

[https://cskb.qa.ebay.com/cskbapp/art?page\\_content&id=GUIDE1840&ViewLocale=en\\_US#philosophy](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1840&ViewLocale=en_US#philosophy)&gt;Our feedback philosophy&lt;/a&gt;&lt;/li&gt;

[https://cskb.qa.ebay.com/cskbapp/art?page\\_content&id=GUIDE1840&ViewLocale=en\\_US#generalguidance](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1840&ViewLocale=en_US#generalguidance)&gt;General guidance&lt;/a&gt;&lt;/li&gt; &lt;/li&gt;Topic XYZ Talking Points&lt;/li&gt; &lt;/li&gt;Topic XYZ Talking Points&lt;/li&gt; &lt;/li&gt;Topic XYZ Talking Points&lt;/li&gt; &lt;/ul&gt; &nbsp; In the Enforcement Criteria &lt;table border="1" cellpadding="2" cellspacing="0"&gt; &lt;tbody&gt; &lt;tr bgcolor="c2dfff"&gt; &lt;td&gt;Policy area&lt;/td&gt; &lt;td&gt;&nbsp;&lt;/td&gt; &lt;td&gt;&lt;b&gt;Removal reason&lt;/b&gt;&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td colspan="1" rowspan="2" valign="top"&gt;1.0 Feedback misuse&lt;/td&gt; &lt;td align="top"&gt;1.1&lt;/td&gt; &lt;td align="top"&gt;&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td align="top"&gt;1.2&lt;/td&gt; &lt;td align="top"&gt;Reference to an investigation&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td rowspan="2" valign="top"&gt;2.0 Feedback extortion&lt;/td&gt; &lt;td align="top"&gt;2.1&lt;/td&gt; &lt;td align="top"&gt;&nbsp;Feedback extortion by the buyer&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td align="top"&gt;&nbsp;Feedback extortion by the seller&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td rowspan="2" valign="top"&gt;3.0 All other policy areas&lt;/td&gt; &lt;td align="top"&gt;3.1&lt;/td&gt; &lt;td align="top"&gt;Complaint contradicted on ebay&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td align="top"&gt;3.2&lt;/td&gt; &lt;td align="top"&gt;Complaint contradicted on ebay&lt;/td&gt; &lt;/tr&gt; &lt;/tbody&gt; &lt;/table&gt;

valign="top">3.2</td> <td valign="top">Wrong member or item</td> </tr>

</tbody> </table> </h2><h2>GUIDE.TALKING\_POINTS <a id="philosophy"

name="philosophy"></a>Feedback philosophy The core principles of our feedback

philosophy are transparency, consistency and aligning with industry standards. Embracing these

principles will enable us to present a genuine experience between our buyers and sellers, with

minimal platform influence, all whilst promoting the companys standing as a trusted marketplace. To

this end, we will also ensure feedback is only removed in line with this guide. Core principles

Transparency is what makes us authentic. For this reason, most feedback should remain on

our platform. Because we do not have visibility over all aspects of the purchasing process, the

availability of feedback, whether it is perceived as good or bad, is key to building and retaining trust

among our members. Consistency in our approach will benefit sellers, encouraging them to

be proactive in improving their customer experience overall. Displaying all forms of feedback

provides sellers with the opportunity to show both existing and potential customers how they handle

any issues, and that they care about customer experience. Aligning with industry

standards ensures we are competitive. The visibility of genuine exchanges between buyers

and sellers has become a standard facet of online shopping platforms. Together with the new image

display feature in feedback, were ensuring that we are meeting current industry expectations in

ecommerce. Key points: <ul> <li>Work on the assumption that all feedback is valid and

should remain visible, unless it goes against one of our policies</li> <li>Only remove

feedback in strict adherence to the enforcement criteria in GUIDEXXX</li> <li>For more

in-depth advice on what other options are available to sellers, see Talking Points.</li> </ul>

  <a id="generalguidance" name="generalguidance"></a>General guidance

<ul> <li>Listen to the member. The member will not trust your answer until they feel like

you understand their situation. <ul> <li>Be empathetic, look for cues and respond

accordingly.</li> <li>Allow them the opportunity to explain the situation

completely.</li> <li>Do not interrupt.</li> </ul> </li> </ul> </li> </ul>

<li>Ask probing questions. Demonstrate that you hear the member's concern and make sure you have the whole picture.. <ul> <li>Ask questions so you can make sure you have everything you need from the member to understand the situation.</li> <li>Never assume</li> </ul> </li> <ul> <li>Review the transaction. Remember there are always two sides to every transaction. <ul> <li>Don't be afraid to put the member on hold, just mind the time!</li> <li>Review the entire transaction: <ul> <li>the Feedback comment itself (this includes any replies or follow ups</li> <li>the listing information including tracking (also check if any reviews on listings after transaction took place</li> <li>any member-to-member (M2M)communications</li> </ul> </li> <ul> <li>Feedback misuse talking points <a id="threatofbodilyharmtp" name="threatofbodilyharmtp">Threat of bodily harm If feedback is removable <ul> <li>Our top priority is to make sure that eBay remains a safe and reputable place to buy and sell. We reserve the right to remove feedback that contains content that violates our policies and may warn, restrict, or suspend a member's account when we have cause for concern.</li> <li>In this case, there were issues that we could not ignore, as we take threats of harm very seriously.</li> </ul> If feedback is not removable <ul> <li>lorem ipsum</li> <li>lorem ipsum</li> </ul>   See related <a href="https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1840&ViewLocale=en\_US#threatofbodilyharm">Enforcement Criteria</a>   <a id="reftoinvestigationtp" name="reftoinvestigationtp">Reference to an investigation If feedback is removable <ul> <li>We consider references to the outcome of an internal investigation, such as decisions taken on claims or the status of a refund resulting from a claim, to be personal information. (These examples are not exhaustive.)</li> <li>Therefore, in accordance with our commitment to privacy, such feedback comments will be removed</li> </ul> If feedback is not removable <ul> <li>In this situation the buyer did not make any comment specifying the outcome of an eBay claim or other investigation, but only advised they had to reach out to eBay for

help, open an eBay claim etc. This is an accurate representation of what happened without revealing any details affecting you as a seller.

As there is no impact on your privacy in this situation, these feedback comments will not be removed

See related

[https://cskb.qa.ebay.com/cskbapp/art?page\\_content&id=GUIDE1840&ViewLocale=en\\_US#reftoinvestigation](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1840&ViewLocale=en_US#reftoinvestigation)Enforcement Criteria Publishing contact information If feedback is removable

Feedback extortion talking points Feedback extortion by the buyer If feedback is removable

If feedback is not removable

All other policy area talking points Complaint contradicted on eBay If feedback is removable

If feedback is not removable

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