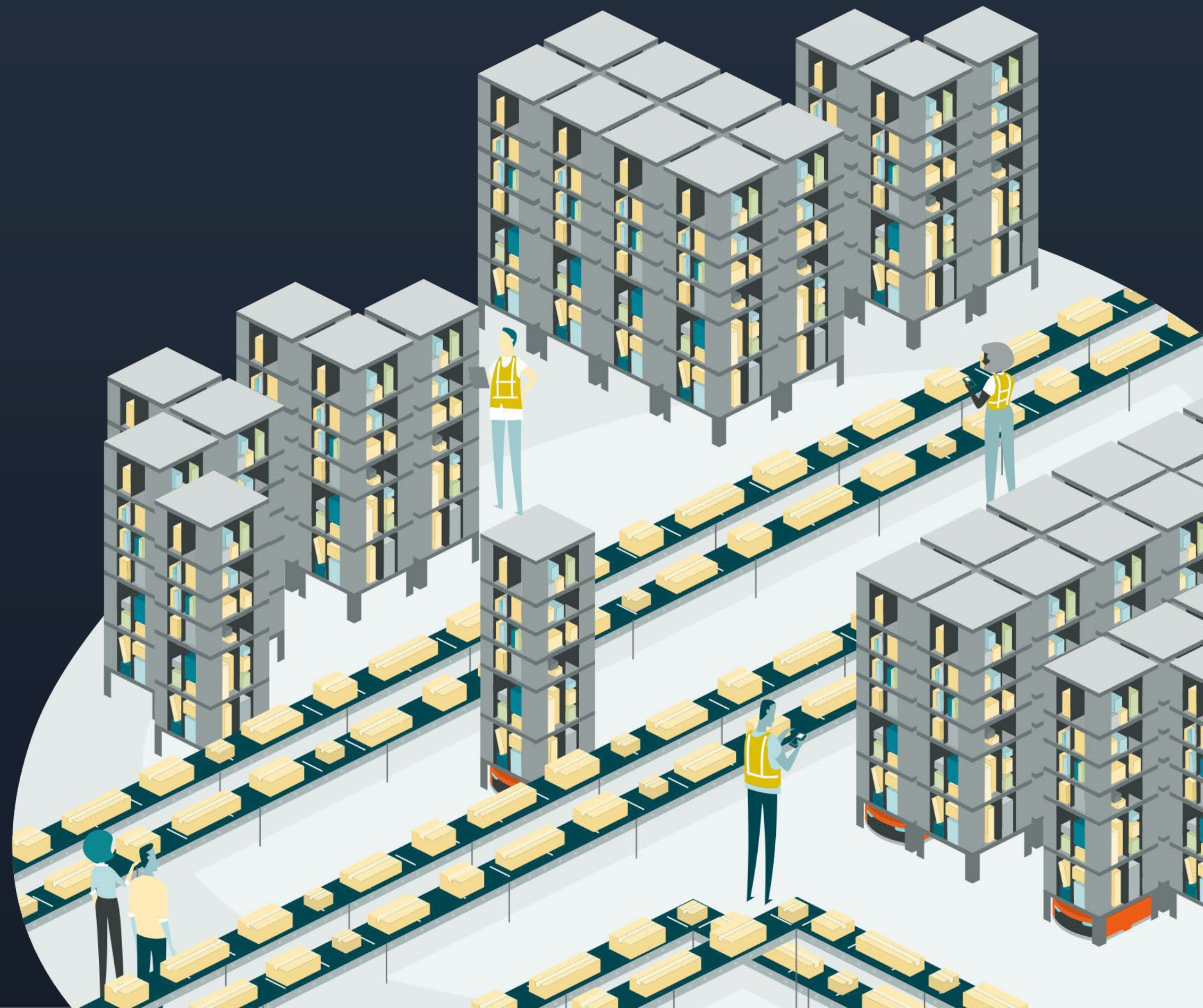




# Amazon Seller Registration Guide



AMAZON CONFIDENTIAL

# Introduction

---

- This document is designed to reduce the inconvenience in the process of registering and creating your Amazon account. In addition, **this guide procedure is based on registration of a Professional Seller account.**
- Please note that because Amazon constantly updates the site environment for a better seller experience, you may see a slightly different screen than the guide image used in this article. However, because the overall procedure is similar, you can get sufficient help from this material.
- Please note that once completed, **each step in the registration process is irreversible** and it will no longer be possible to return to the previous step to modify the information. Carefully check the information you fill in and proceed to the next step only once you are sure everything is entered correctly.
- Amazon Global Selling SEA offers a variety of guide emails to sellers who have registered their account. Therefore, we encourage you to periodically check the email account you used for your Amazon account, and make sure that any related emails from Amazon are not classified as spam.
- In addition to registering your account, more information about Amazon Global Selling can be found on [the website](#).



# Directory

---

Click onto the section where you wish to navigate to

- ⇒ [Types of Amazon Selling Account](#)
- ⇒ [Registering an Amazon Selling Account](#)
- ⇒ [Seller Identification Verification \(SIV\) Guide](#)
- ⇒ [In-Person Verification \(IPV\) Guide](#)
- ⇒ [Amazon Postcard Address Verification \(OTP\)](#)
- ⇒ [Amazon Post Seller Identity Verification](#)
- ⇒ [Amazon Seller Performance Review \(SPR\)](#)
- ⇒ [Internal Escalation](#)
- ⇒ [FAQ](#)

# Types of Amazon Selling Account



# 2 Types of Amazon Selling Account

## Plans

### Individual

### Professional

**\$0.99** / Item sold  
+ additional selling fees

**\$39.99** / Month  
+ additional selling fees

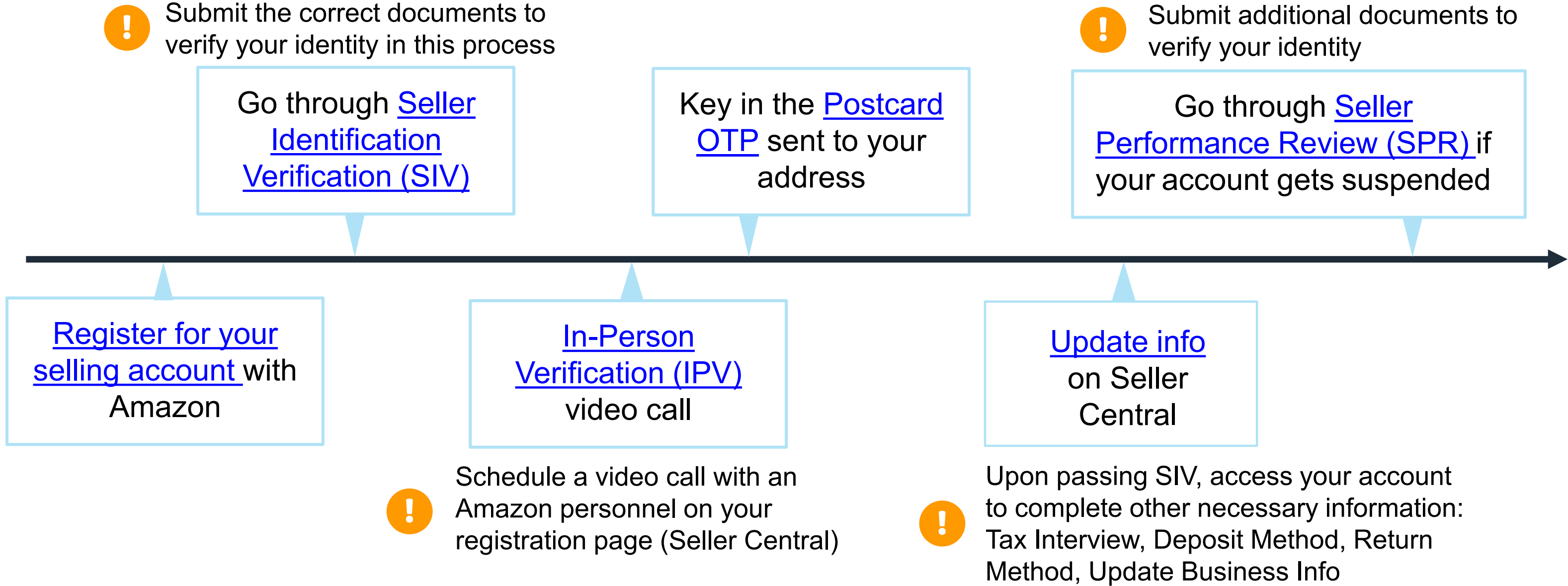
## Overview

- You sell fewer than 40 items a month
- You don't need advanced selling tools or programs
- You're still deciding what to sell

- You sell more than 40 items a month
- You want access to APIs and more selling reports
- You want to sell with programs like Launchpad or Handmade
- You want to sell products in restricted categories

For more info on the monthly subscription fee and refund for Professional Selling plan, please refer to this [FAQ](#)

# Process of Account Registration



# Registering an Amazon Selling Account





# Account Registration Process

## Step 1:

Before starting, please ensure you have the following handy

We may require additional information or documents later



Business and Contact address



Mobile or Telephone number



Chargeable Credit card



Identity details

1

Business location ?

Select a country

If you don't have a business, enter your country of residence.  
An incorrect selection may affect the status of your account.

By clicking on 'Agree and continue', you agree to the Amazon Services Business Solutions Agreement and Amazon's Privacy Notice.

If you use the selling services offered in Amazon's stores other than in Canada, United States, or Mexico, you also agree to the additional terms listed on the International Selling Agreements page with respect to those services.

2

Get support

Agree and continue

Rate this page | Get support | Policies and Agreements | English

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## Instructions

1 Select the country in which your business is located


2 To contact Amazon Seller Support team for any questions regarding the SIV procedure, click on **“Get Support”** at the bottom of the page




# Account Registration Process

## Step 2:


Before starting, please ensure you have the following handy  
We may require additional information or documents later




Business and Contact address



Mobile or Telephone number



Chargeable Credit card



Identity details

**Business location** ⓘ

If you don't have a business, enter your country of residence.  
An incorrect selection may affect the status of your account.

**1** **Business type**

**2** **Business Name, used to register with your state or federal government**

I confirm my business location and type are correct, and I understand that this information cannot be changed later.

By clicking on 'Agree and continue', you agree to the [Amazon Services Business Solutions Agreement](#) and [Amazon's Privacy Notice](#).

If you use the selling services offered in Amazon's stores other than in Canada, United States, or Mexico, you also agree to the additional terms listed on the [International Selling Agreements](#) page with respect to those services.

## Instructions

- 1** Select your Business Type (i.e, State-owned, Publicly-owned, Privately-owned, Charity or None, I am an individual)
- 2** Key in the business name you used to register with your government, **word-for-word**

# Account Registration Process

## Step 2:



**Business location** ⓘ  
United States ⇅  
If you don't have a business, enter your country of residence.  
If your country is not listed in the dropdown, please check FAQ section.

**Business type**  
None, I am an individual ⇅

**Your name**  
First name    Middle name(s)    Last name

By clicking on 'Agree and continue', you agree to accept the following policies, agreements and notices:

[Amazon Services Business Solutions Agreement - North America](#)  
[International Seller Rules - Global](#)

Agree and continue

## Instructions

- 1 If you have selected “None, I am an individual”, you will be prompted to enter your First, Middle and Last name

# Account Registration Process

## Step 3:

Business Information Seller Information Billing Store Verification

Personal Information for Brian [redacted]

**1** Country of citizenship  
United States

Country of birth  
United States

Date of birth  
Day Month Year

Proof of identity  
Driver's license Number

Expiration date  
Day Month Year

Country of issue  
Select country

**2** Business address

United States Street Address

Address Line 2 State / Region

City / Town ZIP / Postal code

I confirm my address is correct, and I understand that this information cannot be changed till address verification is completed.

Phone number for verification  
United States [redacted]  
Example: +86 201 266 1000

Verification Successfully Complete

Next

## Instructions

- 1** Ensure that the information entered reflects your personal documents (Passport / Driver's License)
- 2** Make sure **the address you entered is accurate** to receive a postcard OTP from Amazon. Changes made after successful registering may result in [SPR being triggered](#)

### NOTE

You will not be able to change your particulars after moving on to the next step. You will only be able to do so when you have successfully completed registration.

# Account Registration Process

## Step 4:

Business Information Seller Information **Billing** Store Verification

### Billing Information

Credit card details

**Global Selling Fee**  
You will be charged a Professional selling subscription fee of 39.99 USD for the first month. You will continue to be charged this fee each month if you have active listings. If you do not have active listings, you will not be charged a subscription fee in that month. If you expand to sell in other stores, you will pay the equivalent of 39.99 USD per month, split proportionately across each country or region in which you have an active listing and charged separately in each local currency. You can downgrade at any time. For more information, see this page.

**1** Credit card number [redacted] Expires on [redacted] [redacted]

Card holder's name [redacted]

**2** Billing address  
 View all saved addresses  
+ Add a new address

Previous Next

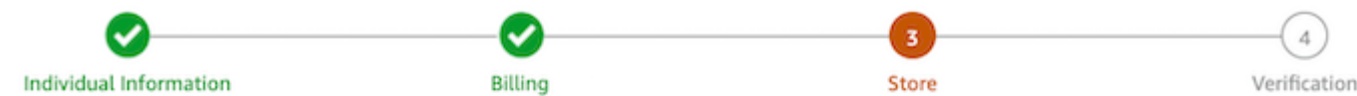
## Instructions

- 1** Enter your credit card details. The credit card holder does not need to be the same person as the account registrant.
  - 2** Ensure that the default address information is the same as the credit card billing address. If not, add a new address.
- !** If the credit card billing address is not the same as the billing address you entered at the bank, account registration may fail



# Account Registration Process

## Step 4:



### Store and Product Information

Answer a few questions about your business so we can best assist you during onboarding. The answers you provide do not impact your ability to register for a selling account.

1

#### Store name

Enter a name for your store

Do you have Universal Product Codes (UPCs) for all your products?

- Yes  
 No

Do you have any diversity certifications (e.g. Minority, Women, Veteran, or LGBT-owned business) that you wish to add to your account?

- Yes  
 No

2

Are you the manufacturer or brand owner (or agent or representative of the brand) for any of the products you want to sell on Amazon?

- Yes  
 No  
 Some of them

Previous

Next

## Instructions

1 Enter your store and product information.

? To understand more about UPC/EANs, click [here](#)

2 If you click 'Yes' or 'Some of them' for this question, you'll be asked: Do you own a government-registered trademark for the branded products you want to sell on Amazon?

# Amazon Seller Identity Verification (SIV) Guide



## Prepare the necessary documents for SIV

---

### 1. Identity proof, color scanned copy of one of the following:

- Passport (including the page with your signature). [See valid examples here](#)
- Driver's license

### 2. Additional proof, color scanned copy of one of the following:

- Bank/ Credit Card / Payoneer Statement issued within the past 90 days

# SIV Process

## Step 5:

Individual Information  Billing  Store  Verification

### Identity Verification

I am the sole owner or point of contact for this account [Help](#)

**Upload Document**

|                        |  |
|------------------------|--|
| Name                   |  |
| Date of birth          |  |
| Country of birth       |  |
| Country of citizenship |  |
| Identity data          |  |

**Identity document**

Upload the back side even if it's blank

Business address

Additional document

Choose a document type from the drop-down list

## Instructions

- 1 Upload a **government-issued identity document** you selected for verification

### Things to take note:

- The document **must not be expired**.
- The **full name** of the document **should match** the full name on your registration.
- *For passport:* please ensure **that the passport has the bearer's signature**.
- *For driver's license or identity card (if applicable),* **both sides of the card should be uploaded**.



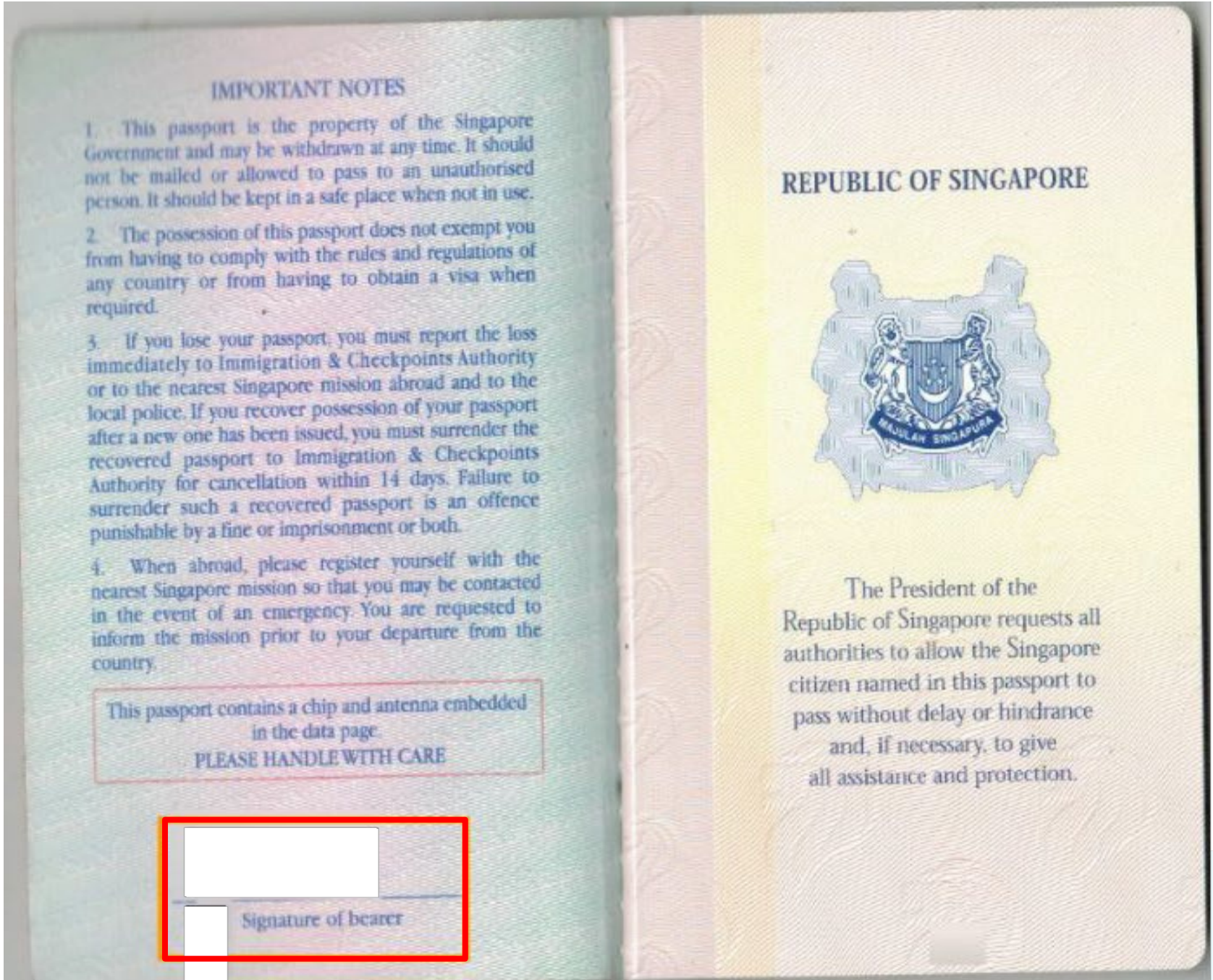
### Best practices:

- Scan the original document in **color** or take a picture using your mobile device. **Black and white copies are not accepted**.
- The document image must be **high quality, colored and unobstructed**.

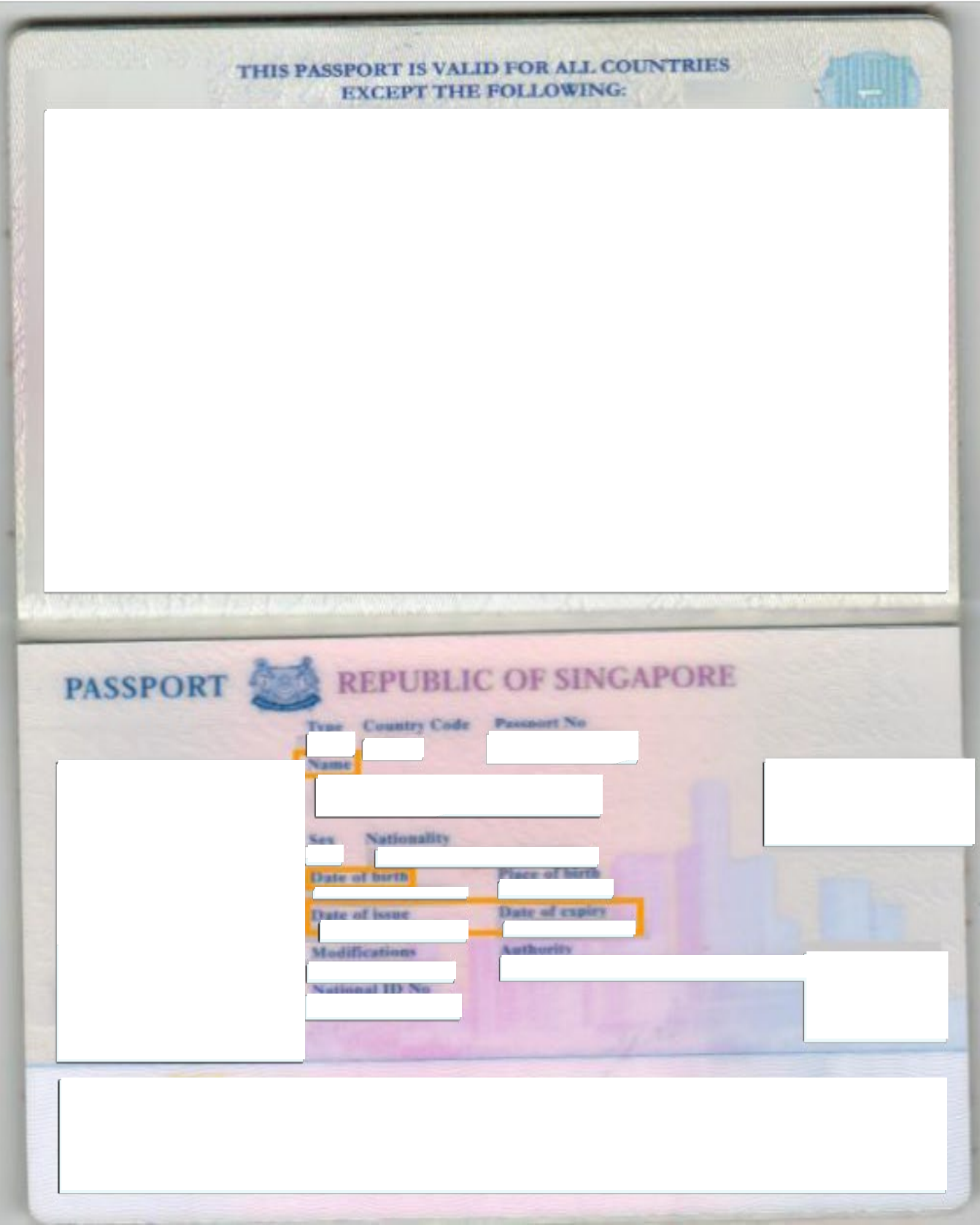


# Examples of Passport Screenshots

## Singapore:



**\*Page with signature should be included**



# Examples of Passport Screenshots

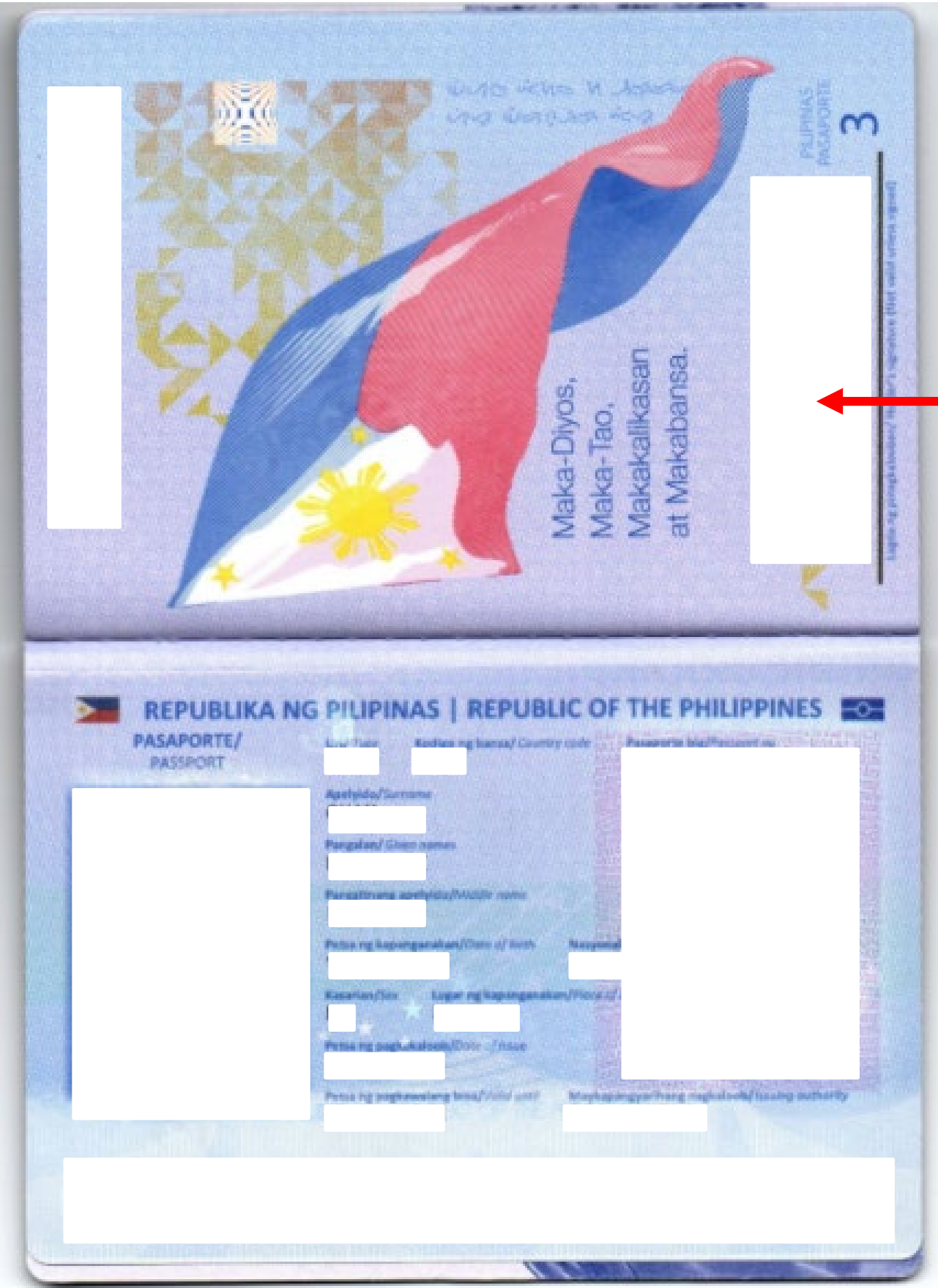
Malaysia:





# Examples of Passport Screenshots

## Philippines:



**\*For new PH passport holders, please make sure to sign this section**



# Examples of Passport Screenshots

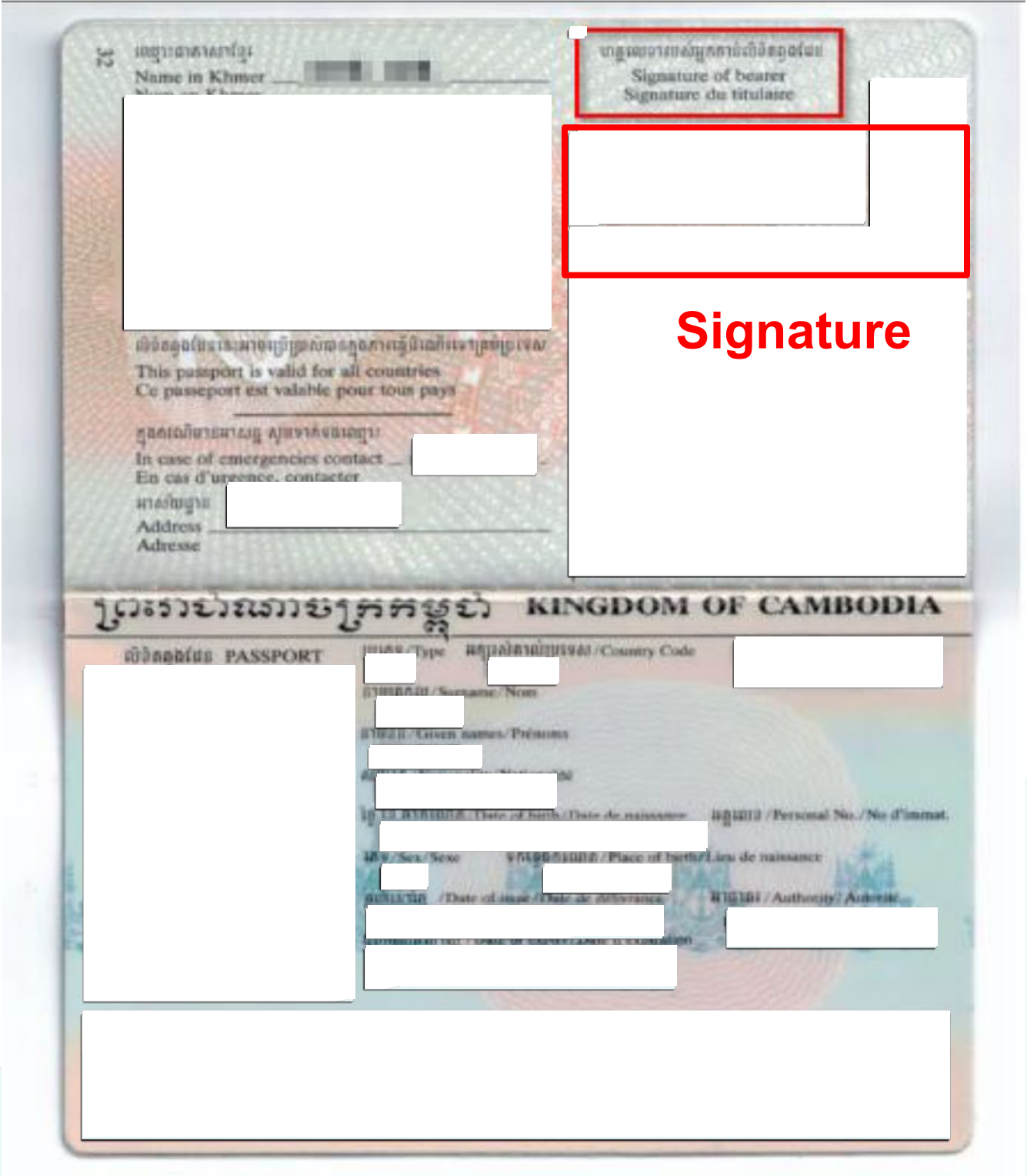
## Indonesia:





# Examples of Passport Screenshots

## Cambodia:



# SIV Process

## Step 6:



### Identity Verification

I am the sole owner or point of contact for this account [Help](#)

**Upload Document**

|                        |  |
|------------------------|--|
| Name                   |  |
| Date of birth          |  |
| Country of birth       |  |
| Country of citizenship |  |
| Identity data          |  |

Identity document

Upload the back side even if it's blank

Business address

**1** Additional document

Choose a document type from the drop-down list

## Instructions

- 1 Upload additional document (Bank account / Credit card / Payoneer statement)

### Things to take note:

- The **name of the company or point of contact** mentioned on the statement should either **match the business name or point of contact name** provided during registration.
- Hide the account number and monetary amounts, but the **rest of the document must be visible**.
- Document must be **issued within the past 180 days**.
- Your document **must** be in one of the following languages: Chinese, English, French, German, Italian, Japanese, Portuguese, or Spanish. If it is not in one of these languages, provide a [notarized translation](#) of your document.
- Accepted formats are \*.png, \*.tiff, \*.tif, \*.jpg, \*.jpeg, and \*.pdf
- E-statements are accepted, but have to be unaltered (eg: not cropped)

## SIV Documents Do's and Don'ts

---

- ✓ Scan the original document in **color** or take a picture using your mobile device.  
**Black and white copies are not accepted.**
- ✓ The document image must be **high quality, colored and unobstructed**
- ✓ Passport **has bearer's signature**
- ✓ Documents **are in supported languages**: Chinese, English, French, German, Italian, Japanese, Portuguese, Turkish or Spanish
- ✓ Name of company or point of contact mentioned on the statement should either **match the business name or point of contact name provided during registration**
- ✓ Document (bank/credit card statement) must be **issued within the past 180 days**
- ✓ Document **must not be expired**

# SIV Status

## Status 1: SIV Appeal Rejection



### Provided information needs correction

We are unable to verify your document. Please submit a new copy of your document and ensure that it meets our guidelines.

**This means that all the documents you have submitted does not fit in ALL requirements**

You will need to:

- Check your submitted documents and resubmit the accurate documents that meet ALL requirements on your registration page

## Status 2: SIV Failed



### Unable to verify account information

We are unable to verify the documents you provided. As a result, you may not sell on Amazon. We cannot give you more information about this matter, and we may not reply to further emails about this decision.

**This means that you have failed SIV as a result of too many resubmission attempts with documents that do not fit in ALL requirements.**

You will need to:

- Restart account registration with a different email address

### NOTE

**Before you resubmit the documents, please double check that your documents fit ALL requirements in the SIV guide.**

**Too many resubmissions with the same invalid documents will result in the failure of SIV. When that happens, you will not be allowed to resubmit your documents and have to restart your registration process with a new email address**



# Amazon In- Person Verification (IPV) Guide



# IPV Process

## Step 1:



Please choose one of the available options to connect with an Amazon associate to complete your verification (not all options might be available at your location).

- Scheduled Video Call**  
Schedule an appointment with an Amazon Associate on a future date. Carry your original government issued photo ID document and other documents you uploaded during registration.
- Verification at your location (currently not available at your location)**  
An Amazon associate will visit your business address at your desired date and time to help you complete verification.
- Meet at the local Amazon designated site (currently not available at your location)**  
You can visit an Amazon designated site near your location and meet with one of our associates to complete your verification.

Next

1

## Instructions

- 1 Once your documents are successfully uploaded, you will be prompted to schedule a video call to complete your verification.

# IPV Process

## Step 2:

Business Information Seller Information Marketplaces Billing Store Verification

Identity Verification

Verification using video call

Please choose a date and time to schedule an appointment, and click Next to confirm your appointment. All appointment times shown in **Singapore Standard Time**. Please plan for a 30 minute appointment.

1

2

Preferred Language for video call verification

English (US)

I confirm that the ID document and bank statement or credit card statement submitted are in English, or notarized English translations. I understand that if the documents submitted are not in supported languages, I will not be able to complete the identity verification and I will have to schedule a new appointment for the video call interview.

Previous Next

## Instructions

- 1 Select a date and time to schedule an appointment.
- 2 Select your preferred language for the video call. Make sure it is a language you are comfortable with.

# IPV Process

## Step 3:

amazon seller central

Business Information Seller Information Billing Store Verification

Identity Verification

✓ Thank you for your request  
We have received your information and verification is in-progress.

Help

You have submitted the following information for verification.  
[Show submitted information](#)

Video Call Verification

1 You have a scheduled appointment on April 24, 2021, 10:30 AM India Standard Time.  
Appointment will start in 03 days, 18 hours, 50 minutes.

Join video call

If you need to re-schedule or cancel the appointment, [click here.](#)

Instructions :

- Your video call may be recorded for audit and quality purposes.
- Use Safari browser on iOS devices or Google Chrome on other devices and grant microphone permissions.
- Provide camera and microphone permissions for the video call on the appointment.

2 [click here.](#)

## Instructions

- 1 Ensure that you are **on time** for the appointment. Log into your registration page **5 minutes before the scheduled time.**
- 2 **Avoid missing your scheduled appointment.** If you are unable to make it at the scheduled timing, **please reschedule it.**



# IPV Process

## What to prepare for In-Person-Verification

Business Information Seller Information Marketplaces Billing Store Verification

### Identity Verification

#### Appointment time

- September 15, 2021, 4:30 PM Singapore Standard Time
- Along with identity verification, you may also be required to complete address verification. We will post an OTP within 5-8 business days, to the address you provided.

#### Documents

At the appointment, you will need the original documents that you uploaded during registration:

- A valid government issued photo ID document
- Bank/credit card statement issued in last 180 days.
- Click here to view additional guidelines on documents.

#### Guidelines

- Join the call on time from a quiet place and ensure that your internet bandwidth is adequate
- Please follow appropriate call etiquettes, as you and the Amazon associate will both be visible to each other on video.
- We will send an email with more details within 24 hours
- For questions or concerns, contact us

#### Privacy policy

- We may record the video call for quality assurance and security
- We handle your data in accordance with our Privacy Notice
- We will verify your identity using the identity documents you uploaded

#### Device and software

- You can join the video call on personal computer, laptop, mobile phone with front-facing webcam, microphone, speakers and Safari browser on iOS devices, or Google Chrome browser on other devices.

#### Language

- We will support English (US).
- If you have a different language of preference, please bring an interpreter with you to the appointment.

#### Notice

I acknowledge:

- The video call may be monitored or recorded for training, security, and quality assurance purposes. I will not take pictures of or record the video call, nor will I post the recording on public platforms
- Amazon takes the safety and security of our store seriously and we may investigate, report to law enforcement, and/or pursue legal claims against individuals who provide false information or complete identity verification on behalf of someone else to circumvent Amazon's security systems.

Previous Next

## Instructions



Ensure that you have the physical / original documents that you have uploaded during registration with you (i.e. passport / driver's license / identity card / bank statement etc)



If you have submitted e-statements, you do not need to print out a physical copy. Just an e-copy will do. You can show it via an alternative screen (eg: your phone)

# IPV Process

## What to prepare for In-Person-Verification

The screenshot shows the Amazon Seller Central interface for the IPV process. At the top, a progress bar indicates the following steps: Business Information (checked), Seller Information (checked), Billing (checked), Store (checked), and Verification (5, indicating it is the current step). Below the progress bar, the section is titled "Identity Verification". A green message box states: "Thank you for your request. We have received your information and verification is in-progress." Below this, it says "You have submitted the following information for verification." with a "Help" link and a "Show submitted information" link. The next section is titled "Video Call Verification". It states: "You have a scheduled appointment on April 24, 2021, 10:30 AM India Standard Time. Appointment will start in 03 days, 18 hours, 50 minutes." Below this is a "Join video call" button. At the bottom, there are instructions: "Instructions : • Your video call may be recorded for audit and quality purposes. • Use Safari browser on iOS devices or Google Chrome on other devices with front facing camera and microphone. • Provide camera and microphone permissions for the video call when asked by your device while joining the appointment."

## Instructions

- ✓ Join the call **on time** from a **quiet place** and ensure that your internet bandwidth is adequate.
- ✓ You can join the video call either on your computer or phone. It should have a **front-facing camera and microphone**.
- ✓ You are advised to join the video call using **Safari or Google Chrome browser** for the best experience
- ✓ If you require translation during the call, you may have an interpreter with you

# IPV Process

## What happens after the call

- Amazon will review your case internally and may reach out to you for further clarification within **2 business days** (if needed)
- If you missed your original appointment and did not attend, you will receive a prompt when you open Seller Central. Please reschedule and be sure to be on time for the new appointment

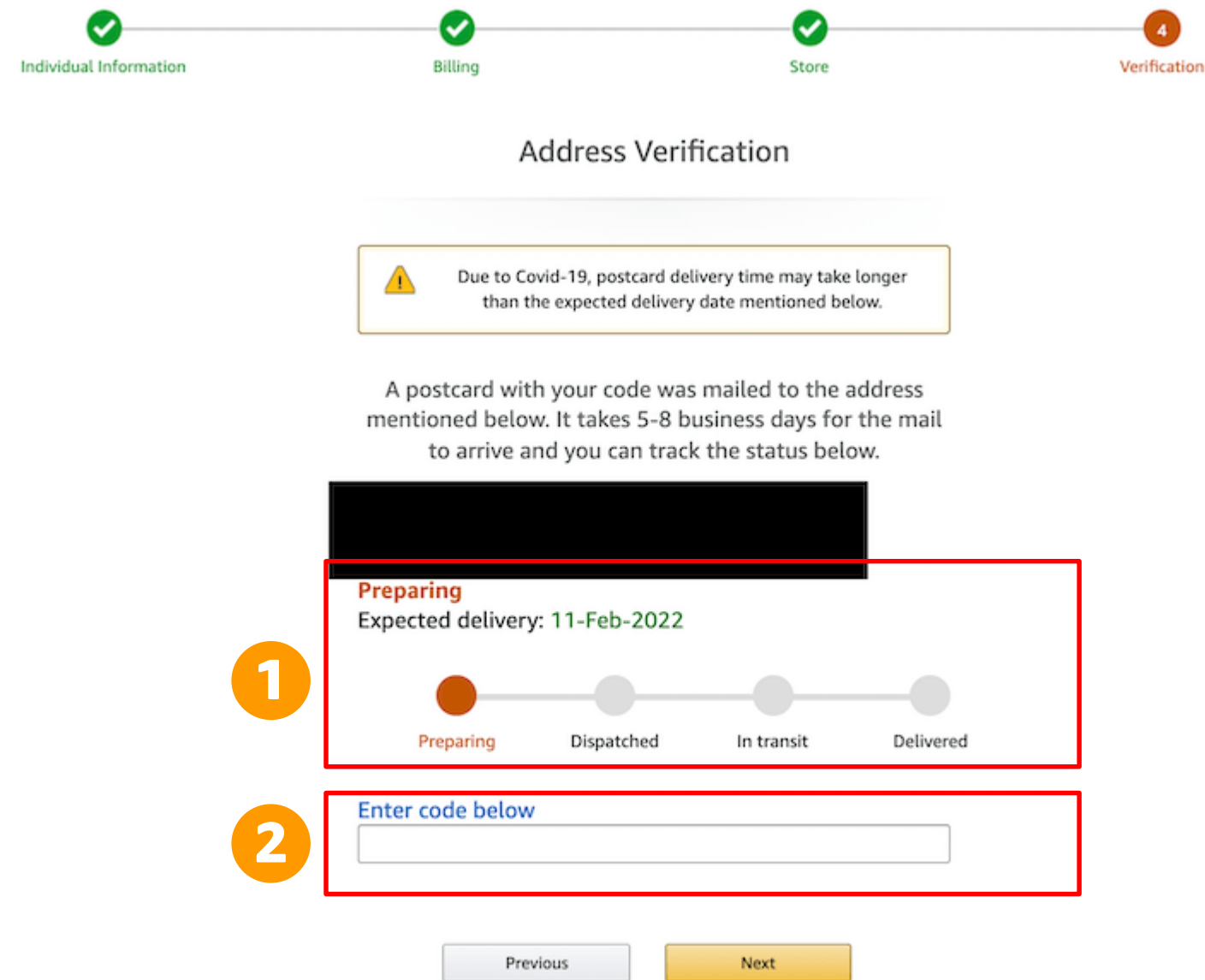
# Amazon Postcard Address Verification (OTP)





# Address Verification Process

## What to expect for OTP procedure



## Instructions

- 1** You can track the status and the expected date of delivery of your postcard here
- 2** Once you have received the postcard, key in the code into the field

# Address Verification Process

## What to take note of for OTP procedure

amazon seller central

Business Information Seller Information Billing Store Verification

Address Verification

Due to Covid-19, postcard delivery time may take longer than the expected delivery date mentioned below.

A postcard with your code was mailed to the address mentioned below. It takes 5-8 business days for the mail to arrive and you can track the status below.

**JohnShoesChitale**  
US, 5886 DARLINGTON RD, PENNSYLVANIA,  
Pittsburgh, 15217-1614

**Delivered**

Preparing Dispatched In transit Delivered

1 Enter code below

112

The code you entered is incorrect. You have 2 attempts left to enter the correct code.

Previous Next

## Instructions

- 1 Please **do not key in false OTPs**. You will only have 3 tries to key in the correct OTP.
- ! **Once you've exhausted your 3 tries, you will not be able to proceed with registration. You will need to register with a new email address in order to sell on Amazon**

# Amazon Post Seller Identity Verification



# Post Seller Identity Verification

## Update and complete your registration

The screenshot shows the Amazon Seller Central dashboard with several notification cards. A red box highlights three cards: 'Deposit Method', 'Return Address Alert', and 'Action needed'. A blue circle with the number '1' is overlaid on the 'Add a Product' card.

- Deposit Method:** Your deposit method is missing or invalid. A valid deposit method is required to use your Selling on Amazon account and receive disbursements. [Add or update deposit method](#)
- Return Address Alert:** Please review your return address. We have updated your return address same as your business address. You can update your return address if it needs to be changed. [Update Your Return Address](#)
- Action needed:** Check 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 ensuring your emergency phone number is accurate. [Update now](#)

Browser: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/89.0.4389.114 Safari/537.36

## Instructions

- 1 Upon passing SIV, you will be able to access Seller Central. You will see notifications on the home page prompting you to take action.
- ! It is important to complete all the actions prompted before you begin listing your products on Amazon



# Post Seller Identity Verification




## Update Deposit Method

Deposit Methods Account Info

[Add new deposit method](#) [Manage Deposit Methods](#)

**Assign deposit methods**  
You must specify a bank account to these marketplaces for receiving payments

UN-ASSIGNED MARKETPLACES

|   |                                       |
|---|---------------------------------------|
|  Amazon.com.mx | <input type="button" value="Assign"/> |
|  Amazon.ca     | <input type="button" value="Assign"/> |
|  Amazon.com    | <input type="button" value="Assign"/> |

**Bank Account**

[Add new deposit method](#) [Select existing deposit method](#)

Bank Location  Disbursement may be subject to fees charged by your bank

The bank account must be either issued by a bank or managed by a Payment Service Provider that is part of the Payment Service Provider Program.

Account Holder's Name  Name as on bank documents

9-Digit Routing Number  9 digits

Bank Account Number

Re-type Bank Account Number

We may verify your bank account information and protect against fraud, illegal activity and abuse by sending your bank account and selling account information to your bank or payment service provider, and by receiving information about your identity and bank account from your payment service provider. For more information about our Payment Service Provider Program and how we manage your personal information, please see [Acceptable bank accounts and Payment Services Providers](#) and our [Privacy Notice](#).

**Identify your bank account**  
To prevent misuse of your bank account, you need to verify your account details ending in 787 and provide the complete account number. [Learn more](#)

Bank Account Number

1

2

## Instructions

- 1 Assign the deposit method to the marketplace you would like to sell on
- 2 Fill in the details of the bank account which you would like to receive your disbursement

# Post Seller Identity Verification

## Update Return Address



1

**Default Return Address**

[Change address](#)

All returns will be sent to this address unless other addresses are specified in the marketplace exceptions below

2

**Amazon.com.mx Overrides** [Add new overrides](#)

---

**Amazon.ca Overrides** [Add new overrides](#)

---

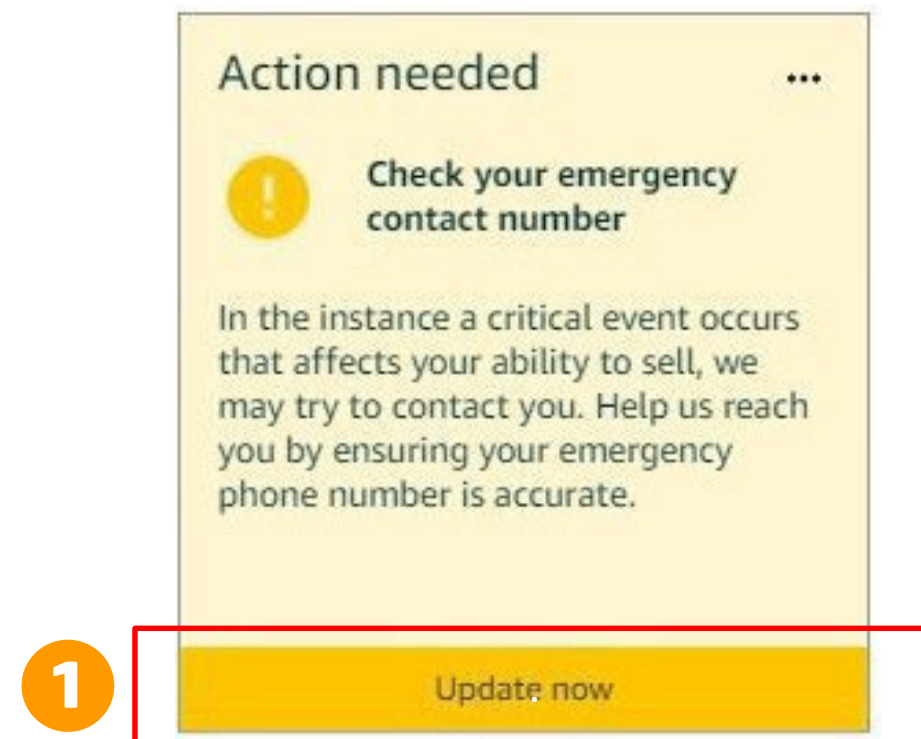
**Amazon.com Overrides** [Add new overrides](#)

## Instructions

- 1 Edit your return address if it is different than your business address
- 2 You may have different return address for each of your marketplace

# Post Seller Identity Verification

## Update Emergency Contact

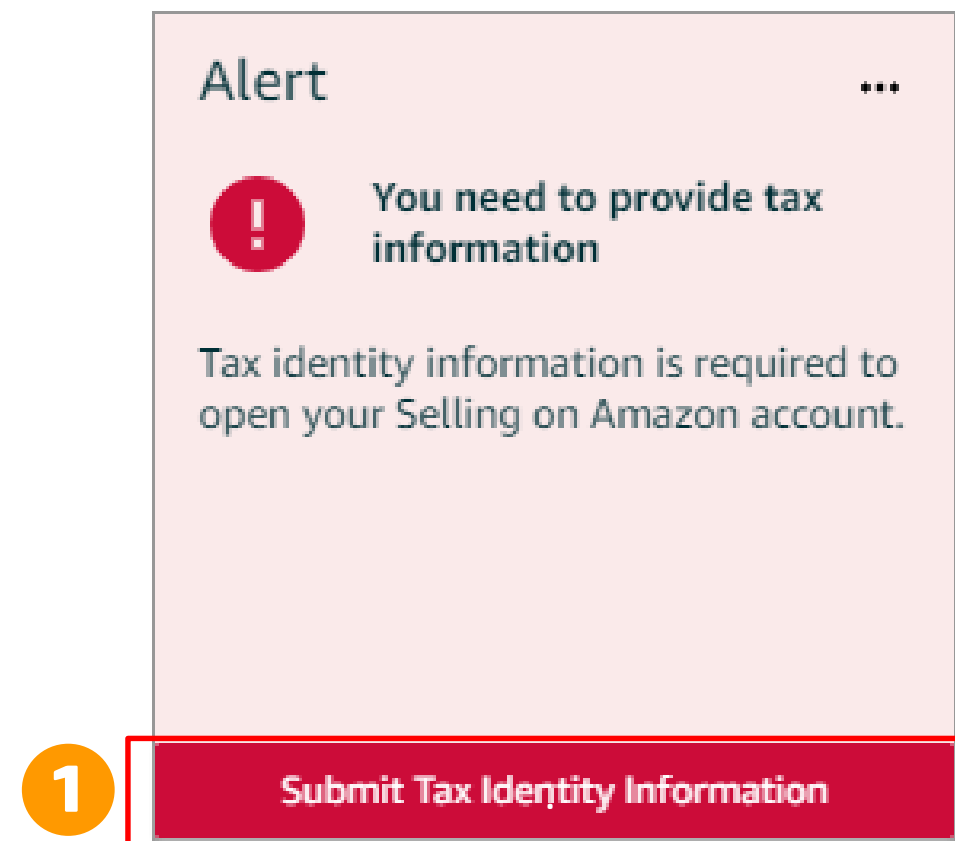


## Instructions

- 1 Check your emergency contact and update if it's different from the contact entered during registration

# Post Seller Identity Verification

## Update Tax Information



## Instructions

- 1 Update your tax identity information by answering all questions in the Tax Interview. Remember to provide your e-signature for faster processing.
- ! **If you did not complete this step, customers will not be able to see any of the products you list**



# Amazon Seller Performance Review (SPR)



# Prepare the necessary documents for SPR

---





## 1. Utility Bill, color scanned copy of one of the following:

- Piped or natural gas, electricity, piped water, telephone (telco) or internet service bill with name and address visible

## 2. Business License (if applicable)

# Common triggers for Seller Performance Review

**You may need to go through SPR if you:**

-  Reactivate a dormant Amazon selling account
-  Upgrade your selling plan (i.e. Individual to Professional selling plan)
-  Change the address you had registered with Amazon initially
-  Change your bank account details

**\*Above reasons are not exhaustive**

# Seller Performance Review

## Receiving SPR notification

The screenshot displays the Amazon Seller Central dashboard. At the top, there is a navigation bar with the Amazon Seller Central logo and various menu items: Catalog, Inventory, Pricing, Orders, Advertising, Stores, Growth, Reports, Performance, Partner Network, and B2B. Below the navigation bar, there are three summary cards: 'OPEN ORDERS' (0), 'TODAY'S SALES' (\$0.00), and 'IPI' (-). A section titled 'Getting started with your first product listing' includes a 'Launch Amazon Product Tool' button, which is highlighted with a red box and a '1' in a yellow circle. Below this, there are three columns of content: 'Alert', 'News', and 'Seller Forums'. The 'Alert' column contains a red notification box with a white exclamation mark icon, stating 'Your account has been deactivated' and 'Please click "Reactivate Your Account" below to resume selling'. At the bottom of this alert box is a red button labeled 'Reactivate Your Account'. The 'News' and 'Seller Forums' columns contain several news items with dates and titles, each with a 'Read more >' link. A red box highlights a yellow 'View appeal' button located in the 'Seller Forums' column, with a '2' in a yellow circle next to it. At the bottom of the page, there is a navigation bar with the Amazon Seller Central logo and a list of menu items: Account Health, Customer Service Performance, Product Policy Compliance, Shipping Performance, Reports, Eligibilities, and Voice of the Customer. A red box highlights a yellow 'View appeal' button in the 'Account Health' section, with a '1' in a yellow circle next to it.

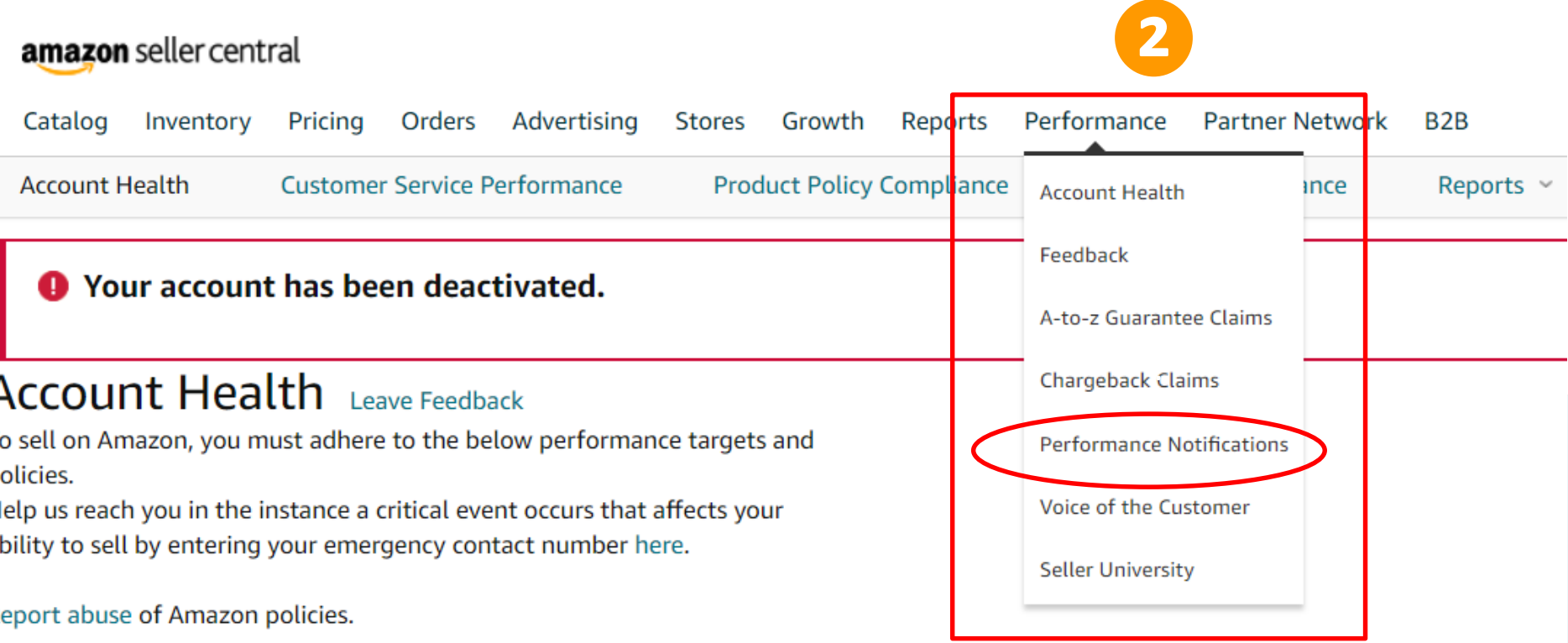
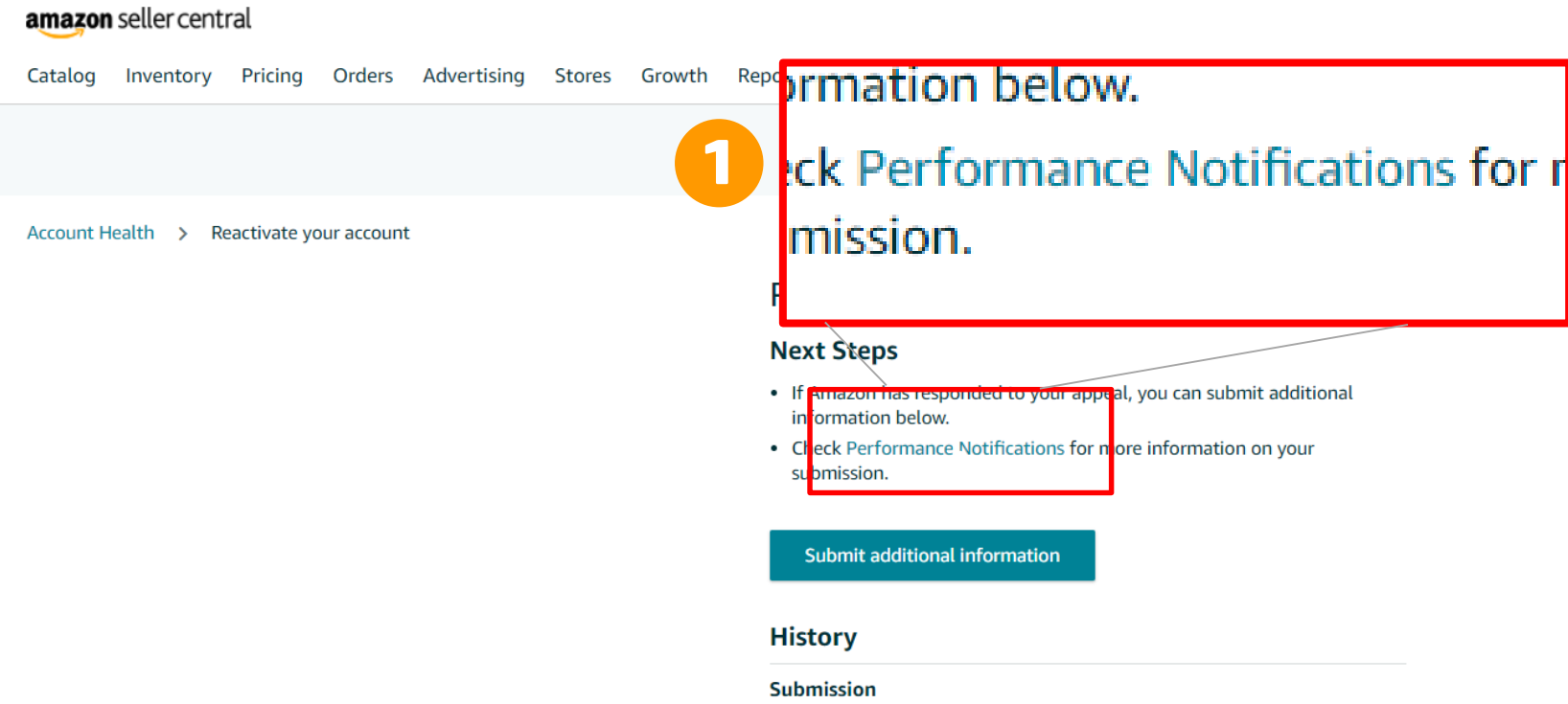
## Instructions

- 1 You will see a notification alert that says your account has been deactivated in your Seller Central home page.
- 2 Upon clicking into the alert, you will be redirected to your “Account Health” page. Click into the “View appeal” button to submit the documents required (see next page)



# Seller Performance Review

## Submitting SPR documents



## Instructions

1 Once you click into the “View appeal” button, you will be redirected to the submission page. Click into the “Performance Notifications” link (in blue) for more information on the documents you are required to submit.

2 Alternatively, you can access the “Performance” tab, then click into “Performance Notifications” in the drop down selection.

# Seller Performance Review

## Submitting SPR documents

## Instructions

- 1 Click into the notification with the “View Appeal” button in the “Actions” column.

amazon sellercentral

Catalog Inventory Pricing Orders Advertising Stores Growth Reports Performance Partner Network B2B

Help | Settings

**▲ Your account has been deactivated.**  
• Please visit your Account Health page to reactivate your account.

### Performance Notifications

Please review the notifications below for important alerts that might affect your account health and ability to sell. For any concerns regarding account health, please respond to the notification directly. Otherwise, please contact us.

25 per page Filter by

| Subject   | Date               | Actions                     |
|---|--------------------|-----------------------------|
| Your Amazon account                                 | November 5, 2021   |                             |
| Your Amazon account                                 | November 4, 2021   |                             |
| Review of your Amazon.com selling account           | September 16, 2021 |                             |
| Action Required: Amazon seller account under review | September 16, 2021 | <a href="#">View appeal</a> |

# Seller Performance Review

## Submitting SPR documents

Action Required: Amazon seller account under review

Hello,

You are receiving this email because you recently applied to sell on Amazon or you recently changed information on your seller account.

**If you recently applied to sell on Amazon:** At this moment, we are not able to verify your account, so your account cannot be activated. We need additional documentation to verify your identity. Please follow the steps under "How do I proceed with my application or reactivate my account?"

**If you currently sell on Amazon:** For your security, we have suspended your Amazon seller account. We need to verify a change to your payment methods. If you did not make this change, contact Seller Support. During our review, you will not be able to sell on Amazon. Please ship any open orders. If you have any funds in your account, they will be available after any amounts paid for A-to-Z claims or chargebacks on your orders have been deducted. This usually takes about 90 days, but funds may be held longer.

**How do I proceed with my application or reactivate my account?**

1. Confirm you have a valid credit card on file.
2. Provide the following documents:
  1. A bill that is dated within the last 90 days for piped or natural gas, electricity, piped water, or internet service with name and address visible.
  2. Business license, if applicable.
3. Make sure the files are in .pdf, .png, or .gif format. These documents must be authentic and unaltered, and the name and address on the document must match the name and address you provided during registration.
4. Submit your documents by following [this link](#).

We're here to help

If you currently sell on Amazon, you can see your balance and settlement information in the Payments section of Seller Central. If you have questions

## Instructions

- 1 Read the performance notification carefully for all the documents Amazon requires you to submit and follow the instructions closely

# Seller Performance Review

## Utility bill submission specifications

- ✓ Name and address must match exactly with the name and address provided during account registration.
  - ! Please provide a utility bill associated to the address provided in Seller Central, even if the bill is not under your name. You would have to prove you are operating from that address and / or the relationship with the person stated on the bill.
- ✓ Water, electricity, gas, telephone (telco) or internet bill issued by the utility company.
- ✓ If your documents are issued in languages other than English, Chinese, French, German, Italian, Japanese, Portuguese or Spanish, please translate and notarize before submitting it
- ✓ Must be issued within the past 90 days
- ✓ Submit **all pages** of the utility bill, and it should have your name and address clearly visible
- ✓ Colored and scanned, high quality and unobstructed images of all elements in the utility bill



# Seller Performance Review

## Documents to verify relationships

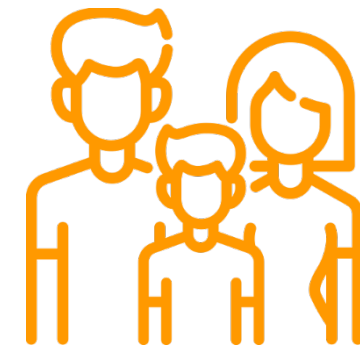
If your utility bill is under your...



**Landlord's  
name**

Submit:

- Landlord's passport details
- Landlord-tenant agreement



**Parents' name**

Submit:

- Parents' passport details
- Birth certificate



**Spouse's  
name**

Submit:

- Spouse's passport details
- Marriage certificate



**Corporation's  
name**

Submit:

- Business License

# Seller Performance Review

## Things to avoid for successful review

- ✗ Repeatedly submitting documents before Amazon has sufficient time to review your appeal
  - ❗ Please give 5 business days for Amazon to review your appeal
- ✗ Submitting documents that are incomplete, illegible, tampered with, marked, or taken as a screenshot
- ✗ Submitting an outdated, expired or invalid file type
- ✗ Repeatedly submitting inaccurate documents (eg: submitting passport when utility bill is needed)

### NOTE

After you submit your appeal, you will normally receive a response to the first email within two business days. You should only resubmit the documents if you did not receive a response for more than 5 business days

# Seller Performance Review

## Common mistakes made by sellers

- ✗ Sending in apartment bill or TV bill
- ✓ Only electricity, water, gas, telephone (telco) and internet bill are accepted
- ✗ Utility bill was issued more than 90 days ago
- ✓ Utility bill must be issued within the past 90 days
- ✗ Only submit the first page instead of all pages of the utility bill
- ✓ Utility bill must include all pages
- ✗ Name and address on utility bill does not match word-for-word with the ones on Seller Central
- ✓ Name and address on utility bill should match exactly with the details on Seller Central

# Seller Performance Review

## Video verification after account suspension

Identity verification for your Amazon seller account

The screenshot shows an email from Amazon with the following content:

**amazon**

Please do not reply to this email. Replies are routed to an account that is used only for sending emails and is not monitored.

Hello,

We received your submission but do not have enough information to reactivate your account at this time.

**1** How do I reactivate my account?  
To reactivate your account, schedule an appointment to complete your identity verification via video call within the next 7 days. This verification is required as an enhanced security measure.

During the video call, you will be required to show our associate the original copies of the identity document and business license or either the bank statement or credit card statement that you provided when you registered your account. We do not accept any new documents.

**2** How to schedule an appointment for the video call  
To schedule an appointment for your identity verification, follow these steps:  
1. Click the following link and sign in to your Seller Central account when prompted.  
[https://sellercentral.amazon.com/mario/inpvMeeting/appointment/global?mons\\_sel\\_locale=en\\_US](https://sellercentral.amazon.com/mario/inpvMeeting/appointment/global?mons_sel_locale=en_US)

How to schedule an appointment for the video call  
To schedule an appointment for your identity verification, follow these steps:  
1. Click the following link and sign in to your Seller Central account when prompted.  
[https://sellercentral.amazon.com/mario/inpvMeeting/appointment/global?mons\\_sel\\_locale=en\\_US](https://sellercentral.amazon.com/mario/inpvMeeting/appointment/global?mons_sel_locale=en_US)  
2. If you signed in on a new device or have removed your cookies, you will be redirected to the "Select a Merchant and Marketplace" page. On this page, select "United States" from the "Select an Account" drop-down menu. Make sure to select this option regardless of the marketplace.  
3. Click "Select Account."  
4. On the "Identity Verification" page, follow the instructions on screen to schedule a video call and select a date and time slot for your appointment among the available options.  
5. Review the appointment time and the other resources to prepare for the video call.  
6. Click "Next" to confirm the appointment.

We will send you a confirmation email within 24 hours after you schedule your appointment. The email will include instructions on how to join the video call.

We're here to help  
If you have any questions, contact Selling Partner Support:  
<https://sellercentral.amazon.com/cu/contact-us>

The Seller Identity Verification team

Sincerely,  
Seller Performance Team

## Instructions

- 1** You may be asked to go through video verification as part of the SPR process. You will see a performance notification as shown.
  - 2** Click into the link to schedule a video interview within 7 days of receiving it
- ! Failure to do so will render you ineligible to sell on Amazon**



# Internal Escalations



## Escalations

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If you still encounter issues with SIV and SPR after following **all steps in this guide**, please reach out to us via [this form](#).

Before you submit the form, ensure that:

- ✓ Documents must meet **ALL requirements** highlighted
- ✓ You must have submitted **two valid appeals** via Seller Central

**Appeals that do not fulfil all the above criteria will be deprioritized.**

# FAQ



# FAQ

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1. What if my driver's license does not have an expiry date?  
Please enter a dummy date 3 months from the date of application.
2. I do not have a credit card, can I still register an Amazon selling account?  
Unfortunately, you will need to have a credit card to sell on Amazon.
3. I do not wish to pay for the Professional selling subscription fee. What can I do?  
You will need to [downgrade your account](#) to an Individual Subscription plan. **(You will only be able to do so after successful registration)**
4. In which countries is the Amazon Global Selling program currently available?  
Currently, it is available in US, Canada, Mexico, UK, Germany, France, Italy, Spain, the Netherlands, Sweden, Poland, Japan, Australia, India, UAE, Saudi Arabia and Singapore.
5. Do I need to create multiple Amazon accounts if I want to sell in different marketplaces?  
No, you do not. Global registration allows you to create Amazon selling accounts in multiple Amazon stores worldwide through one registration application. [Refer to this article](#) for more details.
6. Do I need to make sure that the address on my bank account statement is the same as the address I registered with Amazon?  
The address on statement and on your registered selling account **does not** have to match, however, we do check if the country for both documents match.



# FAQ

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7. Can I change my display name (store name) after registration?

Yes, you can. Go to “Settings” -> “Account Info” in Seller Central and provide a new seller display name.

8. Can I provide another credit card after opening an account?

You can provide a new credit card at any time through your Seller Account Information page.

9. During SIV process, I submitted real and valid documents but it never passed. What should I do?

First, confirm through [Performance Notifications](#) that the documents you submitted are required. Also, please take note of any emails from Amazon sent to you. An explanation as to the reason for the rejection will be sent to your registered email address.

10. What should I do if I encounter a system error and cannot submit materials or move to the next step?

You can click on the [“Get Support” button](#) at the bottom of the registration page. You should include a detailed description of the problem you are experiencing and confirm your email address and phone number so that Amazon can contact you.

11. Can I take a break and complete the registration later?

Yes, you can. Simply log in with the email address and password you entered when you created your account to continue.

12. I accidentally signed up for an account and don't need my account anymore. How do I close my account?

Contact Seller Partner Support to close your account. Go to “Help” -> left panel “Contact Seller Partner Support”

# FAQ

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13. If my business license address is different from my actual office address, which one should I fill in?  
Fill in an address for which you can provide utility bills for water, electricity, coal/natural gas, or Internet service. Make sure that the address you provided allows you to receive an OTP from Amazon.
14. I have successfully appealed. Will I be reviewed again during when selling my products?  
During the course of your business operations, your account may be subject to review based on your performance.
15. When filing an appeal, are the materials I need to prepare the same for each marketplace?  
Amazon Europe has a different page for filing your utility bills for appeal, but the process is simple and you do not need to prepare additional documents. For other marketplaces, follow the instructions on “Performance Notifications” and “Account Health” page in Seller Central when preparing materials.
16. How long does the video verification interview last?  
Video verification usually lasts about 30 minutes
17. What if I don't have time at the available video verification time slots?  
If there is no suitable time option available at the time of booking, log in to the registration interface after 2-3 days to check. Amazon regularly adjusts appointment scheduling times.