

Selling Policies and Seller Code of Conduct

All sellers are expected to adhere to the following policies when listing products on Amazon. Seller offenses 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 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 may cause harm to Amazon customers.
- Never engage in any misleading, inappropriate or offensive behavior. 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
- Act fairly at all times. Unfair behavior includes but is not limited to the following:
 - Behavior 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
 - 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 program that requires separate accounts

Selling Policies and Seller Code of Conduct

- [Category, Product and Content Restrictions](#)
- [Products requiring additional approvals](#)
- [Product detail page rules](#)
- [Prohibited seller activities and actions](#)
- [Drop Shipping Policy](#)

[ASIN creation policy](#)