

New seller registration policy

GUIDE.SUMMARY What New seller registration accounts are created for the sole intent of committing fraud on the site. These accounts can typically be identified by traits seen in their registration information, item listings/prices, and linked suspicious accounts. Other common traits include identity concerns, discrepancies in contact information, strange listing activity, suspicious account activity, and requesting that buyers go off-site. Internal Information eBay will place restrictions/suspensions on high-risk accounts if the account activity appears suspicious or potentially fraudulent. We may verify further information about an account before allowing them to sell items on the site. You may see restrictions/suspensions for the following policies:

- New seller registration - General policy, previously known as High risk selling
- What is new under New seller registration?
- We will mandate photo ID verification for sellers restricted under the new seller registration policy and automate the account reinstatement on completion of photo ID remedy. New disposition packages include:
- New Seller Registration - Deny Appeal
- New Seller Registration - Restrict (Restrict with remedy)
- New Seller Registration - Reinstate
- All Traders (businesses and sole proprietorships) selling in EU markets are required to submit the following complete, accurate, and up-to-date identity documentation to create an account:
- the name, address, telephone number and email address of the trader;
- a copy of the identification document of the trader or any other electronic identification as defined by Article 3 of Regulation (EU) No 910/2014 of the European Parliament and of the Council(40);
- the payment account details of the trader;
- where the trader is registered in a trade register or similar public register, the trade register in which the trader is registered and its registration number or equivalent means of identification in that register;
- a self-certification by the trader committing to only offer products or services that comply with the applicable rules of Union law.

Seller population: Sellers domicile in a country supported

by in-house KYC. Seller with DP of New Seller Registration - Restrict (Restrict with remedy) placed as well as issue 123 opened will be provided a photo ID verification appeal flow in eBay message and banner. Once a photo ID is verified, the restriction will be lifted automatically. Otherwise, the restriction will be upgraded to account suspension and classified as either Issue 1046 or Issue 188. Check the Talking Points section and the E2M Account Workflow section for details. New High Risk sellers who have hard failed or have soft failed in all verification attempts will have Issue 1100 placed on their account. Both selling & buying privileges will be blocked for them and any new seller registration attempts will be blocked until they have successfully appealed. The Remedies view in Customer Verification will identify where the customer is within this flow.
It shows up as Remedy: ID Info Doc Verification; Use Case: Risk Appeal; Type: POI. New seller onboarding (NSO) - Verify low risk and high-risk sellers using new flows to pass a photo ID verification check.
For details on Selfie verification for NSO, read LIVE2303. Mass registration - Large groups of accounts registered from the same IP address with fraud intent Employment fraud - A third party will ask a seller to list an item for them for a percentage of the sale. HRS re-review - Accounts that have already been suspended and

reinstated are re-reviewed to prevent the return of suspicious sellers. Why

Internal Information The purpose of this policy is to protect eBay and its community from fraudulent activity and comply with regulations. We do this to maintain a safe and secure marketplace for the

eBay community, and to help ensure that you are the actual owner of the account.

</h2></h2>GUIDE.RELATED_LINKS Related help pages eBay User

Agreement

href="https://www.ebay.com/help/policies/member-behaviour-policies/user-agreement?id=4259">

https://www.ebay.com/help/policies/member-behaviour-policies/user-agreement?id=4259&l

t;br> Rules & policies

href="https://www.ebay.com/help/policies/default/ebays-rules-policies?id=4205">https://www.eba

y.com/help/policies/default/ebays-rules-policies?id=4205&l

Account restrictions and suspensions

href="https://www.ebay.com/help/account/account-holds-restrictions-suspensions/account-holds-res

trictions-suspensions?id=4190">https://www.ebay.com/help/account/account-holds-restrictions-su

sponds/account-holds-restrictions-suspensions?id=4190&l Related

articles

href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1073">SpooF emails -

Possible email scam tactics and how to avoid them&l

href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1014">Account

restrictions - selling, buying - indefinite, temporary&l

href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1722">Bad actor

(Internal policy name only)&l

href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1376"

target="_parent">Seller risk management (SRM) policy and appeals&l

 href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1012"

target="_parent">Selling limits&l

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1435"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1435)

[target="_parent"& Seller performance standards](#)

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1186"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1186)

[target="_parent"& Seller vetting and performance reviews \(Site wide limit increases\)](#)

[href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1074"](https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1074)

[holds](#)

[href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1754"](https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1754)

[payments - payouts](#)

[href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=LIVE2295"](https://cskb.vip.ebay.com/cskbapp/art?page=content&id=LIVE2295)

[New seller onboarding](#)

[GUIDE.TALKING_POINTS](#)

[Why did you end my listing, restrict my account, and ask me to contact eBay? \(Issue 123\)](#)

[In the interest of maintaining a safe trading environment, we'll sometimes ask customers to verify contact information, business practices, or merchandise before continuing to sell on eBay.](#)

[suspended? \(Issue 188, issue 572, or issue 1046\)](#)

[Your account was suspended because it exhibits a risk to eBay and to its community. As eBay is an internet-based business, and its users are our customers, we must](#)

[carefully weigh the risks involved in allowing users on our site. From time to time, we find accounts that present a level of risk that is unacceptable. These accounts are therefore suspended.](#)

[If you feel this action was taken in error, and can provide enough information to satisfy our concerns, we may consider your account](#)

[for reinstatement.](#)

[If you are unable to provide information that satisfies our concerns, this suspension is permanent and means that you will not be able to participate in any buying or selling activities on eBay. We regret any frustration or inconvenience this matter may cause you.](#)

[I was already reinstated. Why have I been suspended again? \(Issue 686\)](#)

[After further review, we have determined that your account poses a risk to the](#)

eBay community and have therefore reached a final decision that we are suspending your account.

We understand that we had previously allowed you to sell, and we understand that this must be disappointing for you.

How do I know you're from eBay?

eBay employees will never ask you for information that may compromise your account such as your password. However, if you're uncomfortable, I'm more than happy to send you an email to your registered eBay email address.

Why are you targeting me?

We review all accounts regularly, so we are not targeting you.

How can I avoid bad buyers?

We take fraudulent activity very seriously, and we have several measures in place to mitigate this risk. However, there are a few things you can do to avoid bad buyers:

- Use buying requirements
- Only accept approved payment methods
- Use tracking numbers and consider purchasing shipping insurance for expensive items
- Only ship to the address on the buyer's account
- Don't give out your PayPal or eBay email address
- Report suspicious behavior

All business sellers must agree to abide by EU law when trading within the EU

For more information, see our Help pages: <http://www.ebay.com/help/selling/resolving-buyer-issues/report-issue-buyer?id=4084>; www.ebay.com/help/selling/resolving-buyer-issues/report-issue-buyer?id=4084

Why do I need to do this photo ID verification?

To help ensure the safety of our marketplace, we need to verify our new sellers' identities. A restriction has been placed because we were having trouble verifying your information. Once you verify your identity, the restriction can be lifted. This appeal process provides you with a self-serve remedy.

What if I decide not to complete this photo ID verification?

If your identity can't be verified within 30 days of the restriction notice, your account will be at risk of being suspended.

DSA requires that newly registered businesses will not be able to onboard onto the eBay platform without providing verification.

What will you do with these documents? I'm concerned about my privacy, as my documents will be shared.

Our data security procedures are designed to protect the information you share with us. Please review our User Agreement, the Payments Terms of Use, and the User Privacy Notice for more information about how we use and share the information you submit. What documents do I need to upload in order to be verified? A photo ID that shows your name, address, DOB, and your picture. Help us verify your identify by uploading one of the following valid, non-expired documents: Drivers license Passport Government-issued ID Make sure your document is clearly visible. We'll have trouble verifying your details if the image is blurry or information is missing. For Traders (business and sole proprietors) selling in the EU: the name, address, telephone number and email address of the trader; a copy of the identification document of the trader or any other electronic identification as defined by Article 3 of Regulation (EU) No 910/2014 of the European Parliament and of the Council(40); the payment account details of the trader; where the trader is registered in a trade register or similar public register, the trade register in which the trader is registered and its registration number or equivalent means of identification in that register. How many days do I have to respond to the appeal and prepare photo ID documents? For existing sellers: Please respond as soon as you can after receiving the restriction notice. If your identity cant be verified within 30 days of the restriction notice, your account will be at risk of being suspended. For new sellers: Please respond as soon as you can after receiving the restriction notice. If your identity cant be verified within 30 days of the restriction notice, you

won't be able to sell any items on eBay. I have sent the requested document. Why is my account still restricted? Document review will take up to 2-3 business days. Your account will be reinstated once we verify your identity. Internal information Make sure there isn't a final decision on the photo ID verification yet. Why was my account suspended after I received a restriction notice?(This suspension is specific to Issue 1046) Internal information If a customer completes the photo ID verification process within 15 days of our opening the New Seller Registration - Restrict (Restrict with remedy) as required, but their photo ID verification gets hard declined, then the restriction is upgraded to an account suspension (Issue 1046). Talking point: Your account has been suspended because we are unable to verify your identity. We understand that this must be frustrating, but this decision was not made lightly. Its important that we keep our marketplace safe for everyone.

</h2></h2>GUIDE.DETAILED_INFORMATION Related issues Enter the issue number in the Trust & safety issues directory for more details on the below issues. Do not share the issue number with customers.

Issue	Name		123
New seller contact request			188
High risk selling suspension			572
Mass registration suspension			686
HRS re-review tracking			1018
Recently reinstated account tracking - High risk selling			
1029			
Low risk sellers with photo ID verification triggered			
1030			
High risk sellers with photo ID verification triggered			
1046			
Appeal denial of high risk			

selling/new seller reg/mass reg</td> </tr> <tr> <td>1095</td> <td>New
High Risk sellers with good ID Model Score</td> </tr> <tr> <td>1100</td>
<td>NSO High Risk sellers who have hard failed or have exhausted all verification
attempts</td> </tr> <tr> <td>1184</td> <td>NSO user under manual
review</td> </tr> <tr> <td>1185</td> <td>NSO remedy in
progress</td> </tr> <tr> <td>1104</td> <td>NSO Experiment
Sellers</td> </tr> </tbody> </table> </h2>