将邮件发送到：listings-report-proactive@amazon.com
邮件主题：Appeal regarding our seller account

Dear Amazon,

Thanks for informing us that our selling privileges have been deactivated because we misused ASIN variations repeatedly. We deeply realize our mistake and clearly understand what went wrong.

According to Amazon’s suggestion, we have made a detailed plan to address the root causes of Variation Policy Violation issue, taken the action to resolve the issue and prevent the similar Variation Abuse in the future. The following is our POA for your reference.

Our impacted ASINs: aaaa
1. What reasons caused the issue:
We added wrong children variations to the parent product.
We made mistakes and created variations for some listings which are completely not the same products.
(1)Added incorrect variation to ASINs we created.
Since we did not read the ASIN creation policy carefully, we created the incorrect variations and added them to the parent products.
(2)Added backpack products that are fundamentally different from the parent ASIN.
We created variations for some listings which are completely not the same products and listed fundamentally different products together. The reason why we added more different backpack products on this existing parent product, because we thought this existing listing could share the reviews.
All in all, this mistake was caused by our lack of understanding of the ASIN creation policy in Amazon's sales policy. We apologize sincerely to you for the inconvenience we caused.

2. We have taken actions below to resolve this issue.

(1) Check all the listings and edit the related listings that misuse ASIN variations.

We have already checked all the listings and edited the related listings that misuse ASIN variations. We guarantee that all the listings comply with the “ASIN Creation Policy” now.

(a)All variation listings have been created in the correct category or uploaded by the relevant template file.

(b)Never change the parent product's detail page to match the children.

(2) Optimize the listings.

We have removed the listings which are not sold very well in order that we can manage our listings more easily. We have already updated all the listings and guarantee that this similar situation won’t ever happen again.

(3) Stop creating product detail pages with invalid variations.

All our remaining listings have been checked by professional inspection team in order to make sure that they meet the requirements on Amazon. We guarantee that all the product detail pages meet the requirements and all the variations are valid.

(4) The employees who mishandled the operation deeply reflected their mistakes and demanded to assume their own responsibilities and submitted their resignations to the company.

(5) Strengthen staff training.

We have provided all our staff with a systematic and effective training immediately. Our staff have read carefully regarding variation policy.

The following prohibited practices are misuses of variations (also known as parent-child relationships). They create a negative customer experience and can result in your ASIN creation or selling privileges being temporarily or permanently removed:

variations of the parent product. This includes but is not limited to:

•Adding incorrect variation to ASINs you created.
•Adding products that are fundamentally different from the parent ASIN.
•Adding products that are newer versions or models of the parent ASIN.
•Changing the parent product's detail page so it does not match the children.
•Adding multi-pack variations that aren't manufacturer-created to an already existing parent.
•If you've created a multi-pack listing that is not directly sold by the manufacturer, you must match your listing to an identical multi-pack product detail page. If an identical multi-pack detail page doesn't exist, you must create a new product detail page with its own unique UPC.
•Adding multi-pack children by bundling two or more of the same manufacturer products, that is, bundling two three-packs to create a package quantity of six. Multi-pack children must be packaged by the manufacturer. If a customer wants to buy two or more of the same product, they can select that quantity for purchase.
Now all our staff knows well "ASIN Creation Policy", "Product detail page rules". We profoundly realize that matching our products to existing products in the Amazon catalog helps drive a better customer experience.

3. Actions that we take to ensure similar situation won't happen again:
(1)Strictly obey Amazon's policy and won't misuse ASIN variations.
(a) Add accurate information to product detail pages.
When we update detail pages, we must add accurate information about the product. It is prohibited to update an existing listing for a new version of a product. This includes changes in color, size, material, features, and product name. We should create a new product detail page for new versions of products.
(b) Don't list items against detail pages for different products.
When we list refurbished or used products, the condition must be clearly described according to our Condition Guidelines. Besides, sellers are not allowed to create separate listings for identical copies of the same product. When we create variations for some listings, they must be the same products. Meanwhile, we will only create variations with color and size under the correct

parent and no longer mix models and styles in the wrong listings.
•Don’t add incorrect variation to ASINs we created.
•Don’t add products that are fundamentally different from the parent ASIN.
•Don’t add products that are newer versions or models of the parent ASIN.
•Do not use variations to list different products together or for products that are different product styles. For example: Different products, while related, are not the same product and should not be listed on the same detail page.
•Do not use variation themes incorrectly; they should only be used for their defined purpose. For example: A color variation theme must not include any information other than color. Different products, for example, should not be listed within a color theme.

(2) All of our listings will be strictly inspected before creating a variation.
We have set up a special inspection team by 2 experienced employees who are responsible for checking whether the new listings are in violation of “ASIN Creation Policy”. They will update the listings timely to make sure that they always comply with Amazon's listing policy.

(3)We will regularly check our listings in order to make sure that all the listings comply with “ASIN Creation Policy”. If the listings are in violation of Amazon’s policy, they will be deleted immediately.

(4) If the product that we are listing has been confirmed to have no known UPC, EAN, ISBN, ASIN or JAN code, and if we are listing a unique selection, we will request a brand or UPC exemption according to Amazon’s requirement.

(5) If we have any questions about Variation Creation, we will also contact seller support for help .

(6) We will register our brand with Amazon, so we can register our brand with the Amazon Brand Registry, which allows us to use an alternative product identifier.

(7)we will focus on product listing quality , to make a better confidence for our customer to buy goods from us .

(8)We will invest more on PPC sponsored advertisement to increase our sales instead of creating invalid variation .we must increase our sales on the basis of obey Amazon's policy .

(9)We know our responsibilities as a seller on Amazon platform, we must obey Amazon policies and local laws or state regulations, to list products comply with Amazon policies, we also arrange our staff to learn best practices of compliance.

(10)We had set up internal audit system, we arrange quality engineers to review inventory and stock weekly, any restricted products or listings on Amazon, also included products may be inauthentic, and other violated with copyright etc, anyway every listing from now will be monitored and checked weekly basis.

(11)We will strictly check the staff's qualification and provide the complete training immediately in order to make sure that the similar problem won't happen again.

(12)If we are not sure whether our listings comply with policies on Amazon, we will actively contact with Amazon immediately and won't blindly sell the products again.

(13)Once we receive the warning notification from Amazon, we will timely take action to resolve the issue and confirm the root reason that caused the problem to prevent it from happening again.

(14)We will take the most sincere attitude to treat every customer and try our best to meet the customers' requirements and improve the customers'

confidence and loyalty to our products & Amazon.

It is necessary for each seller to create the better shopping environment. It is also our responsibility to make sure that all our behaviors comply with all Amazon policies.

We will strictly adhere to all Amazon’s policies all the time. Amazon sets out the highest standards towards product quality and customer satisfaction. We sincerely hope that Amazon can give us an opportunity again and help us to reinstate our selling privileges.

Looking forward to hearing from you soon.
Thank you very much for your help and have a nice day!

Best regards,
Aaaa