



Amazon Singapore Account Review Guide

Post-registration Account Review

This chapter deals with questions commonly encountered after registration and solutions.

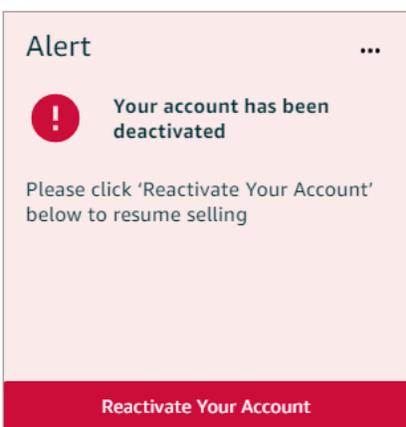
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In accordance with section 3 of the [Amazon Business Solutions Agreement](#), Amazon may suspend some Sellers accounts and request for more information at any time after seller's registration completion, in order to maintain a trustworthy Store for buyers and Sellers. If your account is suspended, you can provide the required information to reactivate your account by following the guidelines below.

5.1 Notice for suspension of account

You will know if your account has been suspended if you received a performance notice via email or if you see an alert on your [Seller Central](#) home page (refer screenshot reference below):



In such a case Amazon will request for the following to validate the information provided during registration:

- **Utility Bill**
- **Business License (if applicable)**
- **Ensure your credit card provided in Seller Central is valid and chargeable.**

Learn how to **prepare the required documents** and **submission steps** to successfully reactivate your account in the next pages.

Commonly asked question: Do I need to submit business license? Are credit card statements required?

If the reply that you receive expressly states that such information is required, please provide it accordingly. Otherwise, such documents are not essential.

5.2 Preparations before making appeal

1. Check that your credit card information is **valid, not expired and charges can be deducted** from the account in the following steps:

- Log in to Seller Central, click on 'Settings' at top right corner and select 'Account Info'



- Under Payment Information, click 'Charge Method' to view your submitted credit card.



- Check that the credit card you provided is valid, not expired and charges can be deducted from the account. If the credit card is not valid, click 'Add new charge method' or 'Replace Charge Method' to add/ replace a valid credit card:

Charge Methods

Account Info



5.2 Preparations before making appeal

2. Prepare Utility Bill and ensure they meet these criteria for a successful appeal

- Only these Utility Bills are acceptable: Electricity/ Water/ Gas/ Mobile Phone/ Fixed-line Phone/ Internet
- Clear and **colored** copy
- **Screenshots are not accepted**
- Include **ALL pages** in a single document
- Document must be in **pdf, .png, or .jpeg format**. **Word document or excel documents are not accepted**.
- Document must be in our **supported languages**: English, Arabic, simplified Chinese, Dutch, French, German, Hindi, Italian, Japanese, Korean, Polish, Portuguese, Spanish, Tamil, Thai, Turkish, and Vietnamese. If the documents are not in one of the supported languages, you must submit a **notarized translation** into one of the supported languages along with the original document.
- Must be **issued within the past 90 days**
- Document must be **authentic and unaltered** and display the required information.
- Your Utility Bill must have a **name and address that matches** with the name and address on your **'Business Address'** in your Seller Central.

How to check if the name and address on your Utility Bill matches your **'Business Address'** on Seller Central:

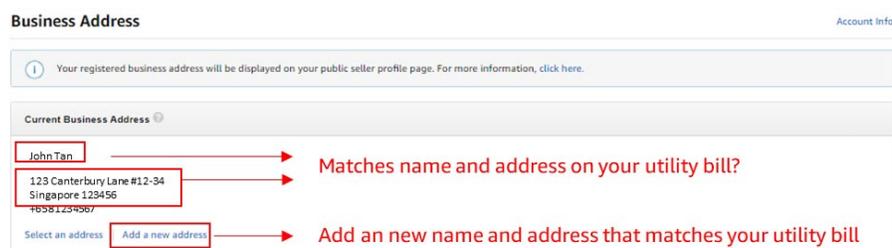
- Log in to Seller Central, click on 'Settings' at top right corner and select 'Account Info'



- Under Business Information, click 'Business Address':



- Check that the **name and address** on your utility bill is an **exact match** with the **name and address** on your **'Business Address'** in Seller Central. **If not, please add a new business address and name** that matches the name and address on your utility bill:



5.2 Preparations before making appeal

Note: If your utility bill is **under another person/ entity name**, do submit additional documents to **prove the relationship**:



✓ If your utility bill is under **your parents' name**, you will need to submit **your parents' passport details** and **your Birth Certificate** to prove the relationship.

✓ If your utility bill is under **your spouse's name**, you will need to submit **your spouse's passport details** and **your Marriage Certificate** to prove the relationship.

✓ If your utility bill is under **your landlord's name**, you will need to submit **your landlord's passport details** and **your Landlord-Tenant Agreement** to prove the relationship.



✓ If your utility bill is under **your corporation's name**, you will need to submit your **Business License** to prove the relationship (see below for Business License requirements). **How to check if your Utility Bill matches your information on Seller Central:**

5.2 Preparations before making appeal

2. Prepare your Business License and ensure it meets the following criteria (only if requested by Amazon):

- Clear and **colored** copy
- **Screenshots are not accepted**
- Include **ALL pages** in a single document
- Document must be in **pdf, .png, or .jpeg format**. **Word document or excel documents are not accepted**.
- Document must be in our **supported languages**: English, Arabic, simplified Chinese, Dutch, French, German, Hindi, Italian, Japanese, Korean, Polish, Portuguese, Spanish, Tamil, Thai, Turkish, and Vietnamese. If the documents are not in one of the supported languages, you must submit a **notarized translation** into one of the supported languages along with the original document.
- Must be **issued within the past 90 days**
- Document must be **authentic and unaltered** and display the required information.
- Your Business License must have a **name that matches with the name on your 'Legal Business Name'**, and an **address that matches with the address on your 'Business Address'** in your Seller Central.

How to check if your Business License matches your 'Legal Entity':

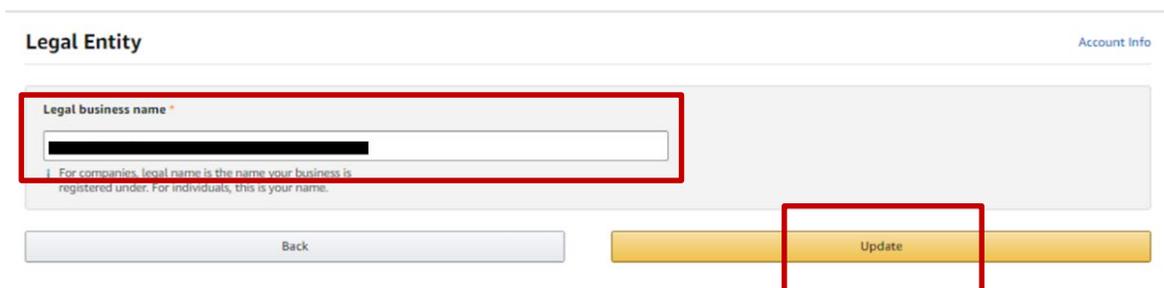
- Log in to Seller Central, click on 'Settings' at top right corner and select 'Account Info'



- Under Business Information, click 'Legal Entity':



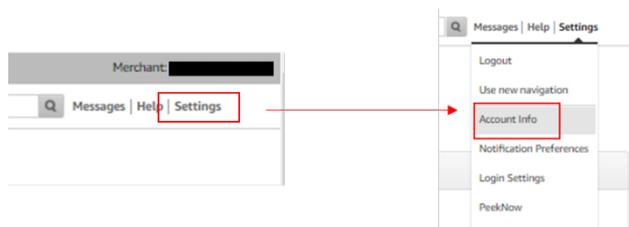
- Check that the name on your Business License is an **exact match** with the name on your '**Legal Entity**' in Seller Central. If not, please **update the name** as required:



5.2 Preparations before making appeal

How to check if your Business License matches your 'Business Address':

- Log in to Seller Central, click on 'Settings' at top right corner and select 'Account Info'



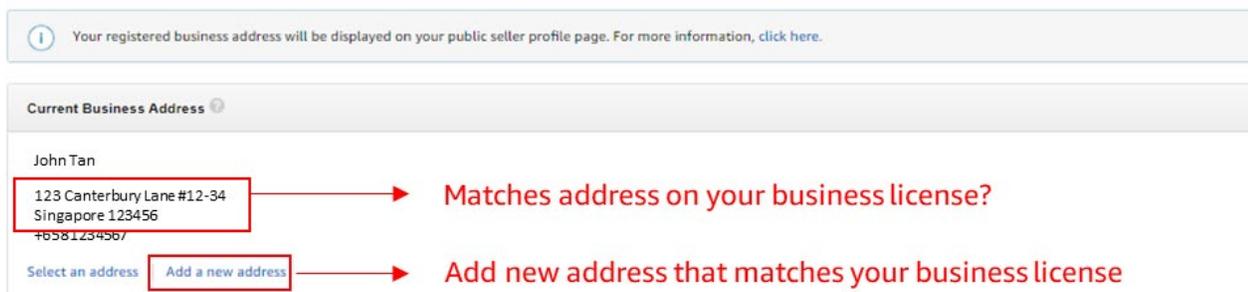
- Under Business Information, click 'Legal Entity':



- Check that the address on your Business License is an **exact match** with the address on your '**Business Address**' in Seller Central. If not, please add a **new business address** that matches the address on your Business License.

Business Address

Account Info



5.3 Submission of materials for appeal

Appeal Path 1 (if this is your first appeal):

- 1) Go to [Account Health page](#). You will see a notification banner at the top of the page that says “Your account has been deactivated.” Click on “[Reactivate your account](#)”.

 Your account has been deactivated.

[Reactivate your account](#)

- 2) Upload the following documents that you have prepared:
 - **Utility Bill**
 - **Business License (only if applicable or requested by Amazon)**
 - **Any other relevant supporting documents (if any)**
- 3) Read and confirm by ticking against the checkboxes and proceed to click Submit to appeal for reactivation

Reactivate your account

To reactivate your account please provide the documents listed below. You can upload up to 10 files that total a max file submission of 10MB.

- A bill that is dated within the last 90 days for piped or natural gas, electricity, water or internet service with name and address visible.
- Business license (if applicable)

Add documents



Drag files here or select file.

Accepted file types: Image (jpeg, gif, tiff, png), Document (pdf, docx, txt), Spreadsheet (xlsx, csv), Email (eml). Max size per file is 10MB, max total size per submission is 10MB.

Please confirm that the following statements regarding your appeal submission are true by selecting the checkbox next to the statement.

- The bill is dated within last 90 days and all pages of the bill are present.
- The documents provided are authentic and unaltered.
- There is valid, chargeable credit card on file.

[Submit](#)

5.3 Submission of materials for appeal

Appeal Path 2 (if this is not your first appeal):

- 1) Go to [Account Health page](#). You will see a notification banner at the top of the page that says “Your account has been deactivated.” Click on “View appeal”.



- 2) You will see Amazon’s response on the reason why your previous appeal was unsuccessful (see below screenshot). Please read carefully to understand why the document verification failed and [prepare your documents that meet these requirements](#).
- 3) After you have prepared the valid documents, click “[Submit Additional information](#)”

Reactivate your account

Next Steps

- If Amazon has responded to your appeal, you can submit additional information below.
- Check Performance Notifications for more information on your submission.



History

Response from Amazon

1 June 2021 16:44 +08

Dear Hee Ying Jun,

We have reviewed the document(s) you recently provided but do not have enough information to reactivate your seller account at this time. We were unable to verify the document(s) you provided because the address & name on the document(s) does not match that entered in Seller Central. During our review, you will not be able to sell on Amazon. Funds will not be transferred to you but will be held in your account while we work with you to address this issue. Please ship any open orders to avoid further impact to your account.

5.3 Submission of materials for appeal

Appeal Path 2 (if this is not your first appeal):

- Referring to Amazon's response in your [Performance Notifications](#), please **describe the actions you have taken in the text box below** (e.g. "I have ensured all my personal details are accurate as reflected in my Amazon selling account") to re-appeal for your selling privileges. **You can use these [guidelines](#).**

Note: Explain the issue as well as the steps that you have taken to prevent similar deactivations in the future. **You only have 3 appeal tries.** If unsure, share with us your document by writing in to amazonsellersg@amazon.sg and we will assist you as soon as possible.

- Next, upload the required documents that you have prepared and click **Submit** to appeal for reactivation:
 - Utility Bill**
 - Business License (if applicable or requested by Amazon)**
 - Any other relevant supporting documents (if any)**

Reactivate your account

Submit additional information

- If we are requesting more information, check Performance Notifications for the details required in your next submission and add them within the text box below.
- If we are requesting additional documentation, please upload the documents and add a description for each document within the text box below.

Additional information

Check your notification from Amazon on what information is required.

Add documents (Optional)

These documents can be invoices, receipts, or letters of authorization from brands. You can add up to 20 files.



Drag files here or select file.

Accepted file types: Image (jpeg, gif, tiff, png), Document (pdf, docx, txt), Spreadsheet (xlsx, csv), Email (eml). Max size per file is 10MB, max total size per submission is 10MB.

BackSubmit

5.4 After appeal

Amazon will review the information that you submit as soon as possible. We will send our reply to [Performance Notifications](#) in Seller Central.

If the Performance Notification that you receive requires that you re-submit updated documents, please read carefully the reasons for rejection and [file a new appeal following these steps](#).

We recommend that you **send a new set of materials**, for example:

- Statements for pipeline or natural gas, electricity, water or Internet services during the past 3 months consecutively
- Alternatively, you can **submit other documentary proof** to help Amazon confirm that your **current business or residential address** is the same as that provided in Seller Central

Please avoid:

- **Repeated submission of files** before Amazon has sufficient time to review your appeal.
- Submission of **incomplete documents** or those that are hard to identify or that have been **tampered with or labeled or mobile screenshots**
- Submission of **expired** or **invalid** documents

Note:

Under normal circumstances you will receive the first e-mail reply within **two working days** of your submission of appeal documents. If **after five working days** you have not received a reply, you can **carry out second appeal**, attaching eligibility documents that you have previously submitted. **If you repeatedly send the same documents without waiting for five working days, or you send your appeal to Amazon through other channels, Amazon may identify your repeated appeals as spam mail and not reply you earlier.**

5.5 FAQ on account review

Q1: What is Amazon Seller Code of Conduct?

All Sellers must abide by the following codes:

- Always provide correct information to Amazon and our buyers
- Act fairly and do not abuse Amazon functions or services
- Do not harm the interest of other Sellers or their products/rating or abuse them
- Do not attempt to influence buyers' rating, feedback and review
- Do not issue unsolicited or inappropriate communication
- Contact buyers only through buyer-seller messaging service
- Do not attempt to circumvent Amazon's sales process
- Operate multiple "Selling on Amazon" accounts without Amazon's permission
- If you violate the Code of Conduct or any other Amazon policy, Amazon may take the appropriate measures against your account such as cancellation of your product, or suspension or forfeiture of payment or revocation of your right to sell products.
- For more details on the policies, please refer to <https://sellercentral.amazon.sg/gp/help/201623610> or search on Seller Central, "Selling Policies and Seller Code of Conduct".

Q2: What should I do if I do not have public utilities statements under my name or if there are no statements for my office to which I have just moved?

Please provide detailed evidence to help Amazon understand the relationship between you and the individual with whom public utilities are registered. For example you can provide the following as supplementary evidence for review by relevant department:

- **Color photograph/color scan of household registration book:** Applies to situations in which the legal representative and the person in the statement are registered under the same household
- **Marriage certificate:** Applies to situations where the legal representative and the individual in the statement are husband and wife
- **VAT invoice for water, electricity and gas:** If you are unable to provide statements containing the address that you provided to Seller Central, you can submit statements for water, electricity and gas for an address attaching VAT invoices for such utilities for address including that provided to Seller Central.

Q3: When can I receive Amazon's reply?

Amazon will review information that you submit as soon as possible. Thank you for your patience. Please do not submit appeal repeatedly while you are waiting.

Q4: Do I need to submit business license? Are credit card statements required?

If the reply that you receive expressly states that such information is required, please provide it accordingly. Otherwise, such documents are not essential.

Q5: Is account review necessary? Will there be a second review even if I passed the first one?

It depends on the materials that you submit. After passing review, Amazon may decide whether or not to have a second review based on the performance of your operation.



5.6 Common mistakes made during account review

The following mistakes may cause your appeal to be rejected or its response delayed:

Mistake 1: Repeated submission of files before Amazon has sufficient time to review your appeal.

We will send our reply to [Performance Notifications](#) in Seller Central. Please do not repeatedly submit your appeal or send your appeal to Amazon through other channels before you receive any reply. This is because Amazon may identify your repeated appeals as spam mail and not reply you earlier.

Mistake 2: Submit incomplete documents or those that are hard to identify or that have been tampered with or labeled or screenshots.

Please submit **only color scans or photocopies** of your documents. Make sure that **all pages are in place**. Avoid changing your document in any manner, including addition of remarks, watermark or comments.

Mistake 3: Submit expired or invalid documents.

Amazon currently accepts only statements for public utilities like gas, electricity and water and Internet services **during the past 90 days**. We do not accept any other type of statements or invoices, including those for mobile phone, purchase of raw materials, products, purchasing agreement and screenshot of e-mails. Please note that Amazon accepts only documents in pdf, png or gif format.

Mistake 4: Documents do not meet quality requirements.

You must **never submit photoshopped documents** or those that are **altered** (including labels and comments on photographs). There must not be stains covering relevant information, and you **cannot submit screenshots**.