



10 THINGS TO MONITOR TO STAY COMPLIANT ON AMAZON

Before you do anything on this list, you should first review Amazon's Business Solutions Agreement (BSA). This is your contract with Amazon, and it details each seller's obligations and the conditions under which a seller can be suspended.

Here is a breakdown of key areas you need to manage to ensure you remain compliant with Amazon's BSA:

- 1. Make sure you have secured Intellectual Property Rights for your product(s)**
 - a. First-Party Sellers: Make sure you own your IP (Patents, trademarks, copyrights, etc.)
 - b. Third-Party Sellers: Have a contract authorizing sale, proof of authenticity, and best of all, Brand Authorization to sell the products

- 2. Make sure the product is compliant with the local, state (or province), and federal laws governing your product – these days, you will likely have to prove compliance by providing documentation of:**
 - a. Testing
 - b. Registrations
 - c. Certifications
 - d. SDS

- 3. Make sure your product packaging is compliant with Amazon's policies, including:**
 - a. Proper labeling
 - b. No false or misleading claims
 - c. Regulatory data included and meets style guides
 - d. Sturdy enough to hold up for ecommerce (ISTA6 certification is the Gold Standard)
 - e. Features correct language for the market(s) where the product is being sold

- 4. Verify compliance with Amazon product policies (and authorization to sell)**
 - a. Review Amazon's list of Restricted Products
 - b. Apply to sell (as applicable)

- 5. Create compliant content for your product listings, which does not include:**
 - a. Misleading claims
 - b. Attempts to redirect customers off Amazon
 - c. Infringement on others' IP
 - d. Abuse (or misuse) of Variation Listings
 - e. Non-compliant photos

- 6. Enroll in Amazon Brand Registry (requires having a trademark), which:**
 - a. Allows you to lockdown your listing content, preventing other sellers from changing the content and making false claims
 - b. Allows for easy filing against other sellers who infringe on your IP
 - c. Provides access to additional tools for brand protection and marketing

- 7. Monitor customer feedback and take proactive action to address any concerns, such as:**
 - a. Provide directions for product use
 - b. Update content to clarify details that might be unclear to customers, such as size or quantity
 - c. Fix any defects or issues with the product that are resulting in returns

- 8. Monitor returns and Order Defect Rate (ODR) – if there are issues, pay attention to the reasons for the returns and take proactive action**

- 9. Create a company policy for seller accounts and employees**
 - a. Sellers may have only 1 selling account, unless they have a legitimate business need for a second account (i.e. they own two separate companies with different manufacturers and want to run them separately on Amazon).

- 10. Make sure you are following Amazon's review policy**
 - a. Only use third-party review generation apps that are compliant
 - b. Make sure no one in your company is leaving or soliciting positive reviews on the products you sell
 - c. Ensure all requests for reviews are neutral and meet Amazon's requirements

NOTE: It goes without saying that committing fraud, bribing Amazon employees, trying to sabotage competitors' listings/accounts, etc. will get you permanently banned from selling on Amazon. This list is for legitimate sellers wanting to avoid having their account(s) or listing(s) suspended.