


PI - Gift cards policy - Prohibited, Restricted and Counterfeit items

GUIDE.SUMMARY Certain types of gift cards aren't allowed. All other gift cards must follow our policy. What is the policy?

 <https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1001%20-%201500/1199/ebay-gift-card.png>

- Sellers can list the following types of gift cards:
- All sellers may sell physical gift cards if the listings meet these requirements:
- The total face value of all their active gift card listings must be \$500 or less.
- Sellers in risk tiers 1, 2 and 3 that have lower financial risk may sell digital gift cards with cumulative value more than \$500.
- The gift card must be in hand at the time of the listing, and it must be physically shipped to the buyer within 5 days of the date the card is sold.
- Collectible gift cards with no redemption value, as long as the listing specifies that there's no dollar amount on the card
- Gift cards must still be valid and unexpired. If there's an expiration date, it must be specified in the listing.
- The following types of gift cards aren't allowed:
- Electronically delivered gift cards from sellers who engage in high-risk activities (The risk organization monitors for high-risk activities.)
- Prepaid credit cards (or money cards) from American Express, Discover, Mastercard, or Visa
- Store or merchandise credit in the form of a receipt
- Any seller not engaged in high-risk activities can sell electronic gift cards. Electronic gift cards must be listed within one of the Gift Cards & Coupons categories or the Video Games & Consoles > Prepaid Gaming Cards category.

Why does eBay have this policy? This policy helps prevent money laundering and other illegal activity.

GUIDE.TALKING_POINTS Listing for charity

- Generally, eBay does not allow exceptions to this policy, unless it is to a first-party supplier or authorized reseller.
- Listing beyond block
- On an exceptional basis, eBay may, at its discretion, approve large merchants to sell gift cards in excess of the limits outlined in this

policy. Generally, these merchants sell gift cards for their own business, or are authorized resellers for retailers. Applying to list beyond limits Do you have an eBay account manager? Do you list gift cards for your own business, or are you an authorized reseller for another retailer or merchant? Internal Information If no to any of the above, advise members that they are not eligible for a policy exception. If yes to both, advise member to request an exception through their account manager. The AM can then follow the instructions for whitelisting. </h2>