

Amazon Marketing Services Content Policies and Standards

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Disclaimer:
This guide is provided for informational purposes only, and is subject to change at Amazon's sole discretion. Use of Amazon Pages, Amazon Posts, and Amazon Analytics is subject to the Amazon Marketing Services Agreement. Amazon Pages, Amazon Posts, and Amazon Analytics features are subject to change at any time and at Amazon's sole discretion.
Please keep in mind that all Amazon Pages and Amazon Posts content must comply with Amazon creative guidelines and policies, and all applicable laws, rules, and regulations. This guide is not intended as legal advice.

Introduction

The Amazon Marketing Services platform provides a set of products for brands to easily craft custom landing pages and social content through Amazon.com to reflect their unique offerings. Amazon Pages provide brands with an online presence that is closely linked to Amazon.com and its customer base. Amazon Marketing Services also enables brands to engage their audiences through social content published on Amazon.com or Facebook or both through Amazon Posts. Supporting both of these products is Amazon Analytics, offering daily reports on a wide variety of usage metrics for both Amazon Pages and Amazon Posts.

These are the types of content that a brand can currently feature on its Amazon Page:

- Text
- Images
- Products (ASINs)
- Posts
- Facebook Like and Twitter Follow social buttons

To balance the needs and interests of customers, Amazon Marketing Services ensures that all content on Amazon Pages and in Amazon Posts meets the guidelines and standards outlined in this document. Please review these standards. They will help you understand what type of expression is acceptable, and what type of content may be reported or removed by Amazon Marketing Services during moderator review.

Acceptance of Creative Assets

Because we make our customers' experience our top priority throughout our site, we set a high bar for marketing efforts on the Amazon Marketing Services platform. Our philosophy is that relevant, timely, and appropriately focused brand content enhances the shopping environment at Amazon.com. Therefore, all content that appears at Amazon.com must comply with Amazon creative policies. To this end, Amazon Marketing Services moderates all Amazon Pages and Amazon Posts, including images of any featured products, posted messages, and all other content.

General Creative Policies

Amazon requires that brand marketers and their agency partners review their creative—including text content on Amazon Pages and Amazon Posts—with the following guidelines in mind, before submitting for approval. If, during the Amazon Marketing Services moderation process, you have any questions about whether your content is appropriate for our site, please contact your account team for guidance.

At a minimum, all content must be appropriate for a general audience that may include children, and must comply with all laws, rules, and regulations that apply to the brand owner and the content in any location where this content may appear. Additionally, none of your content may infringe or misappropriate the proprietary rights of any third party. And you may only market products that you have the right to market.

Beyond these baseline requirements, please see the Amazon [Display Ad Policies](#) for specific requirements and detailed descriptions of creative guidelines (in particular, see “Restricted Ad Content” and “Unacceptable Ad Content” on the Creative Acceptance page). We reserve the right to determine the appropriateness of all content posted to our site or published through Amazon Marketing Services.

Reporting Abuse

If you see something on an Amazon Page or Amazon Post that you believe violates our terms, you should report it to us. Please keep in mind that reporting a piece of content does not guarantee that it will be removed from the site. Because of the diversity of our community, it's possible that something could be disagreeable or disturbing to you without meeting the Amazon criteria for being removed or blocked.

Consequences for Violations

If we determine that the content presented through Amazon Marketing Services, including on an Amazon Page or in an Amazon Post, is prohibited, potentially illegal, or inappropriate, we may remove or alter it without prior notice. Amazon reserves the right to make judgments about whether or not content is appropriate.

Image Guidelines

In addition to the specific requirements and detailed descriptions of creative guidelines contained in the Amazon [Display Ad Policies](#), image content must comply with the following guidelines.

Appropriate material

- **Be sure** that all images you add have the sole purpose of promoting the product or service you provide, either directly through product descriptions or indirectly through intangible messaging to convey the brand mission and personality.
- **Be sure** that all images you add encourage or promote shopping experiences at Amazon.com only.

Inappropriate material

- **Do not** make use of any images that portray nudity in a gratuitous or graphic manner.
- **Do not** make use of any images that might be considered amateur pornography, pornography, or hard-core material including magazines.
- **Do not** make use of any images that might encourage or promote shopping experiences at other retail outlets, or otherwise entice customers away from Amazon.com.
- **Do not** make use of any images that have been recopied, dubbed, duplicated, or transferred without permission of the rights holder.
- **Do not** make use of any media that has been transferred from one format to another. This includes but is not limited to: films converted from NTSC to Pal and Pal to NTSC, laserdisc to video, television to video, CD-ROM to cassette tape, and from the Internet to any digital format.

Rights of privacy and publicity

- **Be sure** to respect every individual's privacy in all images.
- **Do not** incorporate imagery that infringes upon, or has the potential to infringe upon, any individual's privacy.
- **Do not** make use of any celebrity images without permission of a celebrity or their management. This includes the use of a celebrity's likeness on merchandise such as posters, mouse pads, clocks, image collections in digital format, and so on.

Text Guidelines

In addition to the specific requirements and detailed descriptions of creative guidelines contained in the Amazon [Display Ad Policies](#), text content must comply with the following guidelines.

Appropriate language

- **Be sure** that all text you add has the sole purpose of promoting the product or service you provide, either directly through product descriptions or indirectly through intangible messaging to convey the brand mission and personality.
- **Be sure** that all text you add encourages or promotes shopping experiences at Amazon.com only.
- **Be sure** to respect every individual's privacy in all text.

Inappropriate language

- **Do not** use text to advertise special offers, promotions or other incentives that are not available by purchasing the product through Amazon.
- **Do not** incorporate text that advocates for political causes, or for other causes that are not directly related to the brand's products and services.
- **Do not** incorporate text that may entice customers away from Amazon.com.
- **Do not** use text to denigrate the internet or scare users into believing they are at risk if they do not purchase the advertised product.
- **Do not** make use of any celebrity names without permission of a celebrity or their management. This includes product endorsements.
- **Do not** incorporate text that portrays nudity in a gratuitous or graphic manner.
- **Do not** incorporate text that might be considered amateur pornography, pornography, or hard-core material.

Inappropriate topics

- **Do not** place any of these topics in the Text widget on Amazon Pages, post them through Amazon Posts, or use them in any other content on AMS:
 - Bad language
 - Sexually explicit content
 - Hate speech
 - Violence and threats
 - Self-harm
 - Phishing and spam
 - Spoilers
 - Plagiarism
 - Graphic content
 - Intellectual property