

## LP - Item description policy - List Practices

<h2>GUIDE.TALKING\_POINTS Can I relist my item? Yes, as long as you correct your listing content and describe your item properly. I used the catalog, why was my listing removed? Your item must be an exact match when using our catalog. If your item has an exact match in our catalog, you are able to use this information, otherwise you will need to create your own listing description. Are transgender body suits and underwear allowed on our site? Transgender body suits and underwear are allowed on our site. The best categories for listing are Clothing, Shoes & Accessories or Health and Beauty.        Internal Information <ul><li>These items should not be removed unless listed in a category that is exceedingly inappropriate. They are allowed to be listed under most categories.</li> </ul>         Why was my listing removed for expressing my opinion? (Or other unrelated content in the listing)? Item descriptions are only for describing the item for sale, and not to promote an opinion, political stance, or any other type of information outside or describing the item for sale. Additional comments in your item description can negatively impact search results and cause buyer confusion and frustration.     Internal Information <ul><li>See <a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1310">Enhanced member reports overview</a> for additional information and talking points if listings are removed for EMR reports.</li> </ul>     <h2><h2>GUIDE.SUMMARY All content in your listing must be directly related to the item or your terms and conditions. What is the policy?

 <ul> <li>All content in a listing must be directly related to the item or the sellers terms and conditions</li> <li>Item descriptions must be accurate and not mislead the buyer. For example: <ul> <li>The Item Condition selected must match the item and should be consistent across all areas of the listing (Title, description and item specifics)</li> <li>The following are not allowed: <ul> <li>Confusing or unclear titles or

subtitles

- Subscript, superscript, or other special characters
- Symbols. You need to replace symbols with words (For example, Use "Copyright" instead of ©)

Item specifics must be accurate. When item specifics are required, they must be filled out completely

The following are not allowed:

- Including terms in the wrong field of the listing
- Including information that is not specific to that field, such as the brand of an item in the item specific for size
- Use of inaccurate information such as "Does not apply," unbranded/generic, or "N/A" for required product identifiers (such as Brand, UPC, or MPN) when the manufacturer has provided that information for the product
- Product details must match the item exactly when creating a listing using the eBay catalog
- Items must be listed in the correct category
- Item descriptions must be in the primary language of the eBay site where the item is listed

Why does eBay have this policy? When item descriptions are accurate, and in the primary language of the eBay site the item is listed on, buyers get a clear understanding of what the item is and any terms and conditions related to the item before they buy.

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