

Internally edit live listings instead of removing or ending

GUIDE.SUMMARY What

- If a listing doesn't follow our rules and policies, we can edit it.
- Important info, please take note: Due to the risk of Social Engineering, please remember to NEVER change financial information on the members behalf. This also includes seller business policies and adding new shipping addresses. It represents a high security risk for members and liability for eBay. We can assist members in showing them how to do it themselves. Members should always update their own PayPal email, CIP, Business policies, new shipping addresses, or other financial information without exception. Why There are several benefits to editing live listings instead of removing or ending them.
- The listing stays on the site.
- By removing content in a listing that doesn't follow our guidelines, the listing can stay live on our site.
- If your listing doesn't follow our rules and policies, it can't stay on the site.
- We want to give you a chance to keep your listing on the site while you learn about our policies and make sure your future listings follow our policies.
- Editing reduces seller and buyer friction.
- We reduce seller and buyer friction by editing a listing rather than removing it. Your buyer may not understand why a listing was ended or removed. This can create mistrust.
- We're improving seller sentiment.
- Sellers have said they wish could have just changed the listing for them rather than removing it.
- Who Internal Information
- Only teammates who work back office policy referrals or work with Managed Accounts (Trust and Safety issues) have the ability to edit a listing.

See

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1211&ViewLocale=en_US#requestingaccess requesting ASAC permissions for edit live listings

further down in this article.

This article covers

Criteria for when teammates can editing listings, including who can edit the listing, the policies, and what types of edits are allowed

How to read a MAC note for edit

live listings

- How to edit a listing

GUIDE.RELATED_LINKS Related Help Pages

- Rules for listings

<http://pages.ebay.com/help/policies/listing-ov.html>

- Knowing the rules for sellers

<http://pages.ebay.com/help/sell/policies.html>

Related articles

- Listings policies - item ended, removed, or not renewed by eBay (seller)

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1070>

Report a member

- What did we edit in your listing?
- What was changed?

- I can help you learn more about the edits on your listing.
- Also, in the email we sent you, we describe the edits.

Internal Information

- View the edit live listings Member Activity Comment (MAC) notes for more information. See

https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1211&ViewLocale=en_US#macnote

Reading the MAC notes

- You didn't make edits to your listing, but your revision summary says you did
- If we make edits to your listing to remove content that doesn't follow our rules and policies, you'll see the message, "The following revisions have been made:"
- When you make edits, you'll see the message, "The seller has revised the following item information."



<https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1211/revisionsummary.png>

- Does this count against you?
- Your account standing wasn't affected by the edit.

We want to help you learn about our policies, so that you don't have issues with your current and future listings.

- If you continue to list items that don't follow our rules

and policies, listings may be removed. Your account could be limited or suspended, too.

I'd recommend that you review your other current listings to make sure they follow our rules and policies.

Were fees returned?

The email we sent regarding the edit explains any credits we gave for fees. I'd be happy to go into details with you regarding which fees were credited.

Internal Information

Check Member Activity Comment (MAC) notes and read the Details section for more information.

Why are some listings edited while others are ended or removed?

If we can make a change to the listing that would allow it to stay on the site, then we'll make those changes.

If there's no change that we could make that would have allowed it to follow our rules and policies, we'll end or remove it. For example, if the item itself violates our policy.

We may also choose to end or remove a listing if we've already edited similar items for the seller in the past.

You're angry because we edited your listing

If we edited your listing, it's because it didn't follow our rules and policies.

There are several benefits for having your listing edited rather than removed:

You avoided a policy violation, which could result in your account being restricted or suspended.

You were able to keep your sales history and not lose the trust you've established.

Members watching the listing are still able to see the listing.

How to prevent future listings from being edited

Content that doesn't follow our rules and policies may be deleted. When we edited your listing, we removed things that didn't fit within our rules and policies.

Now that you're aware of this policy, I'd recommend that you review your other listings and make any edits.

If your current and future listings follow our rules, we won't edit them.

<http://pages.ebay.com/help/sell/policies.html>

Knowing the rules for sellers can help you avoid future edits.

You want us to end or remove your listing and credit your fees

You're welcome to end the listing yourself and start over if you'd like.

Ending your listing is optional, and your fees won't be

credited.

- You think we made a mistake when we edited the listing

We can review the edits now, to verify they were appropriate.

Internal Information

- Use the MAC notes to determine which policy was violated and what was edited.

Why weren't another seller's listings edited?

- eBay is an extremely large marketplace, and it requires a lot of effort to ensure all listings follow our rules and policies. We try to find other items constantly, but there's a large volume listed on the site. Please know we're doing our best to send a consistent message to our members and edit content or remove listings that aren't permitted.

While there may be similar listings that have been or are currently listed, this doesn't mean they're acceptable.

- You can help by reporting any items you find to be in violation of our policies.

You want to report another member's listings

- If you see a listing you feel doesn't follow our rules and policies, be sure to report it to us.

Internal Information

See <https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1043>

Report a member

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GUIDE.DETAILED_INFORMATION Internal Information

[name="criteria"](#)

Can this listing be edited? Certain types of listings can be edited as long as they meet all of our criteria.

Here are the types of listings that can be edited:

- Fixed price without Best offers or pending counter offers
- An auction without bids

A listing can be edited if it meets all of these criteria:

- It's an Active, Pending, or Blocked listing
- It's listed on the US site
- It has an item price of less than \$2,500
- Shipping and other costs are excluded. For example: The item price is \$2,499.99. The shipping is \$50.00. This means the total cost for the listing is \$2,549.99. You can still edit the listing because the price of the item is under \$2,500, although the total cost is \$2,549.99.

It violates a policy within the

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1211&ViewLocale=en_US#policylist>Policy list for editing live listings

A listing shouldn't be edited if: The listing was admin ended. The edit will not bring the item or listing into compliance. The edit would change the options the seller gave to the buyer. Example: changes to color or size options or shipping and return choices. The edit would sign a seller up for something they didn't agree to. Example: changes to handling time. The edit would change elements of the listing that impact desirability. Example: changes that affect buyers' understanding of item condition The listing is in the process of being purchased. Example: It has a pending Best Offer. The edit would create or try to eliminate conflicting information in the listing. Example: The item condition in the title, description, and photo don't match. The edit would materially change the listing information.

What if there are several listings on the referral? Teammates can edit up to 10 listings on a referral. Teammates may choose to edit less if the edits are very time consuming.

If the referral was not VeRO-related: If not all of the items on the referral were edited, inform the member that additional edits are needed. Inform the member about the other violating listings by using the External proof box in Agent Desktop. See <a

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1211&ViewLocale=en_US#proofs>proof formats in the Member Notice section for more details. Because of how the email appears to the member, the <a

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1211&ViewLocale=en_US#proofs>proof formats are different depending on if we:

- Edit all listings
- Edit some, but 5 or fewer still need to be edited by the member
- Edit some, but 6 or more still need to be edited by the member

When we list too many item IDs, the member may not scroll down to read the whole email.

For VeRO-reported listings:


- If there are too many listings on a referral to edit all of them, then end all listings on the referral.

What type of edits are allowed?

- The following types of edits are allowed:
- Removal of text or images that violate our policies
- Making small grammar changes within the specific content that we edit. Examples include, but aren't limited to, adding "and", "a", "the", or punctuation
- In addition, if a mistake is made during an edit, we can return the content to its original appearance using the information available in the MAC note.

Two MAC notes are created when you edit a listing.

- The first MAC note is similar to those found when you remove or end a listing. See <https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1070> How to read the MAC note in the Listing policies - item ended, removed, or not renewed by eBay (seller) guide.
- The second MAC note shows original content and modified content for any edits:



Detailed MAC note for edit live listings example

What to look for	What it shows	Detailed MAC note for edit live listings example
Item ID	Item Title	Item Image URL, etc
A1 - Item ID	All edit live listings MAC notes will show the Item ID.	
A2 - Under		

the <ItemTitle>, you'll see information about the title. A3 - Under the <ItemImageURL>, you'll see information about the title. </td> </tr>

<tr> <td> <FromValue></td> <td>The original content before the edit.</td> <td> <FromValue> appears above the original content. <FromValue> </td> to see what the content was before the edit.
 B1 - The Item Title section was edited. The original content for the Item Title was "test item 123". B2 - The Item Image URLs, or images, were edited. Originally, 3 images appeared on the listing. </td> </tr> <tr> <td> <ToValue></td> <td>The new content after the edit.</td> <td> <ToValue> appears above the new content. Look below <ToValue> to see what the content was changed to with our edits.
 C1 - Look below <ToValue> to see the new title is "test item 123 _edited by chandan".

 C2 - Look below <ToValue> to see there is only 1 image left on the listing after our edits. </td> </tr> </tbody>

</table> Requesting ASAC permissions for edit live listings ASAC permissions for edit live listings is approved for only the following teams: Risk Team Leaders/Coaches and Managers Merchant Support Organization (MSO) INF/LP Office of the President (OOTP) Fraud Investigators (Fact team) All requests for access to Edit Live Listings must come through Trace as a Job Role or Access change request. Approval requires: A business need Completion of training in using Edit Live Listings Approval from L1 SAM Manager Approval from Susan Dutton Sorensen or Leo Tyler Policy list for editing live listings
 Data table. (Use the search box at the top of the table to search by status / sub-status or click on the column headers to sort. You can also adjust the number of rows that are displayed by using the "show" drop down menu.)

Type (L1)	Category (L3)	Policy (L5)	What	Why
List Practices	Compilation and Informational Media	Comp / Info General	Sellers are not permitted to use excessive keywords to mislead or deceive buyers into believing they are bidding on actual products when, in fact, the listing is really offering a wholesale list or a URL to a web site to acquire a product(s) outside of eBay.	In an effort to ensure that listings for informational products are not confused with actual hard good products, eBay has created a set of guidelines that you must meet in order to list your informational product on the site.
List Practices	Charity	Charity violation	Sellers may not sell or solicit for donations on behalf of a non-501c3 registered organization.	We encourage our members to support charitable causes. Because charitable fundraising is heavily regulated by federal and state law, we've created very specific guidelines regarding charitable solicitation on eBay.
List practices	Inappropriate links	Incorrect link usage	Links must be clickable, and may not be shortened. The link should go directly to the page where relevant information is hosted, and may not be redirected. You may embed a video in your listing, but not a link to the video	

align="left" valign="top"> In general, unless they're directly relevant to a seller's item, we don't permit links to external websites - they create opportunities to purchase elsewhere, and so detract from eBay's overall efficiency and effectiveness. Also, once a user leaves eBay, we can't guarantee the safety or quality of their experience. </td> </tr> </tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Circumvention of eBay fees </td> <td align="left" valign="top"> Other circumvention of eBay fees </td> <td align="left" valign="top"> Using systems or techniques to avoid eBay fees isn't allowed. This includes, but isn't limited to, the following: Outside-of-eBay offers Listings that require or offer an additional purchase, including the sale of current catalogs Deliberately passing eBay fees on to buyers Listing in a way that circumvents the use of the reserve price feature. </td> <td align="left" valign="top"> Listings that circumvent (avoid) fees provide a poor buying experience. This practice is unfair to members who do pay the appropriate fees to list on the site. </td> </tr> </tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Circumvention of eBay fees </td> <td align="left" valign="top"> Direct sales </td> <td align="left" valign="top"> Sellers aren't permitted to advertise their own off-eBay businesses in their listings, nor are they permitted to list an item on the site and seek to sell it, or more quantities of it, outside the eBay site. </td> <td align="left" valign="top"> Items that are sold outside the eBay site don't have the advantage of full trade protection services because there is no record of a transaction through eBay. </td> </tr> </tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Accepted payments </td> <td align="left" valign="top"> Circumvention

of safe payment requirements

	An item may be removed if a seller:
	<ul style="list-style-type: none">includes vague solicitations for payments not allowed by eBaydiscourages using eBay's acceptable payment typesplaces limitations or restrictions on the types of payments they'll acceptincludes payment information that is misleading or unclear
	On eBay, buyers should have the ease of knowing that they can pay for their items through their preferred methods of payment without finding those payment options severely restricted or limited.

	List practices
	Accepted payments

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1232> Banned payment method solicitation

eBay has selected a number of payment options that sellers are allowed to accept for transactions. Listings that promote the use of services not specifically singled out as permitted under eBay's policy will be found in violation.

Due to the inherent risk of sending cash through mail, it is deemed not to be a safe method of payment on eBay. As such, sellers are not permitted to list cash by mail as one of their payment options. Instant cash transfer services are considered to be high-risk payment methods because they are often associated with fraudulent transactions. Because of this, sellers are not allowed to ask their buyers to send payment through instant cash transfer services (e.g. Western Union, MoneyGram, etc.).

	List practices
	Search and browse manipulation

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1277> Brand name misuse

Sellers aren't permitted to use any brand names or celebrity names in a listing other than the name used by the company that manufactured, endorsed, or produced the item for sale.

Search and browse manipulation hurts the shopping experience by making it difficult for buyers to find what they're looking for. Buyers may be misled about the item for sale.	List practices
Search and browse manipulation	Search and browse manipulation hurts the shopping experience by making it difficult for buyers to find what they're looking for. Buyers may be misled about the item for sale.
https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1291	Keyword spamming
Sellers aren't permitted to include unrelated keywords in their listings in a manner that unfairly diverts attention to them (either through the search engine or browse manipulation).	Search and browse manipulation hurts the shopping experience by making it difficult for buyers to find what they're looking for. Buyers may be misled about the item for sale.
List practices	Compilation and informational media
https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1247	Comp / Info MLM
Multi-level marketing programs (including online payment randomizers), matrix, pyramid, Ponzi schemes, and all similar programs are not permitted.	These programs are often illegal or highly regulated and are known to involve potential financial risk to participants. We do not permit offers or promotions that may cause financial loss to our community members.
List practices	Publishing contact info in a listing
https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1256	Publishing another eBay member's contact information in any online public area is not permitted.
eBay respects a member's privacy and information. We release personal contact information only to members in a transaction with each other, and ask that our	

sellers do the same. </td> </tr> <tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Circumvention of eBay fees </td> <td align="left" valign="top">

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1238>>Contact info in listing </td> <td align="left" valign="top"> Contact information is not permitted in listing titles, subtitles, item location, or images, because these specific fields serve a different purpose in a listing. </td> <td align="left" valign="top"> These areas are highly visible on the search result page, which could promote sales outside of eBay where there is less security. </td> </tr> <tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Item location misrepresentation </td> <td align="left" valign="top">

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1265>>Item location indicates misrepresentation </td> <td align="left" valign="top"> The Item Location field may not contain confusing, false, inaccurate, or misleading information. </td> <td align="left" valign="top"> This is so buyers can make educated decisions on listings. </td> </tr> <tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Inappropriate seller terms </td> <td align="left" valign="top"> https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1263>Other binding bids </td> <td align="left" valign="top"> Sellers aren't permitted to include any wording within the item description that implies that they are exempt from the sale of a successfully-completed auction item, nor may they alter the initial item(s) that was listed for sale. </td> <td align="left" valign="top"> We're looking to prevent an overall poor buying experience by encouraging sellers to list only items that they have in hand or can guarantee delivery. </td> </tr> <tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Search and browse manipulation </td> <td align="left" valign="top">

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1290>>Item condition misrepresentation </td> <td align="left" valign="top"> Sellers aren't allowed to include conflicting or misleading condition information in a listing. For example, refurbished items should not be described or represented as "new" in item specifics. The listing page serves as the main source of information for buyers, helping them decide what to buy and what to expect when they get an item. Sellers are required to do the following within the listing description: Describe the condition of the item. Explain any defects or flaws on the item. The item condition description field must only be used to describe the condition of the item </td> <td align="left" valign="top"> This policy helps us make sure sellers meet buyer expectations. Listings that represent the item for sale defeat this purpose. </td> </tr> <tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Search and browse manipulation </td> <td align="left" valign="top">

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1296>>Other search and browse manipulation </td> <td align="left" valign="top"> Sellers aren't allowed to do anything that inappropriately draws attention or diverts members to a listing. It doesn't matter if their techniques manipulate the search engine results or prey upon shoppers through common enticement practices. </td> <td align="left" valign="top"> Search and browse manipulation hurts the shopping experience by making it difficult for buyers to find what they're looking for. Buyers may be misled about the item for sale. </td> </tr> <tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Circumvention of eBay fees </td> <td align="left" valign="top"> https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1244>Shipping related </td> <td align="left" valign="top"> Shipping and handling fees cannot be listed as a percentage of the final sale price. </td> <td align="left" valign="top"> Adding these payment surcharges may confuse buyers about the true cost of an item, creating a poor

buying experience. </td> </tr> <tr> <td align="left" valign="top"> List practices
</td> <td align="left" valign="top"> Inappropriate item description </td> <td align="left" valign="top"> Gratuitous comments </td> <td align="left" valign="top"> Comments not relevant to the sale of the item, promotional material, and contact information of other eBay members are not permitted. </td> <td align="left" valign="top"> Our listings are for sellers to sell and buyers to buy, not to promote an opinion, political stance, or any other types of information outside of selling your item. In terms of personal comments, we want our members to feel safe to visit and trade without the fear of another member posting negative comments in listings. </td> </tr> <tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Third party credits </td> <td align="left" valign="top"> Other third party credits </td> <td align="left" valign="top"> eBay listings aren't the appropriate place to market and advertise other businesses, and so several restrictions are placed on third-party credits. </td> <td align="left" valign="top"> The focus of the eBay listing page should be on the item for sale. </td> <tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Inappropriate item description </td> <td align="left" valign="top"> PS and eTRS logo </td> <td align="left" valign="top"> Sellers are not allowed to use the PowerSeller or eBay Top-Rated Seller (eTRS) logos, icons, or similar artwork on any community facing pages, such as listings, Stores pages, Profile pages, etc. This includes any references to the seller being a 'PowerSeller' or 'Top-rated Seller' within a listing, regardless of whether a logo is used. In addition, listings will be blocked if the term 'PowerSeller' is referenced anywhere within the listing (including URLs). The only exception is for items listed within the Collectibles > Advertising >

eBayana category. </td> <td align="left" valign="top"> With the launch of the Top-Rated Seller program, we are encouraging buyers to use this badge when making purchasing decisions regarding the quality of customer service the seller may be providing. We've deprecated the PowerSeller program and we've retired the PowerSeller logo from member-facing pages to reduce confusion and enhance the meaning/value of the Top-Rated Seller badge. As a PowerSeller, we do reward you with benefits of the program for your continued success on eBay; However, we'd also like to reward you for the quality of service you provide to your customers when you meet heightened seller performance requirements to become a Top-Rated Seller. </td> </tr>
<tr> <td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Inappropriate item description </td> <td align="left" valign="top"> <a

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1276>>Want
Ads </td> <td align="left" valign="top"> Listings that advertise a desire to buy
items (otherwise known as "Want Ads") aren't permitted. </td> <td align="left"
valign="top"> The purpose of the listing page is to describe the item for sale and not to trade for
or look for other items. Listings that are advertisements for buying or trading items provide a poor
buying experience and make it harder for all members to sell items. </td> </tr> </tr>
<td align="left" valign="top"> List practices </td> <td align="left" valign="top"> Image
</td> <td align="left" valign="top"> <a
<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1251>>Picture
policy </td> <td align="left" valign="top"> The following photo requirements are in
place for pictures in listings: Every listing must include at least one photo.
All photos used in the gallery view must be at least 500 pixels on the longest side.
800px is preferred since it qualifies for the free Zoom/Enlarge feature.
Pictures uploaded to eBay picture hosting are optimized for buyers viewing listings on
mobile devices. For items in used condition, the primary photo
can't be a stock photo (exceptions: book, movies, music, and video games categories).
Photos can't have added borders, text, or artwork. Watermarks and picture
graffiti are discouraged. </td> <td align="left" valign="top"> We believe
lots of great quality photos provide a very compelling buying experience. Buyers can see more
details, and make more informed purchase decisions. High-quality pictures in listings look
professional and helps increase sales and confidence. Clearer pictures can help you as a seller
because when buyers know what to expect, you are more likely to get positive feedback and fewer
"item not as described" claims. </td> </tr> </tr> <td align="left" valign="top"> List
practices </td> <td align="left" valign="top"> Chance listings </td> <td
align="left" valign="top"> <a
<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1236>>Other chance

listing

eBay doesn't permit listings that sell or advertise an opportunity to win an item or prize either by chance or in connection with a skill contest. These types of promotions are highly regulated and may be unlawful in many states. Any listing that involves participating in or the promotion of giveaways, lotteries, sweepstakes, random drawings, raffles, contests, or prizes is not permitted.	These types of chance situations (raffles, lotteries) create confusion because buyers may not know what they will receive if they win a listing. This policy helps reduce that confusion and the potential for sellers to receive related negative feedback or selling restrictions.
List practices	No item
Test listing	Listings that don't offer an item for sale aren't allowed. This includes test listings in the general categories.
These requirements help prevent confusion about when an item is for sale.	
List practices	Chance listings
Grab bags	Grab bags that single out a specific collectible or value aren't allowed.
These listings often confuse buyers about what they'll receive. This can result in negative feedback or claims being filed.	
Infringement	
Trademark violation - unauthorized listing content	
VeRO (2.1 Brand name misuse)	Sellers aren't permitted to use a brand name to describe a product if it's not manufactured by that brand.

align="left" valign="top">The brand owns intellectual property rights to the brand name. Listings that use the brand name may infringe on the brand's trademark. You may only use the brand name if the product is manufactured by the brand or you contact the owner for permission. </td></tr></td align="left" valign="top">Infringement</td></tr></td align="left" valign="top">Trademark violation - unauthorized listing content</td></tr></td align="left" valign="top">VeRO (2.2

Logo misuse)</td></tr></td align="left" valign="top">Sellers aren't permitted to use a logo for a brand if the product isn't manufactured by that brand.</td></tr></td align="left" valign="top">The brand owns intellectual property rights to the logo. Listings that use the logo may infringe on the brand's trademark. You may only use the logo if the product is manufactured by the brand or you contact the owner for permission</td></tr></td align="left" valign="top">Infringement </td></tr></td align="left" valign="top">Copyright violation - unauthorized listing content </td></tr></td align="left" valign="top">VeRO (4.1

Unauthorized use of text)</td></tr></td align="left" valign="top">Sellers aren't permitted to use another person's descriptions in a listing without permission. </td></tr></td align="left" valign="top">The other person owns the rights to their description, since it's their creation. You'll need to use your own description or contact the owner for permission. </td></tr></td align="left" valign="top">Infringement</td></tr></td align="left" valign="top">Copyright violation - unauthorized listing content</td></tr></td align="left" valign="top">VeRO (4.2

Image only)</td></tr></td align="left" valign="top">Sellers aren't permitted to use another person's images in a listing without permission.</td></tr></td align="left" valign="top">The other person owns the rights to their image, since it's their creation. You'll need

to use your own image or contact the owner for permission.</td> </tr> </td>
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violation - unauthorized listing content<td> <td align="left" valign="top">VeRO (4.3
Image and text)</td> <td align="left" valign="top">Sellers aren't permitted to use
another person's images or descriptions in a listing without permission.</td> <td align="left"
valign="top">The other person owns the rights to their image or description, since it's their
creation. You'll need to use your own image or description or contact the owner for
permission.</td> </tr> </td> <td align="left" valign="top">Infringement</td>
<td align="left" valign="top">Copyright violation - unauthorized listing content</td> <td
align="left" valign="top">VeRO (5.4
Right of publicity - listing content)</td> <td align="left" valign="top">Sellers aren't
permitted to use a celebrity's name, likeness, or image without permission.</td> <td
align="left" valign="top">The celebrity owns rights to their name, likeness, or image. Listings that
use use these may infringe on a celebrity's right of publicity. You'll need to contact the owner for
permission.</td> </tr> </td> <td align="left" valign="top"><td align="left"
valign="top"><td align="left" valign="top">On eBay
Sales</td> <td align="left" valign="top">Off eBay Sales occur whenever a
member sends another member contact information either through M2M messages, on listing
pages, or other eBay pages, including eBay Stores.<td> It is against eBay policy for members to
use eBay or information obtained on eBay to contact each other to make offers to buy or sell items
outside of eBay.</td> <td align="left" valign="top">When transactions are taken offsite it
undermines eBay's reputation as a safe place to shop. There's no integrated fulfillment process
(tracking, returns flow, feedback) for offsite transactions. Both buyers and sellers lose protections,

the buyer is lost to the sellers website, and eBay fees are avoided.</td> </tr>
</tbody> </table> </h2>