stop the payment for this purchase, then update the status to "Purchase Canceled" ● Contact your financial organization to hold the payment process if possible
The product you purchased was out of stock	Slide the " <i>Purchase Processed</i> " switch to the off position and answer the questions	<ul style="list-style-type: none"> ● Upload a screenshot of the out of stock confirmation. Otherwise, leave the "<i>Purchase Processed</i>" switch in the on position.

Notes: Canceled purchases are only qualified for reimbursement if the cancellation is made by the vendor. Do NOT change the status to "Canceled" before you receive the refund from the vendor and/or are able to stop the payment by your financial organization, otherwise we are not able to provide reimbursement for the purchase.

III. Product Review

Once you receive the product, return to the tool to complete your final review. You must submit your review within 7 days of receiving the item or you may be removed from the program.

Open the tool (Review) and select the ad that you purchased the product from. Take a look at the product description page screenshot you uploaded to refresh your memory on the entire purchase experience.

If your satisfaction level is less than satisfied, explain why your rating is neutral or dissatisfied in the comments.

- If you are unfamiliar with the product, feel free to ask someone else to provide input. For example, males can ask females for feedback on female oriented products like dresses. Or non-parents can ask parents about child products.
- If you were unable to use the product, please describe why in detail. For example, product is consumable (ie. vitamins, protein powder, lotion, shampoo, teeth whitening, etc.), product is not relevant to you (ie. bikini, beard trimmer, etc.) or product can only be used with something you don't own (ie. garden hose attachment, mobile phone case for a specific model, etc.).

Consider the following:

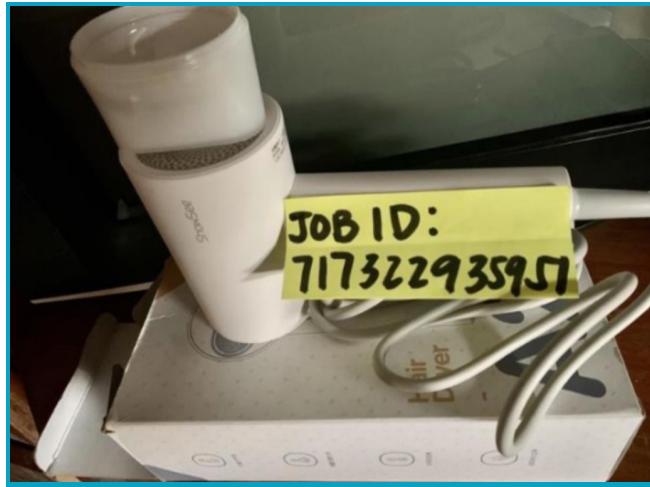
- How much the overall experience (including product quality, delivery, customer service, and any other experience) met your expectations based on what was promised in the ad, product description, and post purchase emails sent by the advertiser.
- The feel and smell of the product.

Do not consider the following:

- The “value” of the product. For example, do not consider whether you can get this type of product cheaper somewhere else.
- The website’s quality.

Take at least 2 photos of the item from different angles and include the job ID in each photo:

- You must hand write the job ID on a piece of paper
- Do NOT digitally add the job ID after taking the photos
- In addition to the photo of the actual item, you should also include photos of the parcel or the item’s packaging



- At the end of the survey, please describe your overall purchase experience in more detail and explain the reasons for the ratings that you provided. For example:
 1. What part of the purchase experience went well?
 2. What part of the purchase experience didn't go well?
 3. What led you to provide the responses provided?

Do NOT return the product to the seller for a refund.

Glossary

These are terms that may come up throughout the surveys. Familiarize yourself with these terms and where you might find the information.

Invoice ID: The unique number that shows on your order invoice. You might find this information in your email or [Payment History](#).

Order number: The unique number that shows on your order invoice. You might find this information in your email or on [Payment History](#).

Seller: The person or business that sells the product you are purchasing as part of the campaign.

Sender: The person or business name that ships the order. You might find this information on the order invoice or on the shipping label.

Tracking information: Typically a unique numeric or alphanumeric code associated with a physical item that is being shipped by a third-party carrier. This information might contain tracking information such as the shipment carrier, estimated delivery, delivery address, etc.

FAQs

You can find more FAQs on the Project Page as the team adds more as needed.

Q. What if I purchase a product that is under the limit of \$150 but then after the purchase is completed, I'm charged additional fees that puts the total over \$150?

A. If the product costs less than \$150, let's say \$130, and then you are charged additional fees, let's say \$30, that puts the total amount over \$150, it won't be reimbursed as the total purchase goes over \$150. This factor must be taken into account when you purchase products that are very close to the limit of \$150.

Q. Can I buy a product which costs more than \$150 (i.e., \$200) and get reimbursed for the difference (\$200 - \$150)?

A. No, that is not possible. Any receipt beyond \$150 will not be reimbursed.

Q. What if the Instagram profile does not have a website to look for purchase, instead they post products on the profile. How can I purchase a product?

A. In this case, you need to reach out to the seller through Instagram messaging tool. To initiate a conversation with a private party retailer you might need to utilize additional 3rd party messaging tools (LINE, Skype, Facebook Messenger, WeChat) and/or reach out to the seller through Instagram.

Q. The ad is for a service and the link leads to the specific page of the service, but there is also a shopping tab which leads to other products, can I purchase any of those products?

A. If the ad leads to the specific page of a product, you should only purchase that specific product.

Q: Should I attempt to make a purchase if I see an "Ad Removed," "Ad No Longer Available" or similar message?

Lovanea
Sponsored
ID: 1539749632880434

Soutien-gorge de Bien-être Lovanea™.
emoji 2 Achetés = 3ème Offert emoji
 Sans armatures pour un confort incroyable.
 Système révolutionnaire de bretelles effet Push-Up.

Ad removed

LOVANEA



**SOUTIEN-GORGE DE BIEN-ÊTRE
SANS ARMATURE**

LOVANEA.COM
2 Achetés = 3ème Offert N°1 en France

Learn More

A: If you encounter an “Ad Removed,” “Ad No Longer Available” or similar message, please continue to make a purchase within the program guidelines. You can click “learn more” or another similar call to action messaging to go to the seller’s website. You should only skip this job if there is absolutely no way to complete a purchase within the program guidelines.

Q: What should I do if clicking on the call to action (CTA) button in an ad leads to a web page with a 404 error?

A: In this case, you should browse around the seller’s website and find another product to purchase. You should only skip this job if all web pages on the seller’s website have a 404 error.



404

SORRY! PAGE YOU ARE LOOKING CAN'T BE FOUND.

Go back to the [homepage](#)

Q: If the ad leads to a specific product may I browse around to find something I am more interested in?

A: No, if the call to action button leads directly to purchase a specific product please do so. In this example the CTA “Shop Now” button leads directly to purchase the anti anxiety dog bed featured in the ad. Unless the product is out of stock or over the spending limit for a single purchase you should not browse to find another product. Your survey review should not be based on your interest in the product but rather the overall shopping experience.

 **Anti Anxiety Dog Bed**
November 23, 2020 · 

Grab your Black Friday deals today! 🎉
Get yours 60% Off and Free Express Shipping
Get it now: <https://petbedfordogs.com/>

PETBEDFORDOG

60% OFF



BLACK FRIDAY!

PETBEDFORDOGS.COM  [Shop Now](#)



Calming dog bed
~~\$75.95~~ \$33.95 Sale

Color	Size
WHITE	XXS 40CM
Bundle	Quantity
Bed (no zipper)	1

[ADD TO CART](#) [BUY IT NOW](#)

Need help with sizing?
Choose Your Breed to get right size



CALMING BED BUY MORE , SAVE MORE

Buy 1	5%	Code "petbed"
Buy 2	10%	Code "10off"
Buy 3	15%	Code "15off"

Q: What should I do if an ad does not lead to a specific product to purchase?

A: The call to action (CTA) button on the ad leads to a seller's website. In this example the CTA "Learn More" button leads to a main page of a website, so you may browse through the tabs and purchase one product within the spend limit that you are interested in.



Habitare Vidas con Estilo

Sponsored

ID: 15464333159014

🎉 SÚPER SORTEO 🎉

Sorteamos un ESPEJO JOYERO valorada en 160€. ❤️ El espejo más solicitado del año, ideal para tener tus joyitas ordenadas. ❤️❤️

Para participar:

1 DA "ME GUSTA" A LA FOTO.

...



HABITAREHOME.ES

Habitare Home ❤️ Muebles de Diseño en Oferta |

Estilos para personas únicas

[Learn More](#)

¿Eres de Industrial, Vintage, Nordico, Rústico o Moderno?

Los mejores precios del país ★ Dos años de garantía ✅...



FLASH OFFERS
SUPER STYLES AT TOP PRICES



B: The call to action button on the ad leads to an app install. In this example the CTA “Shop Now” button leads to the seller’s shopping app. You may install the app and make a purchase or you can click on their FB landing page and shop from there, find the website url or message the seller.



PETSIN

November 1, 2020 ·

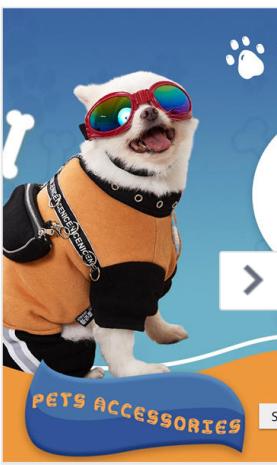


For Your Best Friends At Home
Stylish Supplies For Pets
New In Pets Supplies



Stylish Supplies For Pets

Shop Now



For Your Best Friends At Hom

ID: 118670979980161

Ad ID: 23846225022110028

Rater ID: 100001918068182

Campaign Name: 2020_december_ecomm

Batch Name: 2020_december_ecomm_gcr

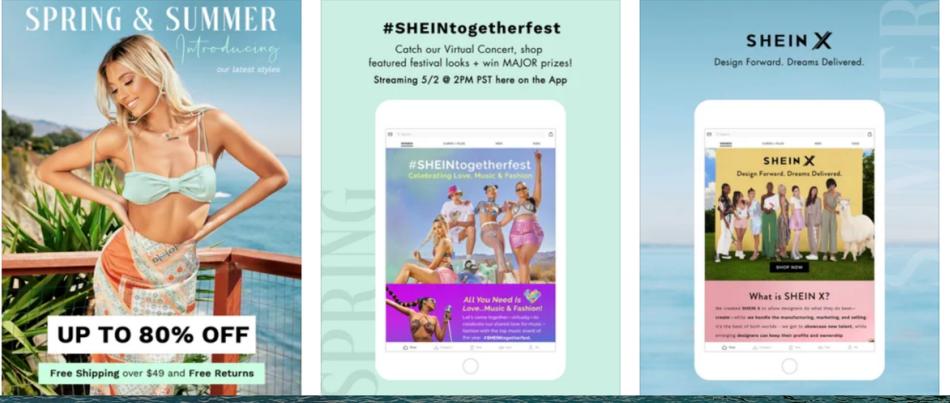
App Store Preview

Open the Mac App Store to buy and download apps.



SHEIN-Fashion Shopping Online (12+)
Women's Clothing & Fashion
Shein Group Ltd
Designed for iPad
#2 in Shopping
★★★★★ 4.7 • 443.6K Ratings
Free
[View in Mac App Store](#)

Screenshots iPad iPhone



facebook



PETSIN
@petsinofficial
Home Posts Reviews Videos Photos About Community Create a Page

Posts

PETSIN March 19 · The coolest cat in town. Comment below, which look is purr-fect on me? Check out the new pet graphic collection! <http://shein.top/izakyc6>

PETSIN Clothing Store

Community See All
10,302 people like this
10,796 people follow this

About See All
shein.top/kgblq34
Clothing Store · E-commerce Website

C: The call to action button leads you to a FB page. In this example the CTA “Like Page” button leads you to the seller’s FB page. If there is a “Shop Now” button or website url you

can use that, otherwise message the seller to find out what products are available for purchase.

Allusioneyewear

Sponsored

ID: 2766751920244935

...

Young by heart, free by nature – your style discovery is unlimited.

<https://www.allusioneyewear.com/>



Allusioneyewear

Eyewear

22,504 people like this

Like Page

The screenshot shows the Facebook profile of 'Allusioneyewear'. The page header includes the logo, page name, bio (@Allusioneyewear · Sunglasses & Eyewear Store), a 'Shop Now' button, and the website link allusioneyewear.com. Below the header, there's a navigation bar with Home, Photos, Groups, Community, More, Like, Message, and a search bar.

Ask Allusioneyewear

"Can I check if an item is available?" [Ask](#)
 "Can someone assist me?" [Ask](#)
 "How much do your items cost?" [Ask](#)
 "Can you recommend something for me?" [Ask](#)

Type a question [Ask](#)

About [See All](#)

- Envision a Style Materials, Craft, Fashion. We have all you need in Allusion.
- Allusion Eyewear is a global online shop group led by young professionals and designers. We are service-driven, detail-oriented, and passionate about ... [See More](#)
- 22,504 people like this
- 22,554 people follow this
- <https://allusioneyewear.com/>
- [Send Message](#)
- support@allusioneyewear.com

Create Post

[Photo/Video](#) [Check in](#) [Tag Friends](#)

PINNED POST

Allusioneyewear April 7 · [...](#)

Let's join our FB Group! 😊
 In the group:
 You can review the glasses 😎
 Discuss the best frame for you 😊
 Vote the new glasses you want! 🌟
 Off... [See More](#)

 **allusion**



D: The call to action button leads you to an Instagram page or to send a message. In this example the CTA “Send Message” leads to an Instagram page. If there is a website url on the page you can use that, otherwise message the seller to find out what products are available for purchase.

 **Luminous lenses**
Sponsored
ID: 243712547216774

...

عدسات لومينوس #luminous_lenses
لون :- هازل
قطرها : 14.3
مدة الاستخدام : سنة

عدسات لومينوس خفيفة على العين مناسبة جداً للعين الحساسة والعين الجافة ونافذة للأكسجين...
عدسات مرخصة من وزارة الصحة



[Send Message](#)

S

Instagram

 **luminous_egypt** [Message](#)    ...

2,518 posts 217k followers 1,089 following

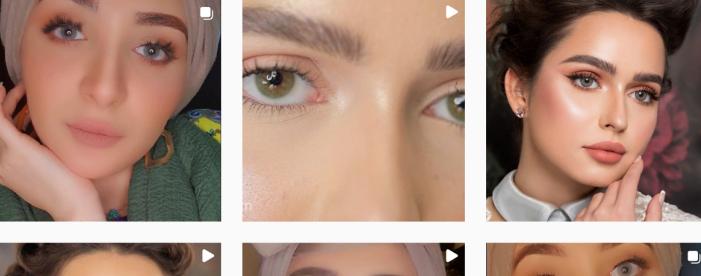
Luminous lenses
Health/Beauty

العنوان :- 16 شارع نبوت مقابل كلية التجارة جامعة القاهرة الدور الرابع أعلى البنك الأهلي المصري بين السريان
للطلب واتسنس 01092353715



[2021 ...](#) [Green](#) [كريستال](#)  50% [black Frid...](#) [عبد الأضحي](#) 





E: If the ad leads you to a 3rd party site to make a purchase. In this example the CTA “Shop Now” button leads you to select an online store to make your purchase. If you are led to make your purchase through a 3rd party retailer please go ahead and do so, that is not a valid reason for skipping an ad.



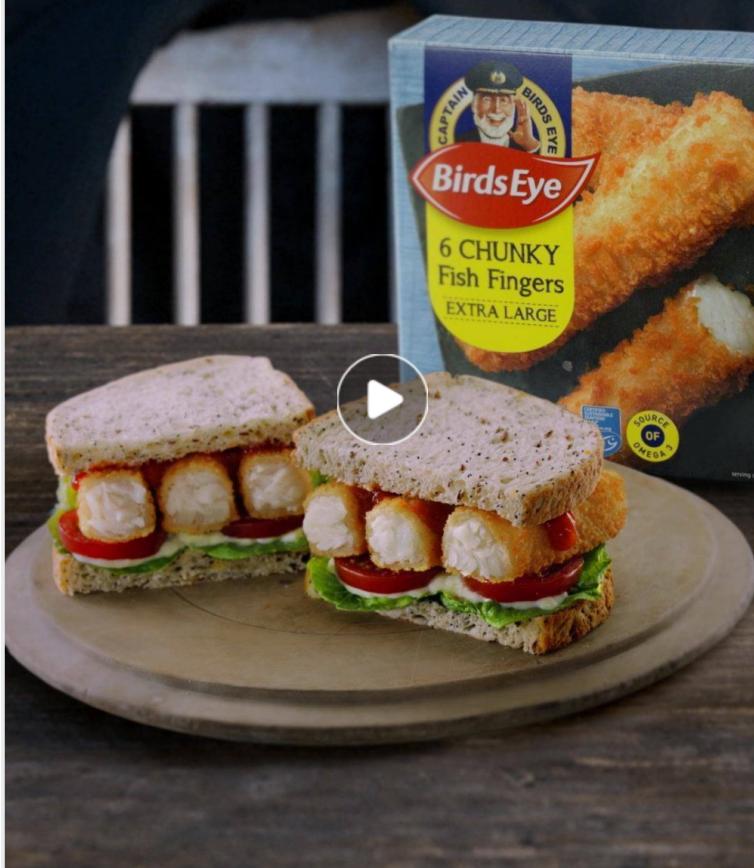
Birds Eye

Sponsored

ID: 789519448567225

...

FANCY A FISH FINGER BUTTY?



BIRDSEYE.CO.UK

Birds Eye Chunky Fish Fingers

Shop Now

This ad has multiple versions. ⓘ

1 of 2





ADD PRODUCTS TO YOUR ONLINE SHOPPING NOW

1. SELECT YOUR SUPERMARKET

ASDA

Sainsbury's

TESCO

Morrisons
Since 1899

Iceland

Don't have a retailer account?

2. SELECT YOUR ITEMS



Appendix A: Qualified skip reasons

In some cases, you may find that you will need to skip the ad. *Ads should only be skipped for the following reasons:*

Scenario	Skip Reason
You've reached your total spending limit (\$500 USD) or the item is over the single purchase spending limit (\$150 USD) and there's no other item to purchase from this seller.	Spend limit issue
Company website error <ul style="list-style-type: none"> • Rating tool error • External website error (broken link, unable to add to cart, etc.) 	Company website error

<ul style="list-style-type: none"> Checkout or payment error (declined payment method, company unable to provide an invoice, etc.) 	
Seller doesn't ship to my address	Does not ship to my address
Seller's website is in a language that I do not understand (Please do not skip if the website is in English).	Company website is not in English AND not in a language I understand
Product is no longer available or out of stock and no acceptable products from the seller are available to purchase (Do not go to a physical store to make a purchase.)	Product is no longer available or out of stock
Seller didn't respond to instant messaging/chat service.	Did not respond to instant messaging or chat service
A subscription is required to make a purchase.	Subscription is required
<p>Doesn't include an ecommerce product to purchase from the website product (e.g. digital goods like downloadable software, ebooks or audible music/books; 3rd party food delivery services; currency, including e-gift cards, golds or other precious metals when used as a form of currency (medallions, coins); and auctions/bids, etc.)</p> <ul style="list-style-type: none"> For any product that links to food and delivery services: <ul style="list-style-type: none"> If the related food product is sold and delivered by the same vendors: you should proceed to purchase the items and pay for delivery services (This type of product is NOT qualified for Skip). Example: <ul style="list-style-type: none"> food sold by Amazon, Walmart, groceries stores and can be delivered to raters by the same vendors food sold by a restaurant and delivered by the restaurant themselves (raters do not have to pay for other 3rd party platform for delivery services) If the related food product is sold by 1 vendor, and uses a 3rd party vendor for the delivery services (UberEat, Grab, GrubHub, etc.) : please skip the product and do not proceed with attempting to make a purchase 	Does not include an ecommerce product such as digital goods, 3rd party food delivery service, electronic gift cards, gold or other forms of currency, etc.

<ul style="list-style-type: none"> ● For products that links to e-books: <ul style="list-style-type: none"> ○ If a product leads to an e-book in Kindle format, you should select paperback format and complete purchase. ○ If there is no paper version available, you should skip the product. 	
Potentially unsafe website <ul style="list-style-type: none"> ● Website has multiple spelling/grammar mistakes ● Deceptive or inauthentic website and company ● Browser shows unsafe website warning ● Unsecure URL (ie. http) during checkout ● Online reports warning people about this company or website ● No company contact information (contact details, address, etc.) 	Company website error
Sale of live animals or body parts	Sale of live animals or body parts
Sale of Tobacco & Related Products (electronic cigarettes, vaporizers, or any other products that simulate smoking.)	Sale of tobacco and related products such as electronic cigarettes, vaporizers or any other products that simulate smoking
Sale of Drugs & Drug-Related Products (illegal, prescription or recreational drugs, unsafe supplements such as anabolic steroids or human growth hormones (HGH))	Sale of drugs and drug-related products such as illegal, prescription or recreational drugs, unsafe supplements, etc.
Sale of Weapons, Ammunition, or Explosives.	Sale of weapons, ammunition, or explosives
Sale of Adult Products or Services (this excludes alcohol; you may purchase alcohol if you meet all legal obligations to do so)	Sale of adult products or services
