

PI - Adult items policy - Prohibited and Restricted items

GUIDE.TALKING_POINTS Seller talking points for listing in Sexual Wellness categories

How

- Only approved sellers are able to list in the following Sexual Wellness Categories: Sex Toys and Fantasy, Fetish & Accessories.
- Sellers' accounts will be automatically reviewed for pre-approval at the time of listing in these categories per the following criteria:
- Seller's status is at standard or above.
- Seller's account was established more than 90 days ago.

We allow CBT sellers to utilize the categories (provided the two criteria above are met).

Unapproved sellers can list in some Sexual Wellness Categories. Please see the Sexual Wellness categories table for more details.

Where

- The Sexual Wellness categories are available under Health & Beauty (Health & Beauty > Health Care > Sexual Wellness).
- Australian buyers are also able to access these items via the Australia site when approved sellers have selected international shipping to Australia.

Who

- Anyone can list in any of the Sexual Wellness categories other than Fantasy, Fetish & Accessories, and Sex Toys.
- Only approved Hong Kong and China sellers are allowed to list in the Sex Dolls & Masturbator category.
- Eligibility is based on seller status and history with eBay. Sellers' accounts will be automatically reviewed for pre-approval at the time of attempting to list in these categories per the following criteria:
- Seller's status is at standard or above
- Seller's account was established more than 90 days ago

[Guidelines](#)

- You must follow the Restricted adult items policy and guidelines below, which were also sent to you in the pre-approval email.
- All items must be new. (The option of "used" for "item condition" is not available for these categories.)
- Images used for the listing must not include the following:
- Sex toys demonstrated on a real person
- Bodily fluids

We recommend you use a photo of the

packaged item unless the packaging contains images with nudity of a real person.

We recommend you avoid language such as slang words for various body parts and use anatomical terms instead. As a result of being on the main site, your items will also be indexed by Google and following these guidelines will help with your search exposure. Inappropriate language is not allowed.

Not adhering to these guidelines may result in item removal, the inability to list in these categories, or a restriction to your eBay account.

Member reports

Reports from other members will be handled the same as all other reports.

Our customer support team will be able to see that you are pre-approved to list in the Sex Toys and Fantasy, Fetish & Accessories subcategories within the Sexual Wellness category.

Removal from program

If you are removed from the program for policy violations associated with your listings, you should not expect to be placed back into the program. We will evaluate these decisions on a case-by-case basis.

Buyer talking points for miscategorized mature Items

Exposure to children

Items within the Sex Toys and Fantasy, Fetish & Accessories will have limited exposure. Inventory will be shown on the search results page only when search queries are an exact match to approved sex toy and accessory keywords.

Inventory in this category will not be exposed via related searches, and there will be no auto-complete for these keywords.

Nude art

Nude art includes drawings, paintings, and photos.

eBay allows Nude art to be listed in the following categories:

- Art categories
- Collectibles > Paper > Pin Up > Vintage (Pre-1970)
- Collectibles > Postcards > Non-Topographical Postcards
- Collectibles > Photographic Images > Photographs

Post-1970 nude art cannot be listed outside of Art categories.

Pre-1970 nude art can be listed in any of the categories designated for nude art.

Art vs. sexual

eBay does not determine what is or is not art.

eBay will review a list of criteria, such as

- listing category, images, description,

item specifics, etc. to determine if the item is allowed.

When we review a listing for violation of policy, we take all aspects of a listing into account before making our determination. This includes visual proof, written description, and other aspects of a listing.

Even if an item is considered art, it does not mean it is allowed.

- Children can view it
- We understand that not all people who view items on eBay are going to be over the age of 18.
- Nudity does not equal sex.
- Celebrity nudity
- We don't allow celebrity nudity because of the negative search experience it was causing for our members.

Do I need to select Theme: Risqué to list nude art?

Themes allow sellers to further classify their items. However, it's not a requirement to list nude art. The requirements are:

- List in the correct categories.
- Use Subject: Nudes.
- Pictures cannot contain overly sexual poses or sexual acts.

Magazines, books, and comics Collectible

Regardless of the collectible nature of your item, if it does not follow our policy, it is prohibited and cannot be listed anywhere on eBay.

What is considered to be an adult magazine?

We consider adult any item that is not appropriate for minors (individuals under 18 years of age). We want to create an atmosphere that mirrors real life, where adults can purchase legal items, but people who are offended by these kinds of materials don't have to see them.

Playboy, Playgirl, and Penthouse

Due to the general availability of these items in bookstores and because they often have higher collectability, eBay decided to allow them in the Books & Magazine category.

However, these listings may not show nudity.

Additionally, other adult magazines are allowed.

I have been selling those magazines for years.

eBay has always exercised judgment in allowing or disallowing certain listings consistent with the spirit of a worldwide community; our policies detail further information on what is allowed. We carefully consider all the details before deciding to remove listings and continually evaluate our

policies. Reasoning Reason for policy We want to create an atmosphere that mirrors real life, where adults can purchase legal items, but people who are offended by these kinds of materials don't have to see them. We want to create an atmosphere where members do not accidentally stumble upon images that are any more explicit than what we might find in a museum or art gallery. Many cities confine stores selling sexually oriented materials to certain areas to protect members of the community who might be offended by these kinds of materials.

GUIDE.DETAILED_INFORMATION		
Adult nudity matrix		
Product		Full frontal nudity allowed?
Sexual content allowed?	(Sex, masturbation, explicit touching, etc.)	
	Pre-1970s nude art (photo, canvas, statues, etc.)	Yes
Art categories		
Collectibles	Paper	Pin Up
Collectibles	Postcards	Non-Topographical Postcards
Photographic Images	Photographs	
Subject: Nudes required		
No		
Post-1970s nude art (photo, canvas, statues, etc.)		
Yes	Art categories	Subject: Nudes required
No		
Bachelor party/stag party supplies		
(items shaped like genitalia)		
Yes	Party Supplies	
No		
Postcards		
Yes	Collectibles	Postcards
Non-Topographical Postcards		
Subject: Nudes required		
No		
Board games/card games/dice games		
No		
Calendars		
No		
Comics		
No (see exceptions)		

	Film posters	No	No
	Magazines	No	(see exceptions)
	Playing cards	No	
	Trading cards	No	

What is the policy? 

<https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1001%20-%201500/1130/sexual-content.png>

eBay defines nudity as showing any part of male or female genitalia, anus, or female breasts where the areola or nipple is visible. The following are also considered nudity:

- Modeled clothing that is see-through or very tight and shows human genitalia, the anus, or the nipple/areola of female breasts
- Male erections, even if the model is clothed
- People engaged in sexual contact or activity

The following items are not allowed:

- Adult items with content that is illegal
- Sexually explicit materials, including items displaying sexual activities, are not allowed. This includes the following:
- Sexually explicit adult films with a rating of X, XXX, or unrated for an adults-only audience
- Sexually explicit video games with a rating of Adults Only 18+
- Sexually explicit magazines, books, and comics that show displays of sexual activity
- Items that don't comply with our

</help/policies/prohibited-restricted-items/illegal-explicit-content-policy?id=5053>

Illegal explicit content policy, including nudist publications

- AI Generated or Photoshopped nude or sexually suggestive images of public figures

eBay-hosted video content may not contain nudity

- The following items are allowed only under the conditions outlined below:
- Adult magazines, books, and comics that contain nudity are allowed only if they don't contain sexual activity.

Some examples of this include Bear (magazine), Blue (magazine), Butt (magazine),

Gayletter, Mayfair, On Our Backs, Penthouse, Playboy, Playgirl, and Playguy. This isn't an exhaustive list of magazines, books, and comics we allow. Any adult magazine or comic that doesn't contain sexually explicit content can be listed following the guidelines in this policy.

- Nude art listings that do not contain sexually suggestive poses or sexual acts are allowed, but they must include the item specific attribute Subject: Nudes. They can be listed only in the following categories:
 - Art categories
 - Collectibles > Paper > Pin Up > Vintage (Pre-1970)
 - Collectibles > Postcards > Non-Topographical Postcards
 - Collectibles > Photographic Images > Photographs
- Sex toys and sex accessories can be listed in the Health & Beauty > Health Care > Sexual Wellness categories, and must follow these guidelines:
 - Sellers must be pre-approved. Seller accounts are automatically reviewed for pre-approval at the time of attempting to list in these categories.
 - Items must be new and in the original packaging.
 - Listings must not offer international shipping.
 - Listings must not include images of nudity or sexual content.
- Educational materials that don't contain sexually explicit content can be listed as long as the listing doesn't show nude images.

Why does eBay have this policy? We want to make adult items available to those who wish to purchase them and can do so legally, while preventing those who do not wish to view or purchase these items from easily accessing them.