

Responsible Person Dashboard

User Guidance

Amazon Global Selling
Seller Compliance Team

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> Introduction

In order to help you prepare effectively for the requirements of the new Market Surveillance Regulation (EU) 2019/1020, which goes into effect in July 2021, Amazon has enabled a tool ([dashboard](#)) in Seller Central to allow you to declare your EU Responsible Person (RP) for your brand/ASINs.

It is important to note that if you have subscribed to the Amazon Responsible Person service, we have created a separate handbook for you to complete your information. The below guidance refers only to declaration of a Responsible Person obtained external to Amazon.

> Follow below steps to declare your RP information:

1. Go to Dashboard

Click the link below or copy the link into your browser and login to your Seller Central:

<https://sellercentral-europe.amazon.com/cross-border-compliance/responsible-person/index.html>

Responsible Person dashboard

This dashboard shows the status of the product(s) in your catalog subject to the Market Surveillance Regulation (Regulation (EU) 2019/1020), requiring you to declare a Responsible Person (RP). Subscribers to the Amazon Responsible Person (ARP) service will also be able to submit documentation through this dashboard.

If you need a Responsible Person, you can find third-party providers offering RP services. Alternatively, you can subscribe to the Amazon Responsible Person (ARP) service (limited to Brand Representatives or Authorized Resellers of brands registered on Amazon Brand Registry).

Do you need help?

- Visit the Responsible Person help page to learn more about the Market Surveillance regulation and the RP requirement.
- Visit the RP Dashboard FAQ Page for questions about how to declare a Responsible Person.
- Visit the ARP Service FAQ Page if you have subscribed to ARP and have questions.
- For any other question, contact us.

Brands you own or represent

If you own other brands, please register them in Brand Registry.

Brand name	No. of ASINs	RP Status	Last updated by
Your Brand 1	89	Completed	You mm/dd/yyyy
Your Brand 2	194 (194 pending)	Incomplete	-

Brands you do not own or represent

Other Brands	No. of ASINs	RP Status	Last updated by
In this section, you will find the products you sell from brands that are neither owned nor represented by you (as per Amazon Brand Registry information). You can register your brand(s) in Amazon Brand Registry.	3 (3 pending)	Incomplete	-

Your “Responsible Person Dashboard” interface will show one or both of below sections:

A. Brands you own and represent:

In this section, you will find the brands you own and represent. Those brands were registered in [Amazon Brand Registry](#), and you are the brand representative or authorized reseller.

B. Brands you do not own or represent:

In this section, you will find the products you sell from brands that are neither owned nor represented by you (as per Amazon Brand Registry information).

You can register your brand(s) in [Amazon Brand Registry](#).

2. Declare your RP information

Click **【View/Submit RP】** for your Brand/ASIN with **【Incomplete】** RP Status accordingly to move onto the declaration page.

Responsible Person dashboard

This dashboard shows the status of the product(s) in your catalog subject to the Market Surveillance Regulation (Regulation (EU) 2015/1020), requiring you to declare a Responsible Person (RP). Subscribers to the Amazon Responsible Person (ARP) service will also be able to submit documentation through this dashboard.

If you need a Responsible Person, you can find third-party providers offering RP services. Alternatively, you can subscribe to the Amazon Responsible Person (ARP) service (limited to Brand Representatives or Authorized Resellers of brands registered on Amazon Brand Registry).

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- For any other question, contact us.

Brands you own or represent

If you own other brands, please register them in Brand Registry.

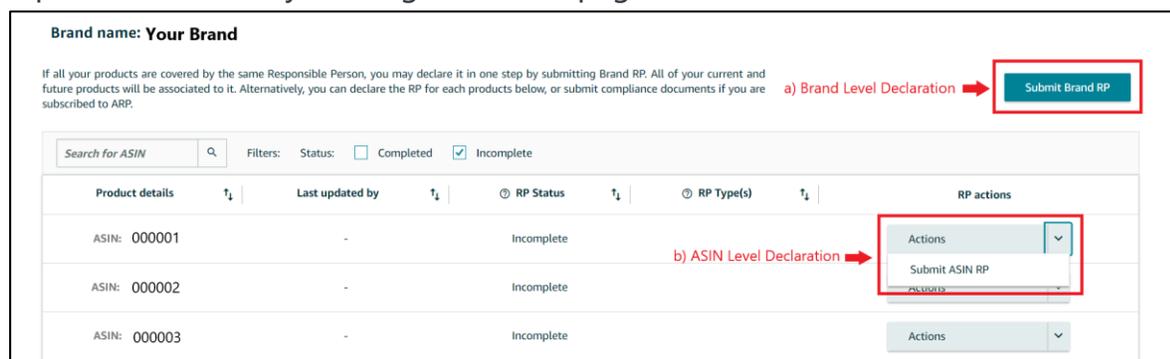
Brand name	No. of ASINs	RP Status	Last updated by
Your Brand 1	89	Completed	You mm/dd/yyyy
Your Brand 2	194 (194 pending)	Incomplete	View/Submit RP → Follow 2.1

Brands you do not own or represent

No. of ASINs	RP Status	Last updated by
Other Brands In this section, you will find the products you sell from brands that are neither owned nor represented by you (as per Amazon Brand Registry information). You can register your brand(s) in Amazon Brand Registry.	3 (3 pending)	Incomplete
		View/Submit RP → Follow 2.2

2.1 Declare RP information for 【Brand you own or represent】

When you click 【View/Submit RP】 button under 【Brand you own or represent】 section, you will go to below page:



As brand representatives/authorized resellers, you can choose to declare your Responsible Person information for the whole Brand (Brand level) or ASIN by ASIN (ASIN level).

A. Brand Level Declaration

When you declare a Responsible Person for your brand, the Responsible Person information you fill out will be assigned to all ASINs associated with your brand.

To declare your Responsible Person information by Brand level, please click 【Submit Brand RP】

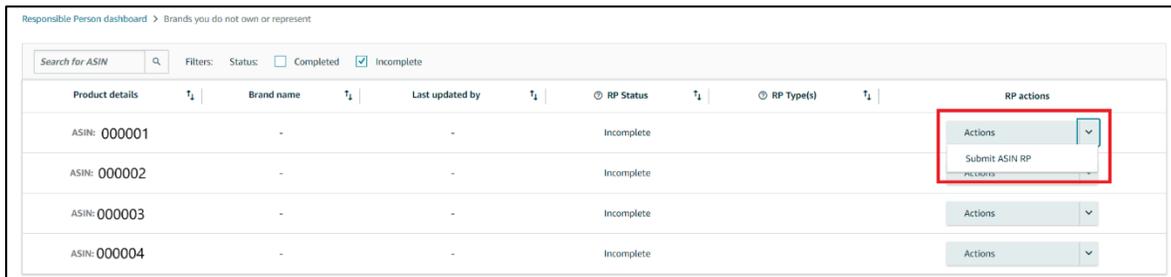
B. ASIN Level Declaration

When you declare a Responsible Person for an individual ASIN, the Responsible Person information you fill out will be specific to that ASIN.

To declare your Responsible Person information by ASIN level, please click the 【action】 button for specific ASIN and then click 【Submit ASIN RP】

2.2 Declare RP information for 【Brand you do not own or represent】

When you click 【View/Submit RP】 button under 【Brand you do not own or represent】 section, you will go to below page:



Responsible Person dashboard > Brands you do not own or represent

Search for ASIN Filters: Status: Completed Incomplete

Product details	Brand name	Last updated by	RP Status	RP Type(s)	RP actions
ASIN: 000001	-	-	Incomplete		Actions Submit ASIN RP PERSONA
ASIN: 000002	-	-	Incomplete		Actions
ASIN: 000003	-	-	Incomplete		Actions
ASIN: 000004	-	-	Incomplete		Actions

In this section, you can only declare your RP information by ASIN Level. Please click the 【action】 button for specific ASIN and then click 【Submit ASIN RP】 .

3. Fill out your Responsible Person information

Please fill out your Responsible Person information, including Responsible Person name/company, country, Town/City, Address, postcode, Email, Phone number, etc. showed in this interface.

A. Brand level declaration interface

Brand Name: Your Brand

Responsible person name/company

Responsible person address

Country <input type="text" value="Select"/>	Town/City <input type="text" value="Enter town/city name"/>
Address line 1 <input type="text" value="Street address, company name, c/o"/>	Address line 2 (optional) <input type="text" value="Flat, suite, unit, floor, etc."/>
State/Region (optional) <input type="text" value="Enter state/region (if appropriate)"/>	Postcode <input type="text" value="Enter area postcode"/>
Email <input type="text" value="Enter RP's email address"/>	Phone number (include country code) <input type="text" value="e.g. +4699878393030"/>

Responsible person coverage ⓘ

Universal: This RP covers all stock of the same product

Specific: This RP covers only certain product stock

Brand name: Your Brand

With the above submission, I declare that:

- For each product covered by my Responsible Person
(a) the Responsible Person's name, registered trade name or registered trade mark, and contact details, including the postal address, are indicated on the product, its packaging, the parcel or an accompanying document, and
(b) the Responsible Person has the Declaration of Conformity (or Declaration of Performance) and has access to the related technical documentation to show conformity.
- I will notify Amazon of any change to my Responsible Person.
- All the information I have submitted on this form is true, and I am aware that providing false information could result in the closure of my account.

By ticking this box, I acknowledge and accept all of the conditions above.

B. ASIN level declaration interface

ASIN: 000001

Responsible person name/company

Responsible person address

Country: Town/City:

Address line 1: Address line 2 (optional):

State/Region (optional): Postcode:

Email: Phone number (include country code):

Responsible person coverage ⓘ

Universal: This RP covers all stock of the same product

Specific: This RP covers only certain product stock

ASIN: 000001

With the above submission, I declare that:

- For each product covered by my Responsible Person
(a) the Responsible Person's name, registered trade name or registered trade mark, and contact details, including the postal address, are indicated on the product, its packaging, the parcel or an accompanying document, and
(b) the Responsible Person has the Declaration of Conformity (or Declaration of Performance) and has access to the related technical documentation to show conformity.
- I will notify Amazon of any change to my Responsible Person.
- All the information I have submitted on this form is true, and I am aware that providing false information could result in the closure of my account.

By ticking this box, I acknowledge and accept all of the conditions above.

Please note that the country dropdown list will only allow you to enter a country within the EEA (EU + Norway, Liechtenstein, Iceland). You can also appoint a responsible person within Northern Ireland.

Select Responsible Person coverage, select either a 'Universal' or 'Specific' Responsible Person:

- **Universal:** A Universal Responsible Person covers all batches of the same product, regardless of the distribution channel. An example of a Universal Responsible Person is the brand itself or an authorised representative appointed by the brand whose information is added to all batches.
- **Specific:** A Specific Responsible Person covers only certain product batches sold through a specific distribution channel. An example of a Specific Responsible Person could be an importer who is the Responsible Person for only the products it imports on behalf of a brand.

After you acknowledge and accept all of the conditions shown in the interface and tick the box, please click **【 Submit RP 】** to submit your Responsible Person information.

C. Reseller listing declaration interface

Responsible person name/company

Responsible person address

Country <input type="text" value="Select"/>	Town/City <input type="text" value="Enter town/city name"/>
Address line 1 <input type="text" value="Street address, company name, c/o"/>	Address line 2 (optional) <input type="text" value="Flat, suite, unit, floor, etc."/>
State/Region (optional) <input type="text" value="Enter state/region (if appropriate)"/>	Postcode <input type="text" value="Enter area postcode"/>
Email <input type="text" value="Enter RP's email address"/>	Phone number (include country code) <input type="text" value="e.g. +4699878393030"/>

Responsible person coverage

This RP covers only product batch offered by you

ASIN: 000001

With the above submission, I declare that:

- For each product covered by my Responsible Person
(a) the Responsible Person's name, registered trade name or registered trade mark, and contact details, including the postal address, are indicated on the product, its packaging, the parcel or an accompanying document, and
(b) the Responsible Person has the Declaration of Conformity (or Declaration of Performance) and has access to the related technical documentation to show conformity.
- I will notify Amazon of any change to my Responsible Person.
- All the information I have submitted on this form is true, and I am aware that providing false information could result in the closure of my account.

By ticking this box, I acknowledge and accept all of the conditions above.

4. Post-declaration

4.1 Final Check

You can return to the [dashboard](#) home page to have a final check and ensure all your products impacted by this regulation are under **【complete】** status.

4.2 Creating a new listing after declaring RP information

If you create a new listing after declaring EU Responsible Person information, there are three scenarios to consider:

- A. If your new listing belongs to the brand for which you have previously declared your EU Responsible Person information at Brand level, then you do not need to declare your EU Responsible Person information again for your new listing as it is covered by the Brand declaration.
- B. If your new listing is not part of the brand(s) for which you have previously declared a Responsible Person, please declare the Responsible Person for that listing in the dashboard.
- C. If you have only declared your EU Responsible Person information by ASIN level previously, then please ensure you declare your EU Responsible Person information for the new listing.