Acceptable Use Policy

The Acceptable Use Policy (**"AUP"**) clarifies the appropriate use of Amazon Selling Partner APIs (including the Marketplace Web Service APIs). In addition to the Amazon ~~Marketplace~~Selling Partner API Developer Agreement, ~~Marketplace~~ Developers must comply with the following policies. Failure to comply may result in suspension or termination of ~~Marketplace~~Selling Partner API access.

1. Help ~~Sellers~~Selling Partners manage their Amazon Business

~~Marketplace~~Selling Partner APIs are for Developers who wish to help ~~Sellers~~Selling Partners build, manage, and grow successful businesses in Amazon's store.

1.1 ~~1.~~ Use ~~Marketplace~~Selling Partners APIs only to perform acceptable Amazon ~~Seller~~Selling Partner activities, and only for Amazon ~~Sellers~~Selling Partners who have authorized you to perform these activities on their behalf.

1.2 ~~2.~~ Do not facilitate or promote violation of any agreement between Selling Partners and Amazon (such as the Amazon Services Business Solutions Agreement), directly or indirectly.

1.3 ~~3.~~ If you ~~discover~~suspect that a ~~Seller~~Selling Partner is using your service to violate ~~the~~their agreement with Amazon ~~Services Business Solutions Agreement~~, notify Amazon (spapi-abuse@amazon.com) and block the ~~Seller~~Selling Partner's access to your Application.

1.4 ~~4.~~ Keep up to date on Amazon policies that pertain to specific APIs ~~(such as the Merchant Fulfillment API, Orders API, and Reports API) or specific~~or functionality that your Application provides ~~(such as Buyer-Seller messaging)~~.

2. Provide quality ~~Applications~~applications and services

~~Seller~~Selling Partner transparency

2.1 ~~1.~~ Do not falsely advertise your Application or service.

2.2 ~~2.~~ Be clear and honest with ~~Sellers~~Selling Partners about what data you are accessing and for what purpose.

2.3 ~~3.~~ Do not attempt to deceive ~~Sellers~~Selling Partners by deliberate modification of ~~Marketplace~~Selling Partner API data.

2.4 ~~4.~~ Be explicit about any calculations and the use of models such as Artificial Intelligence in the service you provide, their accuracy, and data freshness.

Compliance

2.5 ~~1.~~ Comply with all applicable laws including data privacy and data protection laws (e.g., GDPR, Cybersecurity Law of the People's Republic of China).

2.6 ~~2.~~ Do not offer Applications or services that infringe on the copyrights, patents, or trademarks of others.

~~3. Do not use, offer, or promote external (non-Amazon) data services that vend Amazon data, including data retrieved from Amazon's public-facing websites.~~

Quality and performance

2.7 ~~1.~~ Provide Application availability, performance, and support required to successfully perform the business task.

2.8 ~~2.~~ Identify and mitigate any negative ~~Seller~~Selling Partner impact before launching new features, especially for business-critical tasks.

2.9 ~~3.~~ Design your Application to respect per-~~Seller~~Selling Partner throttling quotas.

2.10 ~~4.~~ Implement data integrity and validation checks within your Application for any analytical processing (e.g., AI models for insights, automated decision-making) that has material impact on a ~~Seller~~Selling Partner's business.

3. Keep data secure

Account access

3.1 ~~1.~~ Never share keys or passwords.

3.2 ~~2.~~ Never ~~ask for~~request or accept a ~~Seller's Secret Keys~~Selling Partner or another Developer's secret keys for any purpose.

3.3 Do not request or share Amazon Portal usernames or password from Selling Partners.

3.4 ~~3.~~Only act on behalf of ~~Sellers~~Selling Partners that have granted you permission through third-party authorization.

3.5 ~~4.~~Do not apply for keys that you will not use. Amazon will baseline access keys every 90 days. Keys that do not make a successful call in 90 days will be deleted and the Developer will need to re-apply for keys.

3.6 ~~5.~~Do not ~~request or share Seller Central credentials. If necessary, ask the Seller to grant Seller Central access through a secondary user permission, but do so only if Seller Central~~ask Selling Partners to share information retrieved from Amazon Portals manually or programmatically to circumvent Amazon policies.

3.7 If Amazon Portal access is required to provide features or services that benefit ~~the Seller.~~Selling Partners, ask the Selling Partner to grant access through secondary user permissions.

Data access ~~and usage~~

3.8 ~~1.~~Do not request access to or retrieve information that is not necessary for your Application's functionality.

3.9 ~~2.~~Only grant access to data on a "need-to-know" basis within your organization, to any individual employed or contracted by your organization, and among your Application users.

3.10~~3.~~Do not attempt to circumvent throttling quotas through the creation of multiple Developer accounts within the same region.

3.11 Inform Amazon (3p-security@amazon.com) within 30 days of any major organizational changes including merger and acquisition events that change your organization's need for data access or use cases of data obtained through Selling Partner APIs.

3.12 Disclose to Amazon about affiliated entities and their involvement in your Application or service.

3.13 Comply with the Data Protection Policy ("DPP"), which provides specific requirements on the receipt, storage, usage, transfer, and disposition of the data accessed through Selling Partner APIs.

4. Use data for acceptable purposes

Data usage

4.1 Do not use Personally Identifiable Information about Amazon Customers for any purpose other than tax and merchant fulfillment.

4.2 Do not target Amazon Customers for product marketing or review fabrication and modification using data retrieved through Selling Partner APIs or any external (non-Amazon) data services.

4.3 Do not use, offer, or promote external (non-Amazon) data services that vend Information, including data retrieved from Amazon's public-facing websites.

4.4 Do not aggregate data across Selling Partners' businesses or Amazon Customers obtained through Selling Partner APIs to provide or sell to any parties including competing Selling Partners.

4.5 Do not calculate insights about Amazon's business. Do not promote or publish insights about the Amazon's business publicly or through paid services including your Application.

Data sharing

4.6 ~~1.~~Do not disclose information, individually labeled or aggregated, obtained through ~~Marketplace~~Selling Partner APIs on behalf of a ~~Seller~~Selling Partner to other Application users, affiliated entities, or any outside parties, unless required ~~by law~~to perform acceptable Selling Partner activities for Selling Partners that authorized your Application.

~~2. Do not calculate or publish insights about the health of Amazon's business.~~

~~3. Comply with the Data Protection Policy ("DPP"), which provides specific requirements on the receipt, storage, usage, transfer, and disposition of the data accessed through~~

4.7 Establish agreement and process for the parties you share data with to comply with standards at least as strict as the Data Protection Policy ("DPP") and the Acceptable Use Policy ("AUP").

4.8 Be transparent with Selling Partners about what data you share, with whom, and for what purpose.

5. API-specific policies

5.1 If you support Buyer-Seller Messaging using the Buyer-Selling Messaging Service, you must comply with the Communication Guidelines.

5.2 If you are using the Buyer-Seller Messaging Service, you must also support Amazon-approved templates through integration with the Messaging and Solicitations API.

5.3 If you are using the Merchant Fulfillment API, you must comply with the Merchant Fulfillment API Service Terms.

6. Definitions

"**Application**" means a software application or website that interfaces with the Selling Partner APIs.

"Amazon Portal" means any Amazon website used by Selling Partners or others in a business relationship with Amazon to manage their participation in Amazon Selling Partner Services or other services provided by Amazon. This includes Seller Central and Vendor Central.

"Customer" means any person or entity who has purchased items or services from Amazon's public-facing websites.

"Developer" means any person or entity (including you, if applicable) that uses the Selling Partner APIs for the purpose of integrating or enhancing a Selling Partner's systems with the features and functionality permitted by Amazon to be accessed through the Marketplace APIs.

"Information" means any information that is exposed through the Selling Partner APIs, Amazon Portals, or Amazon's public-facing websites. This data can be public or non-public, including Personally Identifiable Information about Amazon customers.

"Personally Identifiable Information" ("PII") means information that can be used on its own or with other information to identify, contact, or locate an individual (e.g., Customer or Selling Partner), or to identify an individual in context. This includes, but is not limited to, a Customer or Selling Partner's name, address, e-mail address, phone number, gift message content, survey responses, payment details, purchases, cookies, digital fingerprint (e.g., browser, user device), IP Address, geo-location, or Internet-connected device product identifier.

"**Selling Partner**" means any person or entity (including you, if applicable) that is participating in one or more of the Amazon Selling Partner Services.

"Selling Partner APIs" means any application programming interface (API) offered by Amazon for the purpose of helping Amazon Selling Partner to programmatically exchange data including but not limited to, listings, orders, payments, and reports.

"**Selling Partner Services**" means services provided or operated by Amazon that allow, enable, or assist a party to sell goods or services either to Amazon or in Amazon's online or offline stores.