


Overview of Account Health and Policy Compliance

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1.1 What is account health and policy compliance

Account health is an overview of whether your seller account meets the **required performance goals and policies** for selling products in the Amazon store. Compliance here means that if you list products on the Amazon store, **you must comply with all federal, state, provincial, territorial, and local laws and our policies applicable to those products and product listings.** This includes providing required product safety and compliance documentation.

Check your account health on the [Account Health dashboard](#) or [Performance Notifications page](#).

| | | |
|-------------------|---|---|
| Performance | > | Account Health |
| Apps and Services | > | Feedback |
| B2B | > | A-to-z Guarantee Claims |
| Brands | > | Chargeback Claims |
| Learn | > | Performance Notifications  |

1.2 Why care about account health and compliance

The information on the [Account health page](#) shows you if your seller account meets the performance standards required to sell products on the Amazon store.

- **Amazon regularly reviews the performance of all sellers and will notify you when your account health can be optimized.** The intent of this review is to give you the opportunity to improve your performance before the issue affects your ability to sell on Amazon.
- **However, there are also some situations where Amazon immediately removes non-compliant products or suspends accounts that are significantly underperforming.**

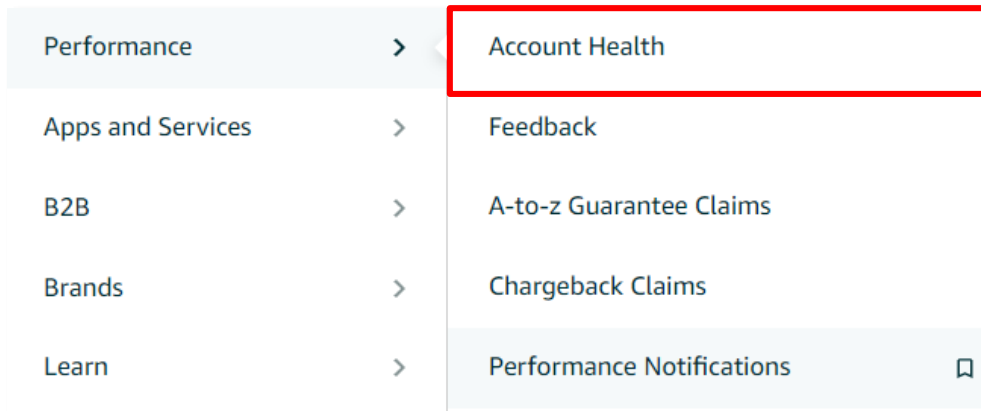
Note:

To deliver a great experience for customers, Amazon may take appropriate corrective action if a seller's account health does not meet Amazon's requirements or if there are compliance issues with the products sold.

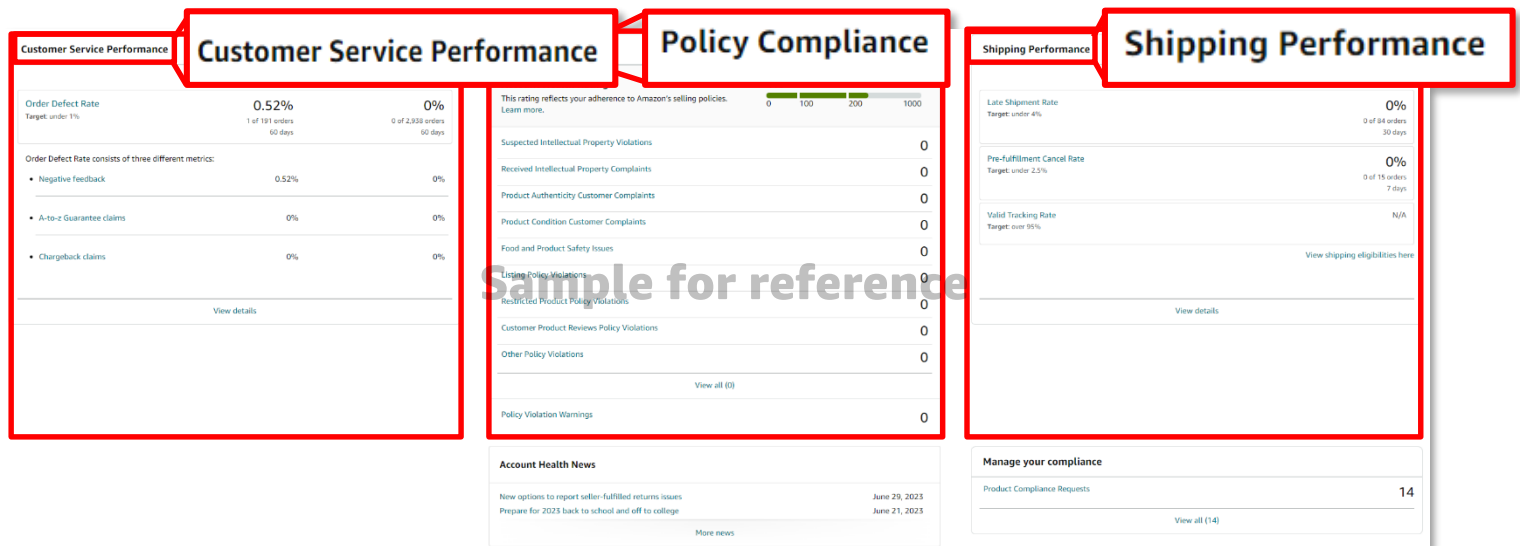
1.3 What is the account health dashboard?

To check your account health, follow these instructions:

Go to Seller Central. Click on Performance, then [Account Health](#).

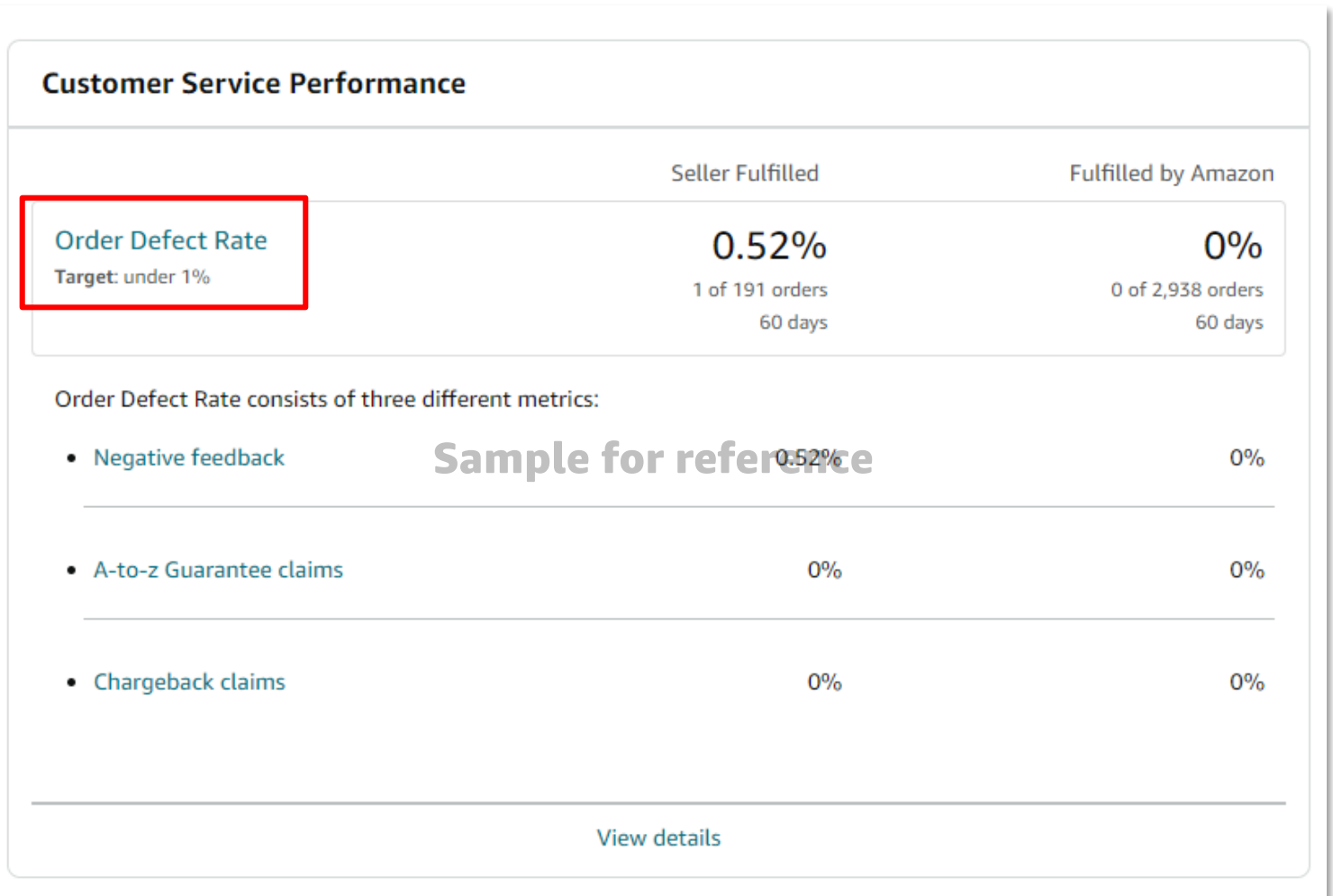


The Account Health dashboard has three sections:

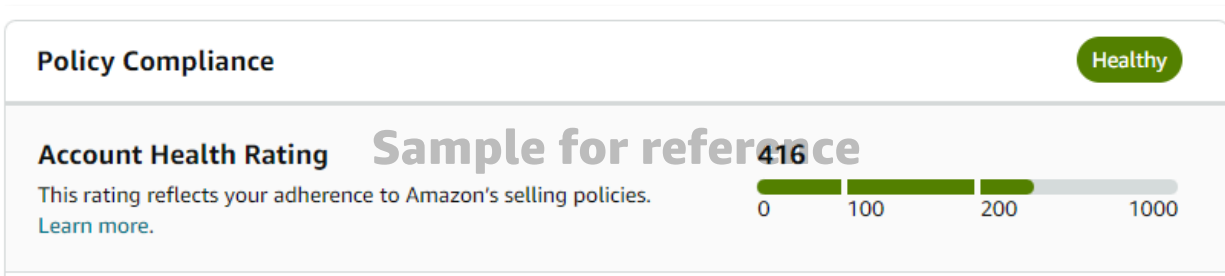


1) Customer Service Performance — Determined by the order defect rate, which is the main indicator for measuring whether you are providing a good customer experience. This metric covers all orders with one or more defects (defined below) as a percentage of the total number of orders in a given 60-day period.

If an order has negative feedback, an A-to-Z Guarantee claim (not declined), or a credit card chargeback, this indicates that the order is defective. Amazon policy stipulates that sellers are allowed to sell on Amazon only if their order defect rate is lower than 1%. **If the order defect rate is higher than 1%, your account may be suspended.**



2) **Policy Compliance** includes two parts: account health rating and policy compliance checklist.

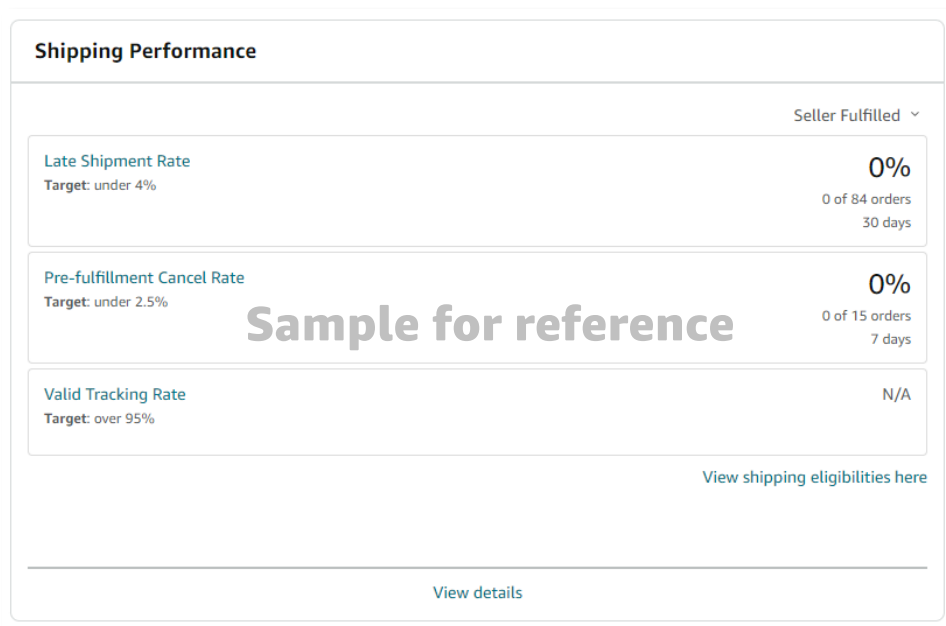


The **Account Health Rating** helps monitor your account health based on your adherence to Amazon's selling policies. It considers many factors, such as the number of unresolved policy violations on your account at any given time, the relative severity of those violations, and the extent to which you positively impact the customer experience via your selling activities. This rating does not change Amazon's existing selling policies and will continue to be refined over time.

| | |
|--|---|
| Suspected Intellectual Property Violations | 0 |
| Received Intellectual Property Complaints | 0 |
| Product Authenticity Customer Complaints | 0 |
| Product Condition Customer Complaints | 0 |
| Food and Product Safety Issues | 0 |
| Listing Policy Violations | 0 |
| Restricted Product Policy Violations | 0 |
| Customer Product Reviews Policy Violations | 0 |
| Other Policy Violations | 0 |
| View all (0) | |
| Policy Violation Warnings | 0 |

The **Policy Compliance Checklist** lists different types of policy violations in your seller account, including infringement, product authenticity complaints, product quality complaints, and listing policy violations. To learn about different policy violations, search the help page for relevant policy explanations or search for the appropriate step-by-step explainer guides at [Seller University](#).

3) Shipping Performance includes three metrics: late shipment rate, pre-fulfillment cancellation rate, and valid tracking rate. These metrics **only show seller-fulfilled orders**.



Late shipment rate

Percentage of total orders where shipment confirmation is completed after the expected ship date, over both a 10-day or a 30-day period.



If your late shipment rate is higher than 4%, your account may be suspended.

Cancellation rate (pre-fulfillment cancellation rate)

Percentage of all orders canceled by the seller in a given seven-day period. This metric includes all orders canceled by the seller and **excludes orders that the customer cancels using the order cancellation function in their Amazon account. Pending orders canceled by the customer are not included.**



If your cancellation rate is higher than 2.5%, your account may be suspended.

Valid tracking rate

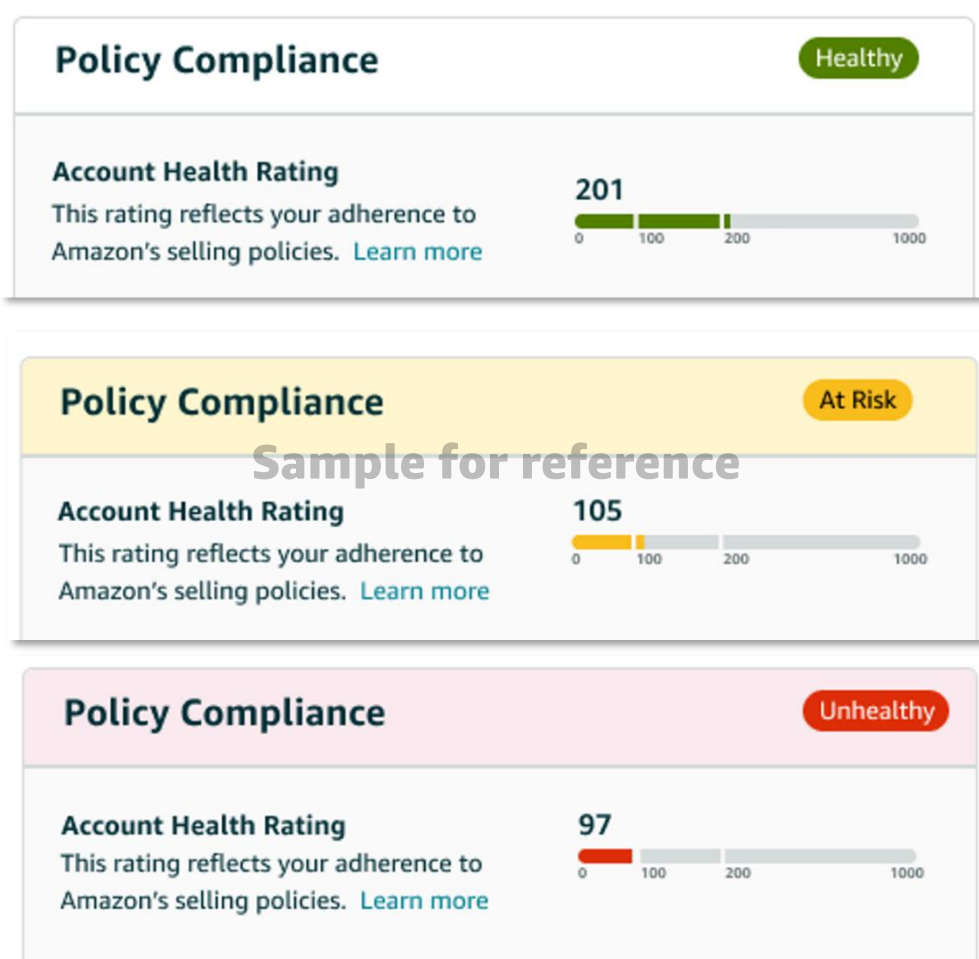
The proportion of shipments with a valid tracking number in a given 30-day period. Amazon customers depend on tracking numbers to find out where their orders are and when they can expect to receive them. The valid tracking rate is a performance metric that reflects those expectations. Currently, all major carriers, including USPS, FedEx, UPS, and DHL, offer free tracking services.

1.4 How to determine your account health

1) Check your account health rating

The account health rating is Amazon's feedback to you based on your compliance with sales policies. It can help you understand the health of your account. Green means healthy, yellow means at risk, and red means unhealthy.

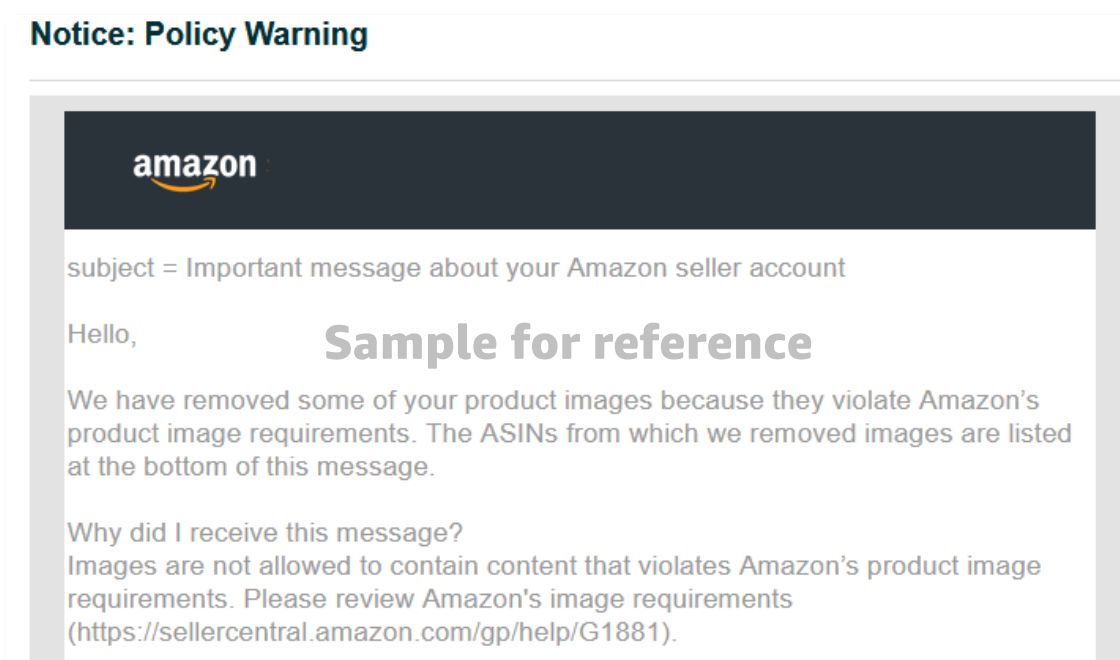
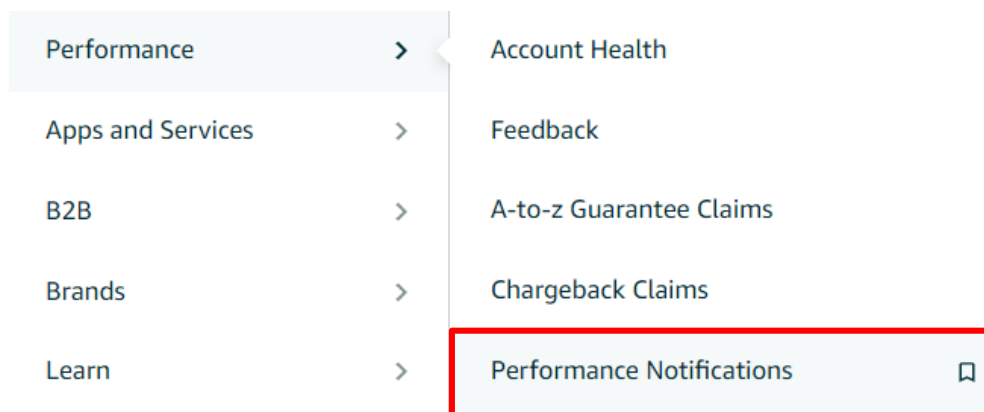
All new sellers start with a score of 200. Over time, sellers will see a score that accurately reflects their account health based on policy adherence and selling activities over the last 180 days. However, regardless of your rating, you must quickly resolve **any issues shown in your Account Health dashboard** to maintain the long-term health of your account and minimize the risk of account deactivation.



You can access the page showing your account health rating by going to Seller Central and then clicking **Performance** → **Account Health**.

2) Check your performance notifications

Amazon will keep you informed regarding your account health via performance notifications. Resolve account health issues in a timely manner based on these notifications.



You can access the page by going to Seller Central and then clicking Performance → Performance Notifications.



Note:

- If you sell in multiple stores, be sure to check each store's performance notifications regularly. Notifications may vary between stores.
- Having good account health does not guarantee that your account will not be suspended, so you should regularly check performance notifications to ensure your account is safe.

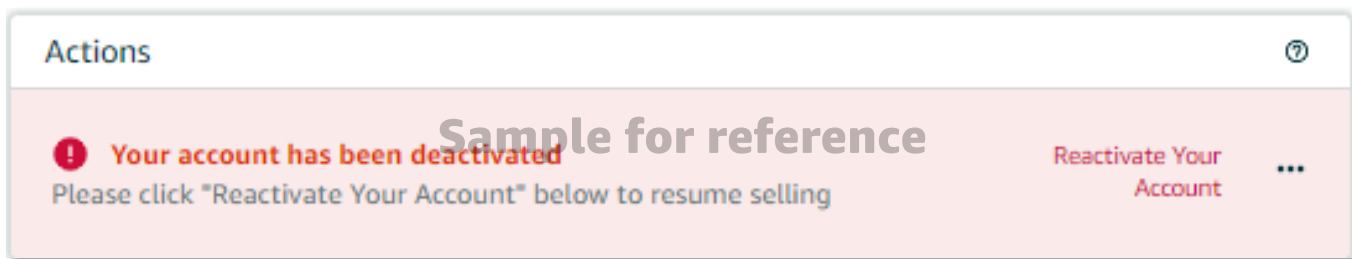
1.5 How to improve and maintain account health

1) Appeal account health issues

Once you receive notification about a specific account health issue via your Account health and Performance notifications pages, you can use the Appeal button in Seller Central to submit a plan of action to resolve the problem. An appeal may be filed under two circumstances:

a) Account deactivation

If you see “Your account has been deactivated” on your Account Health dashboard, you need to apply to reactivate your account.

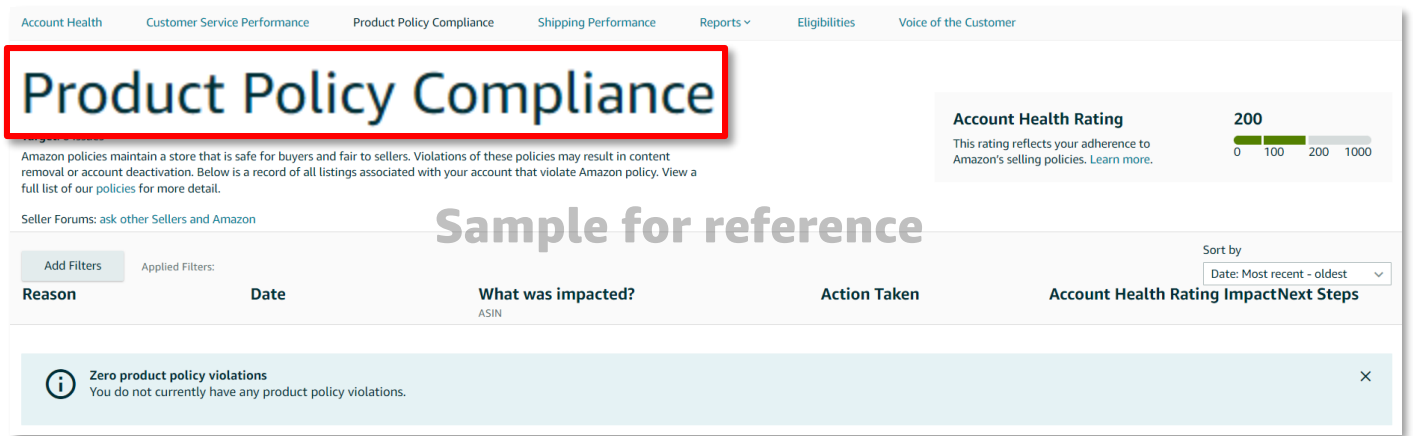


Go to Seller Central, click Reactivate your account in the red warning tile or go to Performance → [Account Health](#) and click Reactivate your account to submit a Plan of Action.

A Plan of Action will typically have three components to appeal your case to Amazon for your account to be reinstated: 1) root cause of the problem, 2) actions you have taken to resolve the issue, and 3) a solution to prevent the issue from happening again.

b) Policy compliance issues

See a record of which product has violated Amazon’s policies on the [Product Policy Compliance page](#). You can appeal violations shown on this page. If you have any violations, issues, or complaints listed on your Account health page, take a moment to review them by clicking View details in the Product Policy Compliance section. On this page, you will see a history of all the content (listings, images) that was removed, along with the current status and the next steps to resume selling. To resume selling a product that has been removed, follow the guidance mentioned against each item in the **Next Steps** column.



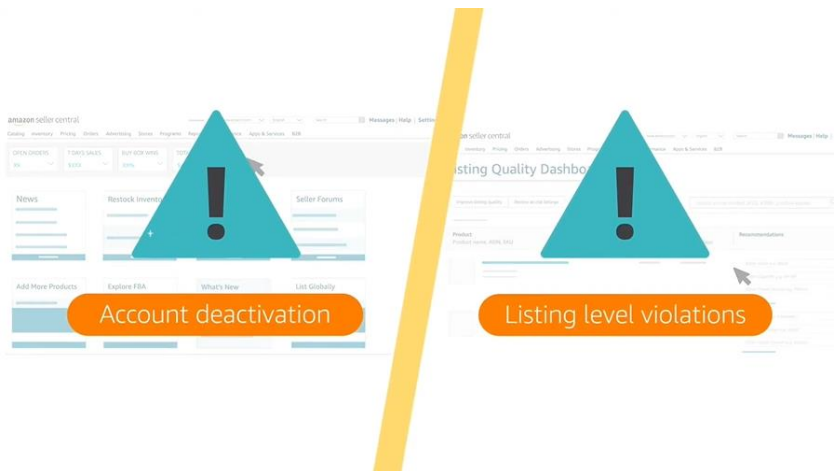
Sample for reference



Access the page by going to Seller Central and then clicking Performance → Account Health → [Product Policy Compliance](#), then click Appeal to submit a Plan of Action for each issue.



Watch how to create an effective Plan of Action



2) Report inappropriate behavior

If abuse of Amazon policy violations has damaged your account health, promptly report the current violations affecting you through formal channels to protect your rights and account health status.

Account Health | Customer Service Performance | Product Policy Compliance | Shipping Performance | Reports | Eligibilities | Voice of the Customer

Account Health [Leave Feedback](#)

To sell on Amazon, you must adhere to the below performance targets and policies.
Help us reach you in the instance a critical event occurs that affects your ability to sell by entering your emergency contact number here.

Report abuse of Amazon policies.

Account Health Assurance
A new benefit for selling partners who consistently achieve a high Account Health Rating.
[See what it takes to qualify >](#)

Need help?
Speak to an Account Health Specialist.
To learn more about the Account Health Support Team, click here
[Call me now](#)



Go to Seller Central → Account Health → click Report abuse of Amazon policies to submit a report.

Account Health | Customer Service Performance | Product Policy Compliance | Shipping Performance | Reports | Eligibilities | Voice of the Customer

Account Health > Report abuse

Report abuse

What kind of abuse do you want to report?

- Intellectual Property (Copyright, Trademark, Patent) violation ▶
- Products received are different than the description on the detail page ▶
- Product detail page violates Amazon's policies or is misleading customers ▶
- Product detail page was changed to represent a different product ▶
- Customer feedback that violates Amazon policies ▶
- An abusive message was sent by a buyer ▶
- An abuse issue that is not addressed by the other topics in this menu ▶
- A competitor is placing orders to hold my inventory ▶

Please exercise discretion and do not use this form to report issues that you do not believe are cases of abuse. If you have an issue that is not a case of abuse, please use [Contact Us](#).

1.6 Where do I go for support from Amazon to resolve account health issues?

After reviewing your account health rating and performance notifications, if you are still unsure how to resolve your account health issue, you can reach Amazon for assistance in the following ways:

1) Answer a call from the Amazon Account Health support team or call them yourself

In some urgent cases, the Amazon Account Health support team will proactively call you via your emergency notification number to provide personalized guidance and support to avoid deactivation of your account. You should provide your contact information where you can be reached at any time for emergency notifications.

Enter your emergency contact number ✕

In the instance a critical event occurs that affects your ability to sell, we may try to contact you. Help us reach you by entering an emergency contact number.

Remind me Later **Update now**

Emergency Notifications **Save** Cancel ^

We will use the emergency contact to reach out to a seller if there is a critical issue requiring immediate action.

Emergency Notifications
We will use the emergency contact to reach out to a seller if there is a critical issue requiring immediate action.

Phone Number:



Go to Seller Central → [Notification preferences](#) → Notification options → Emergency notifications to verify and update your contact number.



Note:

- We recommend that you provide the country/area code (e.g. +65 for Singapore) when providing your contact number to ensure local support.
- When you receive a performance notification titled "Urgent: Amazon seller account under review," the Amazon Account Support team will contact you within 24 hours. Please make sure to keep your phone on.

2) Browse Seller Forums for posts about your question or submit a question

You will not necessarily always receive a call from the Amazon Account Health support team. In such cases, you can go to seller forums for help regarding your account health issue. You can see questions or comments from other sellers on seller forums that may help you with your issue.

amazon services
seller forums

Become a Seller Log In English United States

Internal Accounts are now locked in Anonymous Mode. If you need the old functionality reach out to the seller-forums-team.

all categories all tags Categories Latest Top

| Category | Topics | Latest |
|---|--------|--|
| Selling on Amazon Offering your products to millions of shoppers on the Amazon Marketplace. 628 / week 100 new <ul style="list-style-type: none"> General Selling Questions 27 new Order Management, Shipping, Feedback & Returns 9 new Help For New Sellers 14 new Listing Management & Reports 5 new Canada Sellers Third-Party Software & Services 1 new Amazon Seller Mobile App | | |
| Account Health 136 / | | Search terms with zero clicks? Amazon Sponsored Products 2 20h |
| | | Question on Liability insurance General Selling Questions 0 20h |
| | | 账户警告 账户状况 3 20h |
| | | Restricted ASIN After Reporting Other Seller - No Way to Appeal 2 20h |



Go to Seller Central → Help → Launch [seller forums](#) to open.

3) Contact the Seller Support team for one-on-one assistance

If you are not sure how to proceed, please contact Amazon Seller Support via Help for further assistance.

Get Help

You may be asked follow-up questions about your issue before connecting to an associate.
[Go to Case Log](#) | [Get help with a new issue](#)

Where is your issue happening? Important

Select the store

United States ▼

Select a service [?](#)

Selling on Amazon ▼

Select an issue to resolve

| | |
|---|---|
| <p>Inventory lost in FBA warehouse <input type="radio"/></p> <p>Request to reconcile or reimburse missing inventory in fulfillment centers</p> | <p>Listing not active (displaying) <input type="radio"/></p> <p>Investigate inactive or blocked listings</p> |
| <p>Fix a product detail page <input type="radio"/></p> <p>Reconcile or update brand name information on the detail page</p> | <p>FBA Returns Reimbursement <input type="radio"/></p> <p>Resolve issues related to FBA returns, refunds, and reimbursements</p> |
| <p>Investigate missing inventory shipped to Amazon (inbound) <input type="radio"/></p> <p>Request a reconciliation or dispute missing units in an FBA shipment</p> | <p>Trouble adding a product <input type="radio"/></p> <p>Learn about how to create a listing or reconcile listing errors (5461, 5665, 8572, 8541)</p> |
| <p>Change a product's title <input type="radio"/></p> <p>Fix incorrect or missing details on the detail page, like the title, bullets, or description</p> | <p>Inventory damaged in FBA warehouse <input type="radio"/></p> <p>Request to reconcile or reimburse for inventory damaged or disposed of in warehouse</p> |

[My issue is not listed](#)



Go to Seller Central → [Help](#) to contact the Seller Support team.