

The Video Content Guidelines (“Content Guidelines”) cover the rules for video submissions uploaded to Amazon as a participant of the Amazon Influencer Program. These videos must also comply with [Amazon’s Community Guidelines](#). Please note that this Content Guidelines may be modified from time to time so you’re encouraged to check back for updates. The following items are strictly prohibited.

External links

Do not include any web links, URLs, or calls to action that asks viewers to take actions on other sites (e.g. “Go to xyz.com to learn more”). This does not include promotion of your social media channels, such as Facebook, Instagram, YouTube, Twitter and Pinterest.

Accurately tag products

Only tag products that are clearly featured in your video. It can be confusing for customers to see products that are not relevant or discussed in the video, and your video will be rejected if the products do not match the content.

Unsupported actions

Do not ask viewers to perform actions that are unsupported by the Amazon video player such as follow, subscribe, leave a comment, turn on notifications, or view video descriptions.

Prices and promotions

Videos must not contain prices, promotion information, discount claims, or time-sensitive information.

Customer reviews

Do not ask viewers to leave positive customer reviews.

Unacceptable products

Videos must not include references to products not sold on Amazon. Your videos may include product(s) gifted to you by a brand, provided it is sold on Amazon and you clearly and conspicuously disclose the connection (e.g., “I was paid for this post”) in the video.

Amazon marks

Use of Amazon’s intellectual property (such as logos and service names) is strictly prohibited unless you have received our express written consent. See Amazon’s Conditions of Use for details.

Disclose private info

Disclose private information such as phone numbers or email addresses, or ask viewers to do so.

Defamatory language

Reviews of products must not be defamatory or derogatory. For example, "Product X is much better than Product Y, which is a piece of junk" is not acceptable.

Video text

The video contains text issues such as spelling mistakes or grammatical errors in the video title, video description, or displayed in the video.

Children

Content you share in the community must not be directed at children. Children's products are eligible for uploaded videos, but content must not be directed toward children. If a child is shown in a video, the child's appearance must be directly related to products being discussed and an adult must also be included in the video. Any nudity or sexually suggestive content containing minors, including minor's modeling swimwear and undergarments, is strictly prohibited.

False medical claims

Make health claims, medical claims, or refer to medical conditions unless they are accurate. Do not claim or imply the product can prevent or cure disease. It is acceptable to claim to help with the symptoms of diseases. For example, "Can help alleviate stress related to ADHD", "Can help with the appearance of acne scarring". Do not claim that health products are as good as or better than prescription or over-the-counter products.

- Do not claim or imply that a product can cause customers to lose weight without also following a balanced diet and doing exercise.
- Do not claim that a product can guarantee weight loss results.
- Do not refer to a rate of weight loss of greater than two pounds a week, as this could be unsafe.

Medical advice

Provide medical advice or refer negatively to professional medical advice.

Alcohol

All products by alcohol manufacturers or distributors are strictly prohibited. Alcohol-related products are permitted, for example: wine bottle openers, beer dispensers, glassware, etc. However, the following rules apply:

- Do not encourage, feature or refer to behaviors that suggest irresponsible drinking. For example, grabbing a wine bottle in a mock drunk manner and holding it to one's mouth (even if obviously in jest) is not permitted.
- Do not encourage excessive consumption. For example you cannot say, "Get this cocktail mixer and you could have fresh margaritas every night," or "Have a beer first thing in the morning."
- You cannot disparage abstinence from alcoholic beverages. For example you cannot say, "This is more fun than making lemonade," or, "Quality shot glasses are a must have for parties."

Rights and Infringement

Don't post content in a way that infringes the intellectual property or other proprietary rights of others. Only post your own content or content that you have permission to use. For example, unless you have obtained permission from all relevant third parties, do not play music or include images, artwork, or other audiovisual works in your videos. You should also avoid wearing clothes, jewelry, or accessories with prominently visible branding if you don't have permission from the brand owner.

Amazon will protect the customer experience, and in doing so will reflect the spirit, not merely the letter, of this Content Policy. Amazon reserves the right to suspend or terminate your account, or pause or remove any content that we deem to be negatively affecting the viewer experience, whether or not the content has been explicitly prohibited by this Content Policy. In addition to this Content Policy, you must comply with the terms and conditions in the [Amazon Community Guidelines](#), [Conditions of Use](#), [Privacy Policy](#) and the [Associates Program Operating Agreement](#).