申诉模板---滥用变体解封

Dear Amazon performance team,

We received your notification about that our selling privilege was removed due to we misusing the ASIN variations and we have not sent you an acceptable plan to address the problem with our account, but actually, we did take actions to resolve the problem after receiving your warning, and email you about that; on XXXX/XX/XX, we received your respond about that you appreciated our effort to comply with Amazon selling policy.

The following are the detail and POA that we made to resolve the problem and prevent misuse ASIN variations similar violation in the future, please kindly check it, we promise that we did not let this issue happen again in the future;

--Adding children products that are not true variations of the parent product

-- Changing the patent product's detail page so it does not match the children.

The issue that caused the complaints:

Our mistake is that we used the clothes category to upload our goods for phone accessories, due to we cannot choose color variations from the phone accessories category. This mistake was made by our new staff who just worked at our company for a week.

Immediate Actions we took

1, our sales manager checked all our on-line listings one by one, anyone which has been violated the rules of Amazon has been removed, please kindly check some details as follows :

We listed only x ASIN here, but we total deleted about x ASIN from our inventory, we are sure there is no mistake at our variations now;

To prevent similar violation in the future, we will follow the ASIN creation Policy, we learn ASIN Creation Policy again:

Matching our products to existing products in the Amazon catalog helps drive high-quality customer experience. Matching to an existing product instead of creating a duplicate listing allows we to more fully benefit from buyer interest and traffic for that product,

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

Adding children that are not variations of the parent product;

Changing the parent product's detail page so it does not match the children;

Adding multi-pack children by bundling two or more of the same manufacturer products, such as 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.

Here are things to keep in mind to help ensure we create the relationship correctly:

1. Parent/Child Relationship

Every variation relationship includes a parent and a number of unique children. The parent can be thought of as a non-buyable "umbrella" which connects the different variation of children. When you create a variation relationship, you use a parent SKU as this umbrella for your products. The parent SKU should represent the core product. Do not include any child-level information (size, color, UPC) on the parent SKU.

2. Variation Themes

Variation themes are the way that Amazon systems determine how a set of products varies. The theme is set only on the parent and all children must have valid values for the attributes corresponding to the parent's theme. Examples of variation themes include Color/Name, Size/Count, Color, Style, Scent, etc.

The relationship we create is a relationship between your specific SKUs. When you submit your product information, Amazon will use the relationship information that you provide in connection with the information provided by other sellers of the same products to determine the specific relationship that is presented to customers. This means that the information displayed on the site may vary from your submitted relationship. The SKUs in your inventory however will reflect the most recent information you submitted, regardless of how the products are displayed on the site.

Our plans to prevent adding children products that are not true variations of the parent product, we make some plans as follows :

1. Train our employees Amazon ASIN Creation policy, make sure they are familiar with Amazon policy, and before uploading a new listing on our stores, our sales manager will check all the contents especially the true variations of the parent products;

2. Before upload a listing on Amazon, we will have to make sure the Parent/Child relationship, full check if this catalog support variation or not, if it doesn't support variation, we will upload these listings one by one instead of adding children products that are not true variations of the parent product;

3. We will only use the correct same variations when creating parent/child relationships. Our sales manager will check this each week for all our online listings. Any listings will be removed once they were found in the invalid listings or variations to product detail page or violated other Amazon policies or rules;

4. We will follow the ASIN Creation Policy in the future, we will arrange employees to learn and have a test for this policy every week to make sure that this issue will not happen again.

5. Designed our new policy, our sales manager will supervise our future selling, the sales manager will check each new ASIN every day for a double check to be sure no ASIN violates any rules of Amazon.

We promise that we will follow Amazon's policy in the future, meets Amazon's every metric and selling policy. Please kindly consider reinstating our selling privilege.

Thank you so much