



# Buyer-Seller Communication DO's



UPDATED AMAZON COMMUNICATION GUIDELINES

## **INSTRUCTIONS & WARRANTY INFO**

Amazon Sellers are allowed and encouraged to provide messaging in the form of instructions, warranty information, or invoices. Other attachments are not permitted.

## **PROBLEM WITH ORDER MESSAGES**

Sellers are expected to communicate with buyers if the product is not available, for any reason. Please refer to the step-by-step guidance in the original document on how to handle that process.

## **RESPOND TO CUSTOMERS**

Unless an approved Proactive Message, you may only send messages to customers who have made contact with you about purchasing a product, or has already purchased a product.

## **SELECT THIRD-PARTY TOOLS**

Messages can be sent via the Contact Buyer or Request A Review buttons in Seller Central. Third-party tools that utilize those buttons, such as Viral Launch's Review Automation tool, can (and should) be implemented.