

Feedback misuse policy

GUIDE.SUMMARY What is the policy? Any misuse of feedback is not allowed. Feedback comments or content should match the rating given to describe the overall experience (positive or negative) with the seller or buyer. For example, a negative comment should not be left with a positive overall rating. Follow-up or reply comments must also match the overall rating, and can't be used to change a rating. For example:

- Sellers must not leave buyers a negative comment with a positive transaction rating.
- Buyers must not leave sellers a negative comment with a positive transaction rating unless they contacted the seller beforehand and the seller was not able to resolve the buyers concern.

Follow-up or reply comments must also match the rating and can't be used to change a rating. Feedback should only be related to the transaction. We don't allow:

- Expressing opinions on any political, religious, or social issues
- Any links, URLs, or other content encouraging sales outside of eBay
- Any implied or explicit threats or intimidation
- The publishing of any personally identifiable information
- Any inappropriate or offensive language
- Any references to investigations

When leaving feedback, you need to accurately represent the item you purchased. You may include up to 5 pictures, as long as they do not infringe third-party rights and follow our policies, including the [Offensive materials policy](https://www.ebay.com/help/policies/prohibited-restricted-items/offensive-materials-policy?id=4324), [Adult items policy](https://www.ebay.com/help/policies/prohibited-restricted-items/adult-items-policy?id=4278), [Illegal explicit content policy](https://www.ebay.com/help/policies/prohibited-restricted-items/illegal-explicit-content-policy?id=5053).

Why does eBay have this policy? This policy helps protect both buyers and sellers as well as the integrity of eBay's feedback system.

GUIDE.TALKING_POINTS Internal

Information <h4>Research Steps During Calls</h4> Review the Feedback comment This includes any replies or follow-ups. Review the member-to-member communication This includes resolution case communications to see if the member has already contacted their customer. What steps have they taken to resolve the customer's concern or answer any questions? Check SRs and MAC notes You are looking for potential feedback revision requests. You are looking for previous contacts about the same feedback removal request. You are looking for any other feedback removals the member may have had in the past. Review listing(s) Review listing(s) for any content or lack of content that may have resulted in customer dissatisfaction. Check the Seller Dashboard/Seller Performance You are looking to see if feedback may possibly affect the member's status. Ask probing questions To find out what the member has done to address the customer's concern (are they addressing and answering all questions/concerns) or what the seller is willing to do to resolve the situation (return for a refund). Direct the customer to the listing Most of these situations can be resolved with friendly, professional communication. If the concern is about the item not being as described or confusion about terms of the transaction (shipping costs, shipping service, handling time, etc.), direct the customer to the listing so they can check it. Direct the member to the Seller Protection page You can do this via Sell > Seller Information Center if the member states that eBay only protects the buyers. This page details a number of situations where we'd remove a feedback comment when it is found in violation. Check for potential buyer policy violations Check the entire member-to-member and resolution case correspondence for feedback extortion if the seller states that the buyer threatened the seller with negative feedback to try to get a refund, return, or something outside of the transaction. Educate about buyer risk management if the member is concerned

that the buyer is abusing eBay processes (excessive cases or abusing the returns process) and show where the "report buyer" option is. Educate the seller about how to report unpaid items (by filing a Cancel an order request), Preferences about items awaiting payment, blocked bidder buyer list, and buyer requirements as appropriate.

- Report buyers to your supervisor who indicate that they are potentially fraudulent or high risk (Nigerian scams, spoof eBay email stating eBay is holding payment that will be released once an item ships).
- Leaving Feedback for a Top-rated Seller
- To leave negative Feedback for a Top-rated Seller who has been registered on eBay for at least 12 months, a customer must wait at least 7 days before

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1076#restrictions> leaving negative or neutral feedback.

BEST PRACTICES

Stay calm and positive

- This is important, especially if the member is not.
- Refer to the buyer as 'customer'
- This emphasizes that this is a business transaction.
- Listen to the member
- Do not interrupt. This is critical as the member may need to share their concern. It also brings up additional issues that need to be addressed such as the member's lack of communication with their customer.
- Build rapport
- You can do this by valuing and complimenting the member and taking a personal interest in their selling activities/business.
- Be confident
- Give them the information in a kind, caring, and direct way without hesitating.
- Make sure the member is aware of the Seller Dashboard
- This enables them to continuously check their overall performance.
- Direct them to the Feedback removal page
- This shows the situations where we would remove it.
- Educate the member on the Feedback revision process
- This is to see if it's within time frame. Ensure they communicate with their customer before sending the revision request.
- Do Not suggest Court Orders

 Only bring up court order removal options if the member brings up legal or if they are persistent that feedback be removed. Put yourself in the buyer's shoes If you help the seller see why the buyer is unhappy, it could help the seller come to a resolution on how to help the buyer. Motors and Independent Feedback Review (to be discontinued from April 1, 2024) Motors only: NetNeutrals is a company that, for a fee, mediates feedback disputes, which can result in feedback removal. Offer selling best practices such as tracking, 1 day handling, free shipping, etc. This will help sellers to avoid low feedback and DSRs in the future. They may also be eligible for automatic 5-star ratings. Direct the member to the Daily Deals This is to show that these are the best sellers on the site. They get negative and/or neutral feedback from time to time as well. Document member-to-member messaging When the member-to-member communication is used to investigate a feedback removal, copy and paste the entire M2M thread into the MAC notes. <h4>TALKING POINTS NB For more on removing defects see Seller performance and feedback policy: Removal and appeal of defects, late shipment, and feedback This isn't fair. You didn't even ask me if this was true. The buyer is lying/making things up. Why do you believe the buyer had a negative opinion of the transaction? You can use this to improve future transactions and align your selling practices with customer expectations. This isn't even right. I did everything I could and they wouldn't even try to work with me. What were the buyer's expectations? It is definitely possible the customer has different standards and expectations, especially when it comes to condition. How a customer feels about the transaction will always determine the feedback you receive. What can be done to avoid similar situations in the future? As soon as we tell ourselves we did everything right, that is when our

competition passes us by. Learn from this transaction. It will help you stay competitive with other sellers.

- This is going to kill my business. It isn't fair that one buyer can ruin my feedback reputation.
- Businesses typically don't have 100% satisfaction; you cannot satisfy everyone all the time, but you can look at how to improve your business.
- (If eTRS) eTRS is an outstanding accomplishment, and we don't expect every transaction to go perfectly.
- Nobody is going to buy from me anymore.
- Your first negative will not affect business, but a pattern of negatives will. Receiving negative feedback is a chance to resolve the issue or problem for a customer before it becomes a pattern.
- Feedback is an opportunity for members to understand their customers and make changes if appropriate.
- Potential customers will look at overall Feedback received. Customers understand there are some situations where you either didn't do anything wrong, something happened outside of your control, or the customer may have been difficult or unreasonable.
- I am not going to use eBay anymore if this is how you treat your sellers.
- We would hate to lose you. We realize there are other venues out there, which you may consider, but we are a *large* market with a lot of buyers for your products.
- I appreciate that you are passionate about having positive feedback and providing good customer service.
- Don't you understand how unfair this is?
- Build rapport with the member. Take a personal interest in their business and let them know that we are only successful when they are successful:
- "Congratulations on your top-rated status. That is a great accomplishment."
- "Your feedback ratings look great. It appears you are taking good care of your customers."
- "I really like the items you sell. Where did you acquire them?"
- So, basically, you're telling me you can't do anything/aren't going to remove the feedback comment?
- "Although your feedback comment is not removable, I want to stress the many options you do have" (focus on what Member *can* do, not what they *can't*).
- I don't

want this to happen again. Re-direct customers to focus on their other/future customers. "Do not let one person affect you and your business." Why do you consider a Facebook/Twitter/social networking name to be personally identifiable information when an eBay username is not? Someone's social networking name may contain personally identifiable information that they do not want to be associated with their eBay activity. Most eBay members choose to have eBay usernames that do not contain personally identifiable information. <h4>Internal FAQs</h4> Is there a time frame on how far back we can review Feedback to be hidden? Feedback can be reviewed for withdrawal as long as all the information we need is still visible internally. For comment removals, as long as the feedback comment is visible, it can be reviewed for removal. For most reasons to remove a feedback rating, this means we need to have access to the listing and the entire M2M thread between the buyer and seller. In general, this will be 60 days from the first M2M. Use 60 days as a guideline. For example: If you have access to all M2M in a transaction that is more than 60 days old, then you can review the feedback for withdrawal. If you can tell that the old M2M will need to be investigated because the transaction is missing, then we will be unable to review the feedback for withdrawal. Remember that this is for feedback withdrawal (hiding) only. See the Seller performance and feedback policy: Removal and appeal of defects, late shipment, and feedback for feedback removal. Can we remove Feedback as a one-time courtesy? No. Feedback is a way to show how the buyer felt the transaction went. We cannot and should not remove a buyer's opinion just because the seller feels it's unfair. Feedback has to qualify for removal before it can be considered for removal. I can see an Issue1169 has been applied to the sellers account. Can I hide the feedback when it meets eligibility criteria? When an Issue1169 is applied to a sellers

account, you can only submit a request to your team leader to hide the feedback if the feedback content relates to:

- Threats, intimidation, inappropriate content
- Profane, vulgar, racist, obscene, illegal, explicit content
- Political, religious content
- Content that promotes hatred, violence or discrimination
- Contains member's personal information
- References to internal investigation

If the FB content relates to any reasons other than the ones mentioned above (e.g. Information contradicted on eBay, tracking shows within EDD etc) it cannot be removed.

- If eligible for removal, please advise the seller that it may take up to 72 hours for this to take effect. Provide the following details to your team leader via email so that your team leader can remove the feedback:

- Seller Username
- Buyer Username
- Order ID
- Feedback comment
- Appeal Reason: (e.g. How did you come to this conclusion? Where did you research? Did the member say the comment was defamatory?)
- Removal Reason: (e.g. Link back to policy: threats, intimidation, inappropriate content, contains member's personal information etc)

Also encourage the seller to submit future feedback appeals through the Seller Help tool: eBay.com/sellerhelp.

Note: Don't tell the customer that Issue1169 is applied to the account. Can we remove Feedback if the buyer is complaining about shipping cost, but it was clearly stated in the listing how much shipping is?

- No. Even if it was stated in the listing, this is considered a seller term. We cannot remove a feedback comment due to a seller term. This is an opportunity for the seller to resolve the issue with the buyer.

[a name="refuse_to_pay">](#)Can we remove Feedback if the buyer leaves "I refuse to pay for this!"?

- Not based on that feedback alone.
- If the seller filed a Cancel an order request using the buyer didn't pay reason code,, the feedback will be automatically removed.

Why can't we remove Feedback if the member is claiming the other member is lying?

- Note: When communicating with our members, we should be helping them with

why they received the feedback in the first place or helping them to be better eBayers. Do not communicate any information about the CDA to our members. The "deeper reason" for not removing feedback from a member's account is not the CDA.

Due to the Communications Decency Act (CDA), eBay isn't legally responsible for the comments that are posted on the site, even if they are defamatory. This includes comments posted on the discussion boards, profile pages, feedback comments, etc. This allows members to leave their opinion freely on our site.

Since eBay isn't legally responsible for the comments on the site, we cannot review any comments for truthfulness or fairness nor can we censor any comments. We can, however, remove feedback if they violate one or more of our feedback guidelines already set up and visible on the eBay site.

GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE

Report Feedback Content

- Go to the Feedback profile page.
- On the right-hand side of the page, select the question mark icon.
- Select Submit report under Report content.
- You may be asked to Sign in or submit as guest.
- Under What would you like to report? select the correct type of content, e.g. Feedback.
- Fill in the form, including the details of the feedback you are reporting, and the reason for reporting it.
- In this section you can also add freeform text and upload documents to support the report.
- Select Submit.

Appeal eBays decision on the reported content

- Go to the email send by eBay with the decision on the reported content.
- If the report was filed as a signed-in member, you'll find the email in Messages.
- If you filed the report as a guest, an email will have been sent to the email address used when submitting the report.
- Select Start Appeal.
- Provide the information requested in the appeal flow.
- Provide justification for your appeal and add evidence to support your appeal when prompted.
- Select Submit

appeal. </h2>