



以下是收到的亚马逊官方的邮件，因收到投诉卖假货账号被冻结

Hello, You currently may not sell on Amazon.com because we received complaints about the authenticity of the items listed at the end of this email. Funds will not be transferred to you but will stay in your account while we work with you to address this issue. To sell on Amazon.com again, please send us a plan with actions you took to resolve the issue and prevent similar complaints. Do not limit your plan to issues with specific orders. For help creating your plan, search for "Appeal the Removal of Selling Privileges" in Seller Central Help. To send us your plan, click the Appeal button next to this email on the Performance Notifications page in Seller Central. Also include the following information for each ASIN: -- Copies of invoices or receipts from your supplier issued in the last 365 days. These should reflect your sales volume during that time. -- Contact information for your supplier, including name, phone number, address, and website. You can send .pdf, .jpg, .png, or .gif files. These documents must be authentic and unaltered. We may call your supplier to verify the documents. You may remove pricing information, but the rest of the document must be visible. We will maintain the confidentiality of your supplier ' s contact information. We will review your plan and decide if you may sell on Amazon.com again. If you do not send an acceptable plan within 17 days, we may not allow you to sell on Amazon.com. Failure to appeal this

decision may result in us permanently withholding any payments to you. Items offered on our site must be authentic. The sale of any item that has been illegally replicated, reproduced, or manufactured is strictly prohibited. If we determine that a seller account was used to engage in fraud or other illegal activity, then we may permanently withhold any payments to you. To learn more about our policies, search for "Amazon Anti-Counterfeiting Policy" in Seller Central Help. To talk to someone about this email, ask our Seller Support team to contact you

针对以上内容，申诉模板如下

Dear Amazon Team,

It has been brought to our attention that our selling account has been suspended due to claims that we have listed inauthentic items. This is very alarming to us and we immediately investigated the claims. What we determined is that we were actually not selling counterfeit items, but we didnt have the permission to represent and sell these items as new. We were able to determine our mistake by researching the Policies and Agreements of Amazon and questioning fellow sellers on Amazon seller forums. We certainly did not intend to infringe upon on the intellectual rights of others. The ASIN listed was an item that we purchased at full retail price. We only had one of this item and we had no intention of

misrepresenting this company. We have realized that we have several other items that violate this policy in our inventory and we need to address this immediately.

Here is our plan of action to avoid future problems

- First we will thoroughly review all Amazon Policies and Agreements

- next we are going to examine every item we have listed and make sure we have the proper credentials to sell these items as new on Amazon.

- any items that we do not have invoices for will be changed to and sold in used condition or through other selling channels

- Finally we put measures into place to constantly monitor newly listed inventory by me personally to avoid infringement on others property rights.

Please know that these policy violations were not intentional and we do apologize to any parties that we infringed upon. We have been happily selling on Amazon for nearly 2 years and after some initial start up bumps, we have been able to keep great metrics and provide great products to many happy customers. I hope you realize that we are sincere in our intentions and hope to be selling on Amazon again soon.

Thank you for your consideration.

Best Regards

(店铺名)

**温馨提示：仅供思路参考，请不要照搬照抄哦~**