

**Subject: Appeal for Reinstatement: Seller Account Suspension: Related Account Suspension**

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**Dear Amazon Seller Performance Team,**

My name is Lisa Yarosh, and I am the owner of Seymour Auto Wrecking Inc. I am writing to formally appeal the suspension of my seller account due to concerns regarding related accounts. I understand that this action was taken in response to the identification of an associated account, which I opened as a personal account but never fully utilized.

I acknowledge that both accounts may have shared similar information, including IP address usage due to my work-from-home setup. I am committed to resolving this issue and ensuring adherence to Amazon's policies. I appreciate your attention to this matter as I seek reinstatement of my selling privileges.

**Root Cause Analysis**

The suspension of my seller account was primarily caused by the existence of multiple accounts that were mistakenly identified as related, leading to concerns regarding policy violation. I had opened a personal Amazon seller account that I never fully utilized. This account was set up around the same time I began operating my business account under Seymour Auto Wrecking Inc. Due to my work-from-home arrangement, both accounts shared similar information, including billing addresses and possibly the same IP address, as I accessed them from the same home network. This inadvertently raised flags during Amazon's routine monitoring processes, resulting in a connection being drawn between the two accounts.

Upon receiving the suspension notification, I immediately conducted an extensive review of my accounts and their respective activities. I meticulously examined the account settings, listing details, and communication history. During this investigation, I discovered that my personal account had been inactive, and I had not engaged in any selling activity through it, which contributed to the confusion surrounding its association with my business account. It became evident that the lack of differentiation between the two accounts, coupled with the similar information provided, led to the misidentification of my accounts as related and subsequently flagged for potential policy violations.

I take full responsibility for this matter and acknowledge that the failure to properly manage and differentiate these accounts was an oversight on my part. I understand now that the procedures and guidelines surrounding account management on Amazon require a more vigilant approach in ensuring that all details are distinct and compliant with Amazon's policies. I am committed to correcting this misunderstanding and taking the necessary steps to demonstrate my adherence to Amazon's policies moving forward. Please consider my appeal for reinstatement, as I am eager to rectify this situation and continue providing quality service as a seller on your platform.

## **Corrective Actions Taken**

I have taken immediate and comprehensive steps to address the issues leading to the suspension of my seller account due to related accounts. First and foremost, I conducted a thorough review of both my personal and business accounts to ensure clarity in their operation and compliance with Amazon's policies. I discovered that my personal account had been inactive and unutilized for a significant period, which contributed to the confusion surrounding its relationship with my business account. To eliminate any potential confusion in the future, I have formally closed the personal account and ensured that all outstanding issues pertaining to it have been resolved.

In addition, I have gathered and am providing documentation that supports my appeal, including all relevant identification papers, utility bills, and other verification documents that confirm my current address and identity. I have cross-verified these documents to ensure that they accurately reflect my business operations and comply with Amazon's requirements. This documentation demonstrates my commitment to transparency and adherence to Amazon's policies.

Furthermore, I have implemented new systems and processes to ensure proper account management in the future. I have engaged an external consultant with expertise in Amazon compliance to guide me through best practices for managing seller accounts. This consultant has provided me with invaluable insight into maintaining a distinct separation between different accounts, ensuring that I remain compliant with Amazon's guidelines. Additionally, I have established a regular review process to monitor my account health, which involves checking for policy compliance and verifying that all listings and account details are accurate.

To further enhance my business operations, I have trained my team to adhere to Amazon's Seller Code of Conduct and the Business Solutions Agreement. This training included a review of Amazon's policies regarding account management, intellectual property rights, and listing requirements. By ensuring that my team is well-informed and aligned with Amazon's standards, I have taken proactive measures to prevent future issues and maintain the integrity of my selling practices on the platform. I am committed to rebuilding trust with Amazon and ensuring that my operations align with the highest standards of compliance and quality.

## **Preventive Measures to Avoid Future Issues**

To prevent similar issues from arising in the future, I will implement a comprehensive set of preventive measures across several critical areas of my business operations. In the Sourcing category, I will establish a strict vetting process for all suppliers to ensure that products are sourced only from certified and authorized distributors. This will include requiring letters of authorization for each brand I work with, ensuring clarity in my supply chain. I will also maintain detailed records of all supplier agreements, including invoices and compliance certifications, to provide transparency and facilitate verification if needed. Furthermore, I will review and audit my inventory regularly to confirm that all products listed for sale comply with Amazon's policies regarding authenticity and intellectual property rights.

In terms of Listings, I will conduct thorough pre-listing checks for each product to ensure that all details, including branding and descriptions, accurately reflect the item being sold. This will involve cross-referencing product information with official brand guidelines to avoid any potential misuse of trademarked terms. Additionally, I will implement a policy whereby all new listings undergo a quality control review by my team, which will confirm alignment with Amazon's requirements before any product goes live. This proactive step will help reduce the likelihood of future policy violations stemming from incorrect or misleading product information.

Training will also be a fundamental component of my corrective actions. I will develop and implement a comprehensive training program for all team members involved in account management and product listing processes. This program will focus on familiarizing my team with Amazon's seller policies, including the importance of adhering to the Seller Code of Conduct and understanding the implications of intellectual property laws. By ensuring that my team is well-educated on compliance matters, I will foster a culture of accountability and diligence within my business, minimizing the risk of oversights that could lead to account issues.

Monitoring will play a significant role in maintaining the integrity of my selling practices moving forward. I will establish a regular account health review process, which will involve consistently checking my performance metrics and reviewing customer feedback to identify any potential areas of concern. Additionally, I will implement a system for tracking changes in Amazon's policies and guidelines, allowing my team to stay informed and adapt our practices accordingly. By committing to these ongoing monitoring activities and quality control processes, I will ensure that my seller account remains compliant with Amazon's standards and that I uphold a positive reputation within the marketplace.

I am fully committed to adhering to Amazon's policies and guidelines moving forward. I respectfully request the reinstatement of my selling privileges, as I believe that the corrective actions and preventive measures I have implemented will ensure compliance and maintain the integrity of my account.

Thank you for your consideration of my appeal. I appreciate the opportunity to resolve this matter and look forward to contributing positively to the Amazon marketplace.

Sincerely,

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