

# Get verified as a Seller

## Why do I need to complete Registration & Identity Verification?

We take pride in creating a trustworthy shopping experience that allows customers to shop with confidence. That's why Amazon has built industry-leading tools to verify potential sellers' identities by using a combination of advanced technology and expert human reviews.

You must complete registration and identity verification to become a seller in the Amazon Australia store. Follow this step-by-step guide to help you complete the process.



## What you'll need:

If your business location is in Australia:

Passport, driver's licence or Photo ID card

Recent Bank Account or Credit Card Statement

Chargeable Credit or Debit Card

Mobile Phone

If your business location is not Australia, please follow the prompts within registration for the necessary documents.

# Contents

Click the titles to quickly jump to different sections of the guide

<b>Business Information</b>	<b>3</b>
<b>Global Registration</b>	<b>3</b>
<b>Seller Information</b>	<b>4</b>
<b>Billing</b>	<b>4</b>
<b>Store</b>	<b>5</b>
<b>Identity Verification</b>	<b>5</b>
Uploading your documents	<b>6</b>
Document Checklist	<b>7</b>
Instant Identity Verification	<b>8</b>
Video Call with an Amazon Associate	<b>8</b>
Next Steps and FAQs	<b>9</b>



# Business Information

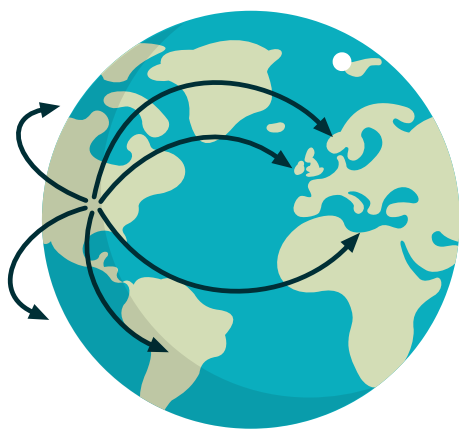
Commence registration. Please note, once you complete a page and press 'Next' the previous page is automatically saved. Next time, you can log back into Seller Central to resume where you left off.

## Enter your business location and type

- Privately-Owned** Business which is controlled and operated by private individuals. The business seller is registered in the context of a commercial or professional activity.
- Publicly-Listed** Business with shares listed on a stock exchange for public trading.
- Charity** An incorporated or non-incorporated tax exempt body which (1) created and operated for charitable purposes, (2) employs its resources to those charitable activities that are under its direct control (3) does not distribute any part of the income generated for the benefit of any trustee, trustor, member, or other private individual, and (4) does not contribute to or associates with political organisation.
- State-Owned** Business that is either wholly or partially owned and operated by a government.
- Individual** Sells in a private context. An individual does not sell a product to a company/charity and does not operate in a business or professional context.

## Understanding Global Registration

To make it easier for you to sell globally, we created a single selling account registration that gives you access to sell in:



### **UAE**

### **North America**

United States, Canada and Mexico

### **Europe**

United Kingdom, Germany, France, Italy, Netherlands, Poland, Sweden, Spain and Belgium

### **Japan**

### **Singapore**

### **Australia**

You can select the specific stores you wish to sell in when you list your products.



# Seller Information

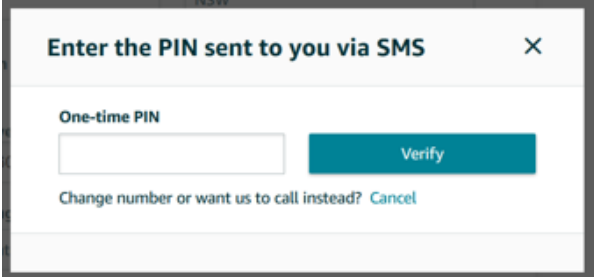
## Primary Contact Person Information

Please enter the information of a primary contact person. The primary contact person is the person who has access to the Selling on Amazon payment account, provides the registration information on behalf of the account holder (the registered seller) and initiates transactions such as disbursements and refunds.

Please reference the FAQs in registration to learn more about “Beneficial Owner” or “Legal Representative.”

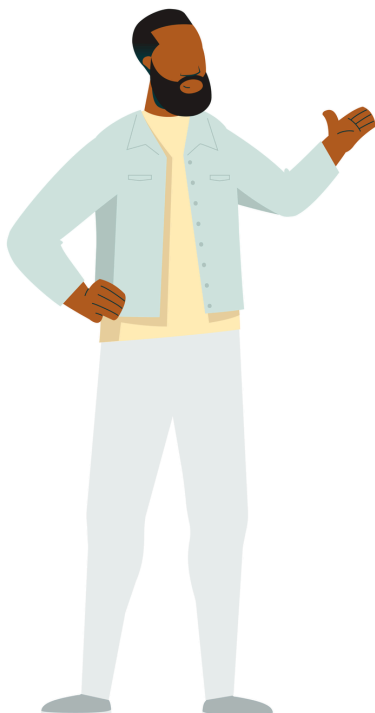
### Phone Verification:

Receive a PIN to verify your phone number via SMS or call. Enter your one-time PIN sent to you via SMS or call.



## Billing

### Monthly Subscription Fee



For a Professional selling plan, you will be charged a selling subscription fee of 49.95 AUD for the first month. You will continue to be charged this fee each month if you have active listings. If you do not have active listings, you will not be charged a subscription fee in that month.

If you expand to sell in other stores, you will pay the equivalent of 39.99 USD per month, split proportionately across each country or region in which you have an active listing and charged separately in each local currency. For more information please see [monthly subscription fee FAQ](#). You can also downgrade your plan from a Professional selling plan to an Individual selling plan at any time by following the steps [here](#).

We accept the following credit and debit cards: AMEX, VISA and Mastercard. You can provide a new credit or debit card at any time post registration in your account.

# Store

Please provide store and product information. When choosing your store name, keep in mind that your store name is the name displayed to buyers for your Amazon listings on your Seller Profile!

## UPCS

Universal Product Codes (UPC or ISBN in case of books) is an industry-standard product identifier. These identifiers help us match listings to the existing products in Amazon's catalogue. Find more information [here](#).

## Manufacturer or Brand Owner

We have advanced programs through [Amazon Brand Registry](#) to help brand owners and manufacturers to protect and build their brand! Find more information [here](#). If you are the brand owner or manufacturer make sure to select "Yes" or "Some of them" in this section.

## Trademarks

If you had selected "yes" to being the manufacturer or brand owner, indicate whether you own a government-registered trademark for the branded products you want to sell in the Amazon store.

# Identity Verification

## Maintaining a trusted store

To maintain a trusted store for buyers and sellers, we need to verify the information that you provided during registration. Please follow the steps below:

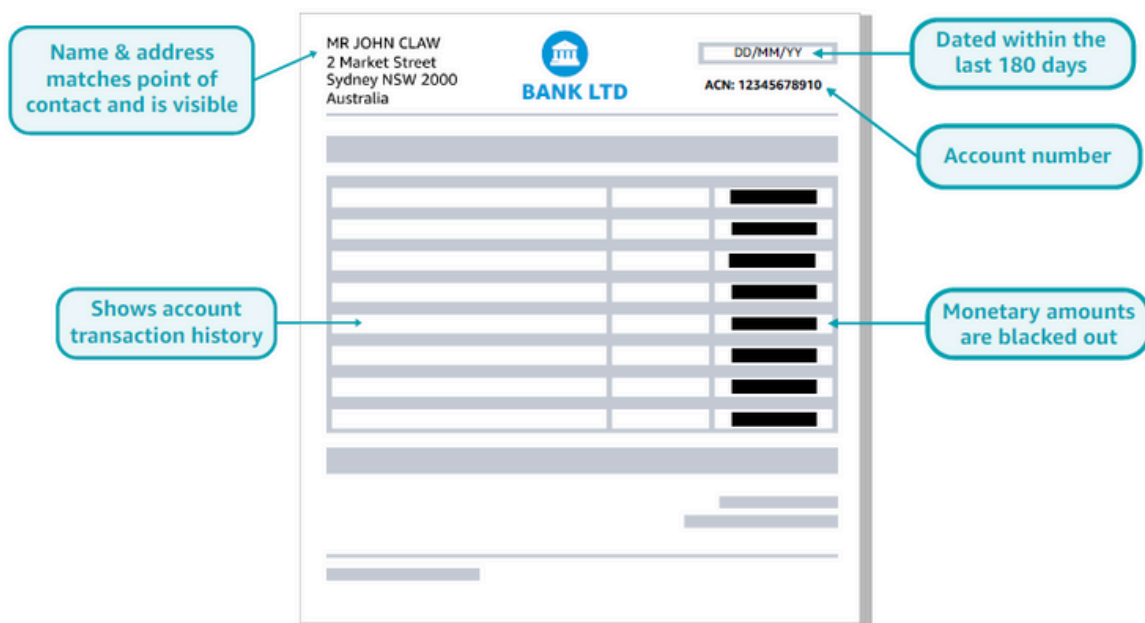
1. Upload your Documents
2. Verify your Identity (Instant Identity or Video Call)
3. Wait to hear back: Once we've received all of the required information, we will proceed with the verification of your account. Verification could take up to two working days and we will contact you via email



# Documents

Proof of address: We collect a proof of address document, such as bank statement or credit card statement. A bank statement is an official document issued by your bank or other financial institution.

- Must be issued within the last 180 days
- Must have the financial institution details to show at least one of the following details: bank name, bank stamp, bank signature or bank logo
- Must have the name and address of the account holder



## Document Checklist

- Be less than 50 MB in size
- Be in one of these formats: TIF, TIFF, PNG, JPG, PDF and JPEG. Do not include special characters in the file name (examples: \$, & or #)
- Be valid (not expired, revoked, inactive or closed)
- Be high resolution and unobstructed (clear, readable, visible and in focus)
- Be complete and not cut off from any sides (not angled or cropped)
- Display the full document (front and back, if applicable)
- Be authentic and unaltered
- Must not be password-protected
- Be in one of these supported languages: Arabic, Simplified Chinese, Dutch, English, French, German, Hindi, Italian, Japanese, Polish, Portuguese, Spanish, Swedish, Tamil, Thai, Turkish and Vietnamese
-

# Verification

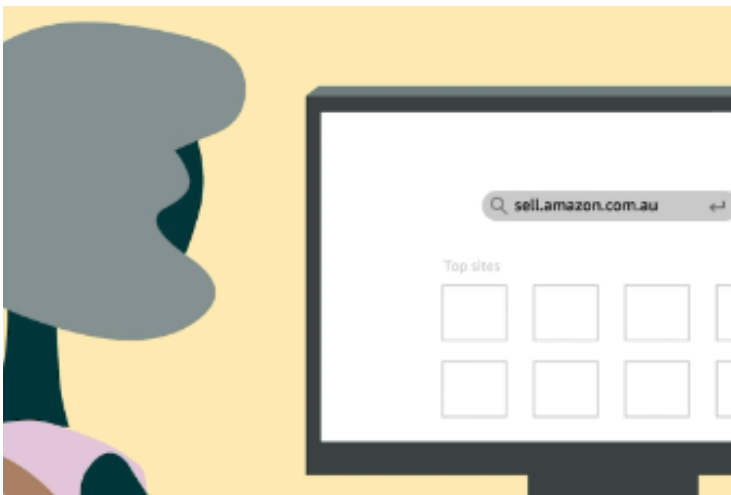
## 2. Complete Identity Verification

Please follow the prompts to complete Identity Verification. You may have the opportunity to choose how you would like to verify yourself between Instant Identity Verification or by joining a Video Call with an Amazon Associate.

### Instant Identity Verification

You may have the opportunity to complete verification using Instant Identity Verification. This is a new, optional experience to help streamline verification for prospective-sellers, read more [here](#). Use your device camera to take images of your face and government-issued ID document. We then use forgery detection, facial recognition, and liveness detection technology to quickly verify the authenticity of your documents and determine whether they match the individual applying to sell in our Australian store.

### OR Join a Video Call



### What will I need for my call?

1. Laptop, desktop computer or a mobile phone with a front-facing camera
2. Compatible Browser (Chrome or Safari) with permissions to access camera and microphone
3. Original valid government-issued photo ID document
4. Original bank or credit card statement issued in the last 180 days

### Instant Call

Join a call with an Amazon Associate to complete your identification. The current wait time will be displayed on screen.

### OR Scheduled Call

Schedule a call with an Amazon Associate to complete your registration. You will be able to choose a date and time to schedule an appointment. Please plan for approx. 20 minute appointment.



# Verification

## 3. Wait to hear from Amazon

Once you've uploaded all necessary documents and information, Seller Central will display a confirmation message. You can close the tab in your browser and Amazon will review your information and may contact you for further clarification. We will also keep you informed of your status to your email address provided during registration.

**Important:** Do not resubmit documents or appeal while Amazon is reviewing your information.



## Verification FAQs

### **How long will it take to verify my information?**

Once we've received all of the required information, we will proceed with the verification of your account. Verification could take up to four working days.

### **Why can't I edit my information?**

You cannot edit business location and business type once you've clicked "Agree and continue" under the Business information section. You also cannot update any information (or upload documents) while this information is being verified.

### **Why is my identity document not being accepted?**

Usually, the document that you provided does not meet the [document requirements](#) criteria or it is not an acceptable proof of identity.

### **How long do I have to resubmit my documents if requested?**

If we are unable to verify the information that you provided and request that you resubmit your documents, you will have 30 days to complete this request. If we do not receive your documents within this time frame, your seller onboarding process will be closed and we will not be able to activate your account to sell on Amazon.