

**Subject: Appeal for Reinstatement: Seller Account Suspension: Seller Code of Conduct (includes Review Manipulation, Forged Docs, Multiple Accounts)**

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**Dear Amazon Seller Performance Team,**

My name is Zach Munoz, and I am the owner of Unaltered Athletics. I am writing to formally address the recent suspension of my seller account due to alleged violations of Amazon's Seller Code of Conduct, specifically regarding review manipulation. I understand that my account was flagged for utilizing product inserts and packaging stickers that offered free products or rewards in exchange for reviews, which is against Amazon's policies.

I take these allegations seriously and am committed to rectifying my practices to ensure full compliance with Amazon's standards. I respectfully request the opportunity to provide a comprehensive plan of action detailing the steps I have taken to address these issues and prevent any future occurrences.

### **Root Cause Analysis**

The issues leading to the suspension of my seller account stemmed from my previous use of product inserts and packaging stickers that incentivized customers to leave reviews in exchange for free products or rewards. This practice was initiated as a marketing strategy aimed at boosting product visibility and sales. However, I did not fully comprehend the extent to which this approach would violate Amazon's policies regarding manipulation of reviews and seller conduct. The goal was to foster positive feedback and enhance customer engagement, but it inadvertently crossed the line into unethical territory.

Upon receiving the notification of my account suspension, I immediately conducted a thorough investigation into my operations, examining all marketing materials, customer interactions, and review patterns associated with my products. During this review, I discovered that I had indeed provided incentives to customers through inserts that were included with purchases, which directly contradicted Amazon's Seller Code of Conduct. I also revisited the promotional website and landing page connected to this initiative, which was designed to facilitate redeeming rewards for reviews, and realized that these actions could have led to perceived misconduct.

Throughout this process, I took responsibility for my actions, acknowledging that the use of incentives, even with the intention of encouraging honest feedback, was a significant misstep. I fully recognize that such practices undermine the integrity of the Amazon marketplace and violate the trust that customers place in the platform. To address these concerns, I have not only disabled the external promotional website but also committed to a complete overhaul of my marketing practices to align with Amazon's policies.

I understand that it is my responsibility as a seller to uphold the standards of the platform, and I am dedicated to ensuring that my operations reflect Amazon's commitment to customer trust and satisfaction. Moving forward, I will not incentivize reviews or engage in any practices that could be interpreted as manipulating feedback. I am taking this situation very seriously and am eager to implement changes that restore compliance and foster a positive, transparent relationship with both Amazon and my customers.

## **Corrective Actions Taken**

In response to the allegations surrounding my seller account, I have taken several corrective actions to address the issues and ensure compliance with Amazon's Seller Code of Conduct. First and foremost, I have implemented the immediate cessation of any promotional practices that incentivized reviews. I completed the disabling of the external promotional website and landing page that facilitated the exchange of rewards for reviews. This step was critical in eliminating any potential for further violations and restoring the integrity of my marketing approach.

Additionally, I have conducted a comprehensive audit of all marketing materials associated with my products. This audit revealed the presence of product inserts and packaging stickers that encouraged customers to leave reviews in exchange for gifts or discounts. I have removed all such marketing materials from my inventory and replaced them with compliant branding that focuses solely on product quality and customer satisfaction. By doing so, I have ensured that my marketing strategies align with Amazon's policies and promote ethical customer engagement.

To further enhance compliance, I have restructured my team's approach to handling customer feedback. I engaged a compliance consultant who specializes in Amazon marketplace policies to provide guidance on best practices for gathering honest reviews. This consultant assisted in training my team on ethical marketing techniques that emphasize transparency and customer trust. The training focused on fostering genuine customer relationships without resorting to incentivization, thereby ensuring that all reviews reflect the true customer experience.

I have also gathered supporting documentation to accompany my appeal, which includes a copy of the product inserts that were previously in circulation, a screenshot of the performance notification dated July 13, 2025, and a detailed account of the promotional practices that were in place. I have attached the removed forms that outline the changes made, as well as the review manipulation reports that detail how my prior methods inadvertently led to the misunderstanding of my practices. This documentation serves to reinforce my commitment to compliance and my understanding of Amazon's guidelines moving forward.

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

To prevent any recurrence of the issues that led to the suspension of my seller account, I will implement a comprehensive set of preventive measures across several key areas including sourcing, listings, training, and monitoring. In terms of sourcing, I will establish a rigorous vetting process for all suppliers to ensure that I only engage with those who adhere to Amazon's policies. This will involve obtaining documentation verifying that suppliers are authorized distributors and can provide proof of product authenticity. I will maintain a record-keeping system that ensures all invoices and letters of authorization are readily available for inspection if required.

In regard to listings, I will commit to a thorough review process before any product is listed on Amazon. This will include a detailed check to ensure that all product descriptions, titles, and images accurately represent the items being sold without any misleading information. I will also avoid using any promotional materials that could be interpreted as incentivizing reviews, ensuring that all product marketing is straightforward and ethical. My team will be trained to understand the importance of compliance when creating listings, and we will have a designated compliance officer who will oversee this process to provide guidance and accountability.

To enhance training, I will implement a structured program focusing on Amazon's policies, particularly regarding review manipulation and seller conduct. This program will involve workshops for my team, providing them with the knowledge necessary to engage customers ethically and to understand the implications of any promotional activities. I will also work with a compliance consultant to develop and deliver this training, and I will ensure that it is updated regularly to reflect any changes in Amazon's policies or best practices.

Future monitoring will be a critical component of my preventive measures. I will conduct quarterly audits of my inventory and marketing practices to ensure compliance with Amazon's guidelines. This will include a review of customer feedback and review patterns to identify any potential issues early on. Additionally, I will implement a continual feedback loop with my customers to gauge their satisfaction levels and encourage honest reviews without any incentives. By actively monitoring and adjusting my practices based on feedback and audit findings, I will create a transparent and trustworthy shopping experience for my customers, aligning my business operations with Amazon's commitment to maintaining a high standard of integrity and customer trust.

I fully recognize the gravity of the situation and am committed to implementing these changes to ensure compliance with Amazon's policies. I respectfully request the reinstatement of my seller account, as I am eager to demonstrate my commitment to maintaining the integrity of the Amazon marketplace and providing an exceptional experience for my customers.

Thank you for your consideration of my appeal. I appreciate the opportunity to rectify past mistakes and to continue my business on Amazon with renewed standards of ethical conduct.

Sincerely,

Zach Munoz  
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