

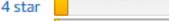
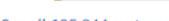
Understanding Amazon Policies on Customer Product Reviews

What are Customer Product Reviews?

Customer Product Reviews are the reviews that customers write on the products sold on Amazon. Customers who bought the product on Amazon, or through other channels, can write reviews on Amazon to share their experience with the product and their overall rating of it.

Customer reviews

★★★★★ 195,844
4.4 out of 5 stars ▾

5 star		73%
4 star		12%
3 star		5%
2 star		3%
1 star		7%

Share your thoughts with other customers

[Write a customer review](#)

[See all 195,844 customer reviews ▸](#)

Read reviews that mention

fire stick easy to use works great easy to set alexa voice

easy to install voice remote love the fire highly recommend

stopped working works well user friendly much better

▾ [See more](#)

Top customer reviews

 Amazon Customer **TOP 500 REVIEWER**

★★★★★ **What I once thought was silly is now a good thing!**
November 13, 2016
Configuration: Fire TV Stick | [Verified Purchase](#)

Earlier this month, my TV entertainment included Dish 200+ channel satellite TV, 20Mbps turbo internet, Netflix, and Amazon Prime. After doing some research, I bought 3 Amazon Fire Sticks with the voice remote, cancelled Dish, upgraded to 30Mbps internet, added Sling 25 channels, added standard Hulu, and CBS All Access. Guess who still gets 96+% of the channels watched, added Prime Music and several hundred shows (that networks don't play) to all the TVs in the house, and saved over \$700 per year compared to what I paid this past year? I did. I never thought of "cutting the cord" until I really looked into it all. Getting Amazon Fire Sticks are worth it and they work well....and once you get used to knowing what show plays where, it's a no-brainer. Just like how you originally had to figure out how to use a smart phone back in the day. After a while, it's a breeze. I highly recommend everything I listed in this review. Seriously....take a couple hours and make a spread-sheet listing the must-have shows that people in your household watch. Then make a comparison to what's available on the streaming services. If you're like me, and you don't watch 80% of the channels you pay for, it's so worth it.

Customers' reviews and their ratings of the product appear on the product's detail page:

Why are Customer Product Reviews Important?

Customer Product Reviews are an integral part of the shopping experience on Amazon, and they benefit both customers and sellers.

Customers use reviews to:

- **Learn more about the product.** Through reviews, customers can get product information that might not be clear in the product description.
- **Assess whether it fits their needs.** By learning about other customers' experiences with the product, customers can better assess whether it matches what they intend to use it for.
- **Make informed purchase decisions.** Customer Reviews complement the product's description and help give customers a comprehensive overview of the product, allowing them to make the best decision for them.

Sellers use reviews to:

- **Understand the customer sentiment about their products.** Customer reviews and ratings help sellers understand the customers' evaluation of their products.
- **Learn what aspects of the product customers like or dislike.** Customer Reviews provide specific feedback from customers on what exactly they like or dislike about the product, and ideas to improve it.
- **Provide a better customer service.** Sellers can reply to comments from unsatisfied customers and offer to resolve their issues for any bad experience they had with the product.

Customer Product Reviews Policies

For Customer Product Reviews to continue to be beneficial to customers and sellers, they have to remain a true and authentic reflection of the customers' experiences with the products.

Amazon has specific policies that are meant to protect the authenticity of Customer Reviews, and we ask you to comply with these policies and report any violations you might notice.

You can review the updated version of our policies in the following page:

<https://sellercentral.amazon.com/gp/help/GYRKB5RU3FS5TURN>

We strongly urge you, your business partners, employees, and 3rd party partners to thoroughly review Amazon Customer Reviews policies and immediately correct any violating actions.

Customer Product Reviews Violation Examples

Violations of Customer Reviews policies include, but are not limited to, these actions:

- A seller posts a review of their own product or their competitor's product.
- A seller offers a third party a financial reward, discount, free products, or other compensation in exchange for a review on their product or their competitor's product. This includes using services that sell customer reviews, websites, or social media groups.
- A seller offers to provide a refund or reimbursement after the buyer writes a review (including reimbursement via a non-Amazon payment method). This could be done via buyer-seller messaging on Amazon or by directly contacting customers or using 3rd party services, websites, or social media groups.
- A seller uses a third-party service that offers free or discounted products tied to a review (for example, a review club that requires customers to register their Amazon public profile so that sellers may monitor their reviews).

Note: References to “seller” here includes all the seller’s business partners, employees and 3rd party partners.

Customer Product Reviews Violation Examples (cont.)

Violations to Customer Reviews policies include, but are not limited to, these actions:

- A family member or employee of the seller posts a review of the seller's product or a competitor's product.
- A seller asks a reviewer to change or remove their review, or offers a refund or other compensation to a reviewer in exchange for doing so.
- A seller diverts negative reviews to be sent to them or to a different feedback mechanism, while positive reviews are sent to Amazon.
- A seller commits any sort of catalog abuse violations (e.g., creates inaccurate variation relationship between products) with the aim of manipulating reviews and boosting a product's star rating via review aggregation.
- A seller inserts a request for a positive Amazon review or an incentive in exchange for a review into product packaging or a shipping box.
- A seller uses a customer account to write or change a review on his or his competitor's product.

Note: References to "seller" here includes all the seller's business partners, employees and 3rd party partners.

Consequences of policy violations

Amazon has a zero-tolerance policy towards any Customer Product Reviews violations. If we detect any attempts to manipulate Customer Reviews, we take immediate actions.

The actions we take include, but are not limited to:

- Immediate and permanent withdrawal of the seller's selling privileges on Amazon, including the withholding of funds.
- The removal of all of the product's reviews and preventing the product from receiving future reviews or ratings.
- Permanent delisting of the product from Amazon.
- Legal action against the seller, including lawsuits and referral to civil and criminal enforcement authorities.
- Disclosing the violating seller's name and other related information publicly.

How to ensure compliance?

- **Review our policies often.** Make sure you always review our customer reviews policies to remember what is and is not allowed:
<https://sellercentral.amazon.com/gp/help/GYRKB5RU3FS5TURN>
- **Educate your team and 3rd party partners about our policies.** It is important that you educate your business partners, employees, and any 3rd party partners you work with about these policies as well. Any infractions by your business partners, employees, or 3rd party agencies will result in enforcement actions, even if they happened without your knowledge or consent.
- **Report violations.** While you are not responsible for violations from other sellers, you can help stop these violations by reporting them to community-help@amazon.com.

How to get reviews for your products?

You can get reviews for your products, without violating our policies, by soliciting reviews from your customers or by using Amazon's Early Reviewer Program.

Soliciting reviews from your Amazon customers

- You can ask your customers to leave reviews on your products. However, **you may not**
 - Ask customers to leave a positive customer review for your product, or to leave a review only if they had a positive experience with your product. Similarly, you cannot ask only customers who had a positive experience with your product to leave a review.
 - Ask customers to change or remove their review, attempt to influence the review, or ask customers to send negative reviews to you and only write positive reviews on Amazon.
 - You may not offer any compensation for a review, including money or gift cards, free or discounted products, refunds or reimbursements, or any other future benefits.

Note: You must comply with these guidelines in all your communications with customers, including shipping box and package inserts, and off-Amazon communications.

Amazon Early Reviewer Program (ERP)

- ERP is a program that allows sellers to get early reviews on their products from Amazon customers who are encouraged to share their authentic experience through reviews.
- To learn more about the program, its terms and fees, please visit this page:
<https://sellercentral.amazon.com/gp/help/G202147260>