

## Amazon Feedback Compliance Checklist

Seller feedback can make or break your Amazon business. (And it’s important to remember that feedback is [different from reviews](#)!) Although Amazon does occasionally send a feedback request on your behalf, it is unpredictable and many sellers find that they get better results by sending out their own personalized feedback requests. Amazon encourages sellers to request feedback from buyers, but there are several rules that you should know about. This at-a-glance checklist breaks down the guidelines into a simple checklist that you can use to ensure that your feedback workflow is compliant with current Amazon policy.

### Evaluate Your Feedback Solicitation Process

Are you sending more than one request for feedback?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
Are you only asking for feedback from buyers who have had a positive experience?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
Are you attempting to divert buyers who did not have a positive experience from leaving feedback?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
Did you ask for positive feedback or imply in any way that you only want positive feedback?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
Does your message offer compensation, discounts, refund or reimbursement in exchange for feedback?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
Does your package insert include a request for only positive feedback or offer any incentive in exchange for feedback?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
Does your message contain any of the following? <ul style="list-style-type: none"><li>• Emojis</li><li>• Gifs</li><li>• Coupons or incentives</li><li>• More than 3 font sizes</li><li>• A link to opt out of messaging</li></ul>	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>

<p>Do you have any of the following images in your message?</p> <ul style="list-style-type: none"><li>• Images of the products purchased</li><li>• Images that are not related to your brand or company</li><li>• A company logo with a URL in the image</li><li>• Any unsecure images (http instead of https)</li></ul>	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
--	--

Evaluate Your Feedback Response Process

Have you requested removal of negative feedback without resolving the buyer’s issue?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
If a buyer inaccurately left a positive product review as positive feedback, have you asked them to resubmit it as a product review (or vice versa)?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
Have you attempted to incentivize or pressure a buyer to remove negative feedback?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>
Have you responded publicly to the feedback on Amazon in any way that was less than professional or courteous?	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div>

If you answered “no” to all of the questions listed above, **congratulations!** You are complying with Amazon’s feedback policies. If you answered “yes” to any of these questions, it’s time to revisit [Amazon’s guidelines](#) and your workflow.

Feedback Solicitation Notes:

- Seller feedback impacts Account Health & Order Defect Rate which, in turn, impact the Buy Box.
- Sellers have a 30-day window from the order completion date to request feedback.
- Incentivizing or pressuring a customer to leave feedback is prohibited.

Feedback Management Tips:

- Resolving negative feedback is a recommended best practice by Amazon.
- Once a customer’s issue is resolved, the seller may ask the buyer to “update or remove” the rating. Buyers can remove a feedback within 60 days of publication.
- Incentivizing or pressuring a customer to remove a feedback is prohibited.
- Sellers are permitted to request removal by Amazon for feedback published within the past 90 days.
- Sellers are permitted to publicly respond to negative feedback courteously, explaining how you resolved the issue.

Need some help learning more about feedback and reviews? We've included the links to relevant Amazon policies below. If you are a current [FeedbackFive](#) customer, you can always schedule a one-on-one conversation with a Customer Success Advisor to review your messages.

**Amazon Communication Guidelines**  
(effective November 3, 2020)

**LEARN MORE**

References:

[Seller feedback best practices](#)

[Responding to feedback](#)

[Requesting feedback removal from Amazon](#)