

General Product Safety Regulation (GPSR)

On December 13, 2024, the [General Product Safety Regulation](#) (GPSR) will become applicable. It will introduce requirements for most non-food consumer products offered for sale in the EU and Northern Ireland.

Products in scope

Most non-food consumer products that are offered for sale in the EU and Northern Ireland are in scope of the GPSR.

Main Requirement

	Product Label	Requirement	Upload and Online Display
GPSR	1. EU Responsible Person and Manufacturer Contact Information.	Name, Postal and Electronic address (email or URL) <i>in one of the EU's official languages.</i>	Y
	2. Product Safety and Warning Information	Include toy safety warnings, chemical hazard warnings and any other warning and safety information <i>in the language of the country of sale.</i>	Y
	3. Product Identifier	Product Type, batch, serial number or other information to identify product.	N

For Responsible Person Requirement and service Providers, go to Seller Central [GPSR](#) Help Page.

Submitting your information to Amazon

1. In Seller Central, go to “Regulatory Compliance” on Account Health Page and go to “Open” tab.

The screenshot shows the 'Policy Compliance' section of the Seller Central Account Health page. The 'Account Health Rating' is 200, with a green bar indicating a 'Healthy' status. Under 'All issues', 'Regulatory compliance' is highlighted with a red box and shows 2 issues. To the right, the 'Open' tab is selected and highlighted with a red box. Below the tabs, a list of issues is shown with columns for 'Reason' and 'Date'. Two issues are listed: 'GPSR: Responsible Person contact details' and 'GPSR: manufacturer contact details', both with 1 ASIN and 1 SKU impacted. A red arrow points from the 'Regulatory compliance' issue to the 'Open' tab.

2. Provide Contact Information of Responsible Person and Manufacturer: you'll see “Responsible Person contact details” and “manufacturer contact details” required in the **Reason** column, select one and click Submit.

The screenshot shows the 'Open' tab of the 'Regulatory compliance' issues. A search bar is at the top right with the placeholder text 'Q ASIN, SKU or brand - Start typing to filter...'. Below the search bar, a table lists the issues. The first issue, 'GPSR: Responsible Person contact details', is highlighted with a red box. To its right, a 'Submit' button is also highlighted with a red box. Below the table, a 'View submission' button is visible.

- Follow the steps in the widget to enter your information for each row in the table, and Click **Save**. When the Contact Information is valid and highlighted blue, click **Save**. *Note: If the submission is marked **Valid** in the widget, the row in **Open** tab in Account Health will move to the **Archived** tab.*

Add compliance x

What is this for?
Add the manufacturer's name and contact information for brands that you are associated with on Amazon Brand Registry in one of the EU's official languages.
Reason: From December 13, 2024, you must display this information on the product detail pages for most non-food consumer products to comply with the General Product Safety Regulation (GPSR). [Find out more](#)

Add new Manufacturer information

Name or company:
Enter name or company

Primary email address:
Enter email address (no leading or trailing spaces)

Secondary email address (optional):
Enter email address (no leading or trailing spaces)

Phone number (optional):
Phone number, beginning with the international dialling code (use eit

Back **Save**

Choose from existing Responsible Person information Refresh

Add a new Responsible Person information

Valid Edit
Paris 75017

Valid Edit

Back **Save**

Open **Archived ?**

- Provide Product Safety and Warning Information:** Select ASIN required for safety and warning information in **Open** tab, you can use the search box to filter the list by brand, ASIN or SKU and click **Submit**. You can choose to upload up to six images with [PS variant](#) via the Image Manager (see screenshots below), upload a product document as a PDF or submit a safety attestation (*screenshots to be provided for PDF upload and safety attestation submission*).

Upload images

Image manager **Bulk image upload** **Submission status**

Upload **Upload** **Upload**

BACK **PT01** **PT02**

PT03 **PT04**

PS01 **PS02** **PS03** **PS04** **PS05** **PS06**

- To edit an existing manufacturer or Responsible Person submission (excluding email addresses), Go to the **Archived** tab, click **View or Update**. If you have to update an email address, you must create a completely new Responsible Person or manufacturer submission. For warning and safety information, the updates can be done via edit listing for documents and Image Manager for images.

Note:

- We'll be adding your brands and offers gradually over the coming weeks in Account Health Page. You'll receive an email when this happens, which you'll also be able to find in [Performance Notifications](#). Before that, Brand Owner can provide Responsible Person and manufacturer information through "Manage Your Compliance" in the lower right corner on Account Health Page, click "Add compliance information" and select GPSR to continue.

Manage your compliance

Product Compliance Requests 1

Add compliance information

- You need to upload contact information of Responsible Person and Manufacturer in each marketplace you sell.