

**Subject: Appeal for Reinstatement: Seller Account Suspension: Account Deactivation - Verification Failure (e.g., Utility Bill, ID)**

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**Dear Amazon Seller Performance Team,**

My name is Christopher Douglas Swardstrom, and I am the owner of Viking Investments. I am writing to formally appeal the deactivation of my seller account due to a verification failure. My account was suspended because the utility bill I submitted was not in my name, which led to concerns regarding the verification of my address.

I understand the importance of providing accurate documentation to ensure compliance with Amazon's policies, and I have taken immediate steps to rectify this issue. I kindly request your assistance in reviewing my appeal and reinstating my selling privileges on the platform.

### **Root Cause Analysis**

The root cause of the verification failure leading to the suspension of my seller account was the submission of a utility bill that was not in my name. Initially, I was renting out my property to a tenant, which resulted in all utility bills being issued under the tenant's name instead of mine. This situation created a conflict when attempting to provide valid proof of address for my Amazon seller account verification. Despite being the property owner, I was unable to present a utility bill that matched my personal details, which is a requirement for Amazon's verification process.

Upon receiving the notification of account suspension, I conducted a thorough investigation to identify the gaps in my documentation that led to this issue. I reviewed the communications with Amazon regarding the verification request and assessed the documents that I had submitted. It became clear that the utility bill was a critical component of the verification process, and my failure to provide a document that demonstrated my ownership of the address resulted in the account deactivation. I recognized that I had not anticipated the necessity of maintaining utility bills in my name during the period of rental.

To resolve this, I took prompt action to obtain a new utility bill in my name, ensuring that it reflects the correct address associated with my seller account. I have also ensured that my bank statement and credit card details match the information on file with Amazon, which further supports my identity verification. I acknowledge my responsibility in this matter and understand the significance of adhering to Amazon's verification policies. Moving forward, I am committed to ensuring that all documentation submitted is accurate and aligned with Amazon's requirements to prevent any recurrence of this situation.

## **Corrective Actions Taken**

I have taken immediate and comprehensive actions to address the verification failure that led to the suspension of my seller account. Firstly, I completed the process of obtaining a new utility bill, which is now in my name and reflects the correct address associated with my Amazon seller account. This document serves as valid proof of residence, aligning with Amazon's requirements for account verification. I also gathered my recent bank statement and ensured that it matches my identity and address on file with Amazon, providing additional documentation to support my verification efforts.

Furthermore, I have reviewed and revised the document submission process within my operations. Recognizing the importance of stringent documentation practices, I implemented a thorough checklist to ensure that any future submissions contain the necessary supporting documents in the correct names. This checklist is now an integral part of our operational protocol, designed to prevent any missteps in the verification process. I have educated my team on the critical nature of this compliance, emphasizing the importance of accuracy and attention to detail in all aspects of documentation.

In addition to enhancing my submission practices, I conducted a comprehensive audit of all the personal and financial information associated with my seller account. This included verifying that my credit card on file matches the same address as the new utility bill and bank statement. To further bolster our compliance efforts, I have appointed a dedicated compliance officer who will oversee all future document submissions and ensure that our records remain accurate and updated. This individual will also be responsible for periodic audits and training sessions with our team to maintain a strong understanding of Amazon's verification policies.

Through these corrective actions, I have reinforced the commitment of Viking Investments to comply with Amazon's policies and procedures. I am confident that these steps will not only rectify the current situation but also prevent any similar occurrences in the future. I respectfully request the reinstatement of my selling privileges and the opportunity to continue providing excellent service to Amazon customers.

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

To prevent any future occurrences of verification failures, I will implement a series of comprehensive preventive measures across various operational categories, including Sourcing, Listings, Training, and Monitoring.

In the area of Sourcing, I will ensure that all utility bills and any documentation submitted for verification accurately reflect my name and the address associated with my seller account. This will involve maintaining a policy that mandates all utility accounts be registered in my name, thereby eliminating discrepancies in future verification processes. I will also establish a reliable communication channel with my utility providers to facilitate prompt updates on account details. Furthermore, I will institute a verification protocol whereby any document intended for submission to Amazon will first undergo a dual review process to confirm its validity and completeness before it is sent.

When it comes to Listings, I will adopt rigorous standards to ensure that the information provided in my seller account is consistently accurate and up to date. This includes a full audit of all documents related to my account, ensuring that any changes in residency or contact information are promptly reflected in Amazon Seller Central. I will also implement a tracking mechanism to regularly review my account information, allowing for swift updates in the event of any changes. To further enhance transparency, I will prepare a comprehensive documentation report that aligns with Amazon's requirements and will keep this report readily accessible for future verification requests.

Training will be a critical component of my preventive strategy. I will conduct regular training sessions for my team, focusing on Amazon's policies regarding documentation and verification processes. These sessions will cover the importance of accuracy in maintaining personal records and highlight the potential implications of any discrepancies. In addition, I will develop training materials that detail best practices for handling sensitive documents, emphasizing the significance of privacy and compliance in all operations. Ongoing education will ensure that my team is well-equipped to manage the documentation requirements effectively and will foster a culture of diligence and accountability.

Finally, I will enhance my Monitoring processes to ensure compliance with all verification requirements going forward. This will involve setting up a systematic review schedule to assess my account health, which will be conducted on a monthly basis. I will establish performance metrics to evaluate the effectiveness of my preventive measures, ensuring that any lapses in compliance are quickly identified and addressed. I will also implement a quality control process that includes periodic audits of the documentation submitted, verifying that they meet Amazon's requirements. By adhering to these rigorous procedures, I will ensure that Viking Investments maintains a strong compliance posture and upholds the trust of Amazon and its customers.

I am fully committed to adhering to Amazon's policies and ensuring that my account remains in compliance moving forward. The steps I have taken to rectify the verification failure demonstrate my dedication to maintaining accurate and reliable documentation. I sincerely hope that you will consider my appeal favorably and reinstate my selling privileges so that I can continue to serve Amazon customers effectively.

Thank you for your time and consideration in reviewing my appeal. I appreciate the opportunity to resolve this matter and look forward to your positive response.

Sincerely,

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