

Amazon Policy Violation Appeal – 1-Page Checklist

Step 1: Gather the Facts



- ❑ Locate the violation notice in Seller Central → Account Health → Violations (Policy Compliance or Violations).
- ❑ Identify the policy broken and ASIN(s) involved.
- ❑ Collect all related evidence (invoices, supplier communications, product certifications).

Step 2: Fix the Root Problem First



- ❑ Remove or correct affected listings or detail pages.
- ❑ Document your changes with screenshots or PDFs before and after your correction as documented evidence.

Step 3: Write the Three-Part POA



- ❑ Root Cause – Clearly explain what went wrong.
- ❑ Corrective Actions Taken – Detail how you fixed the immediate issue.
- ❑ Preventive Measures – Explain your new processes to prevent future violations.

Step 4: Format for Clarity



- ❑ Use short paragraphs or bullets.
- ❑ Include headings: Root Cause, Corrective Actions, Preventive Measures.
- ❑ Keep it to one or two pages.

Step 5: Submit Through the Right Channel



- ❑ Go to Account Health → Policy Compliance (or Policy Violations) → Appeal in Seller Central.
- ❑ Upload your POA and all attachments.
- ❑ Title your document clearly: "POA – [Violation Name] – [Date]."

Step 6: Follow Up and Adjust



- ❑ Check Account Health daily for responses.
- ❑ If Amazon requests more info, respond quickly with updated evidence.
- ❑ If rejected, revise your POA and resubmit.

POA Template Snapshot

- ❑ Be factual, not emotional.
- ❑ Frame everything around protecting Amazon customers.
- ❑ Quality over quantity – short, strong POA beats long rambling one