

Selling Policies and Seller Code of Conduct

All sellers are expected to adhere to the following policies when listing products on Amazon. Seller offences and prohibited content can result in suspension of your Amazon account.

Misuse of the Amazon selling website

As a community, all sellers are able to access and use the Amazon selling website. If a seller uploads excessive amounts of data repeatedly, or otherwise uses the website in an excessive or unreasonable way, it can create a disproportional load on the website and impair the ability of other sellers to easily access and use the website.

Seller code of conduct

Amazon enables you to reach hundreds of millions of customers. We strive to ensure a fair and trustworthy buyer and seller experience. At Amazon, we expect you to adhere to the code of conduct principles that are outlined below.

Seller Code of Conduct Principles:

- Adhere to all applicable laws and abide by all Amazon policies.
- Maintain current account information.
- Never misrepresent yourself.
- Always act in a manner that ensures a trustworthy experience for Amazon customers.
- Never list products that might cause harm to Amazon customers.
- Never engage in any misleading, inappropriate or offensive behaviour. This applies to all your activities, including but not limited to:
 - Information provided on your account
 - Information provided in listings, content or images
 - Communication between you and Amazon, or you and our customers
- [Never engage in conduct that violates price fixing laws](#)
- Act fairly at all times. Unfair behaviour includes, but is not limited to the following:
 - Behaviour that could be deemed as manipulation or "gaming" of any part of the buying or selling experience
 - Actions that could be perceived as manipulating customer reviews, including by directly or indirectly contributing false, misleading or inauthentic content
 - [Activities that could be perceived as attempting to manipulate Amazon's search results or sales rankings \(such as by accepting fake orders or orders that you have paid for, or refunded externally or orders that you discounted externally\) or making claims about sales rank in product titles or descriptions](#)
 - [Activities that could be perceived as attempting to influence search results by inflating search ranking through keyword manipulation or incentivizing customers' searches to appear as organic behavior](#)
 - Actions that intentionally damage another seller, their listings or their ratings

- Only maintain one Seller Central account for each region in which you sell unless you have a legitimate business need to open a second account and all of your accounts are in good standing. Examples of a legitimate business justification include:
 - You own multiple brands and maintain separate businesses for each
 - You manufacture products for two distinct and separate companies
 - You are recruited for an Amazon programme that requires separate accounts

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- [Category, Product, and Content Restrictions](#)
- [Keeping Your Account Information Secure](#)
- [Identifying false \(spoofed\) emails](#)
- [Supported browsers and operating systems](#)
- [Why do I have to complete a PIN verification process?](#)
- [Why isn't the system recognizing my PIN when I enter it?](#)
- [Do I have to have a land line to complete this process, or can I use a cell phone?](#)
- [Why didn't I receive a phone call?](#)
- [Why can't I view some pages on Seller Central?](#)
- [How can I verify that my bank account information has been changed?](#)
- [What can I do if my bank account information is not accepted?](#)