

Third-party endorsements policy

To make sure buyers can't be misled by endorsements that can't easily be verified, we don't allow the use of third-party statements or logos that vouch for a seller's reputation or trustworthiness in eBay listings or products.

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To find out more about the ways in which you can build trust with buyers through your listings, please see our full policy guidelines below.

Frequently Asked Questions

A buyer commented that I'm a trustworthy seller. Can I use this in my listing? No, we don't allow quotes like this because they're subjective, can't be verified, and may mislead buyers. Similarly, any seals or logos that make unverifiable claims about sellers can't be included in listings.

I have over 1,000 positive feedback ratings. Can I use this to show I'm a reputable seller? Yes, statements like this can be used in listings because the buyer can easily verify them — by looking at your feedback profile, for example. You can also include any statement that guarantees the transaction or item, (e.g. "satisfaction guaranteed or your money back."), provided it doesn't also vouch for your trustworthiness as a seller (e.g. "reliable seller").

Read our full policy


id="section1">Third-party endorsements policy overview

eBay doesn't allow third parties to provide logos or statements that claim to vouch for a member's trustworthiness. You can include information in your listing about your eBay reputation, such as your feedback ratings. However, you can't make statements about your reputation as a seller in a way that buyers can't verify. You also can't include endorsements from other people or companies that talk about your trustworthiness as a seller, because buyers can't verify those types of claims.

Activity on eBay is required to follow this policy, the eBay


<https://www.ebay.com/help/policies/member-behavior-policies/user-agreement?id=4259> and all applicable laws, as well as respect the rights of third parties. If it doesn't, eBay may take action consistent with applicable laws and the eBay User Agreement, and may even be legally required to do so. Such actions may include, as an example only: Removing the listing or other content, issuing a warning, restricting activity or account suspension.

What are the guidelines?



Allowed

- Statements that guarantee the transaction or item, but don't guarantee the seller. Examples include:
 - "Satisfaction guaranteed or your money back."
 - "Protected transaction guaranteed for up to \$25,000."
- Statements about seller confidence because a buyer can easily verify this claim. Examples include:
 - "Buy with confidence! I have over 1,000 positive feedback ratings."
 - "Member FDIC"



Not allowed

- Third-party statements, seals, or logos that vouch for the trustworthiness of a seller, such as:
 - "This eBay seller is extremely reliable and reputable."
 - "Buy with confidence from a trusted seller."
 - "Reliable seller"
- Statements, seals, or logos that manipulate eBay's feedback system because buyers can't verify these claims. For example, "100% positive feedback in authentic watches."

Why does eBay have this policy?

Since we can't verify the trustworthiness claims made by third parties, we don't allow these claims in listings or products. Manipulating any eBay reputation

system, such as feedback ratings, could confuse or mislead buyers.</h2>

<h2>eBay Third Party Endorsements policy</h2>