

# Get verified as a seller



## Guide for sellers

You must complete identity verification to become successfully registered as a seller on the Amazon Australia store. Follow this step-by-step guide and the tips on each page to help prevent delays in your registration.



## Things you'll need before you start

Current passport, driver's or business license

Mobile number that can receive SMS or telephone number that can receive calls

Details of the credit card that will be charged for your monthly subscription fee

Proof of business validity (bank or credit card statements issued in the last 180 days)

### Uploading Instructions

- The name of the company or point of contact mentioned on the statement should either match the business name or point of contact name provided during registration.
- Hide the account number and monetary amounts, but the rest of the document must be visible.
- Scan the original document in color or take a picture using your mobile device. Do not submit a screenshot
- Document should be easily readable and must have been issued within the past 180 days
- Your document must be in one of the following languages: Chinese, English, French, German, Italian, Japanese, Portuguese, Spanish, Swedish, Hindi, Tamil, Thai, Vietnamese, Polish or Turkish. If it is not in one of these languages, provide a notarized translation of your document into one of these supported languages
- Document should be less than 50MB in size
- Accepted formats are \*.png, \*.tiff, \*.tif, \*.jpg, \*.jpeg, and \*.pdf

Cancel

Continue



# Business Location & Type

Hi there!  
Make sure to read the  
FAQs during registration,  
especially to understand  
Global Registration!



Before starting, please ensure you have the following handy  
We may require additional information or documents later

Business and Contact address	Mobile or Telephone number	Chargeable Credit card	Identity details

Business location

Australia

If you don't have a business, enter your country of residence.  
An incorrect selection may affect the status of your account.

Business type

Select an entity type

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1. Select your business location or enter your country of residence.
2. Select your business type (refer to the table below for descriptions)

## Business type descriptions

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) is created and operated for charitable purposes, (2) employs all 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 organisations.
State-owned	Business which is a 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



# Individual Information

Personal Information for **English**

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**Country of citizenship**  
Select country ▾

**Country of birth**      **Date of birth**  
Select country ▾      Day ▾      Month ▾      Year ▾

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**Business address** ⓘ  
 **123, 456, 789, 1011121314151617181920**

[View all saved addresses](#)  
[+ Add a new address](#)

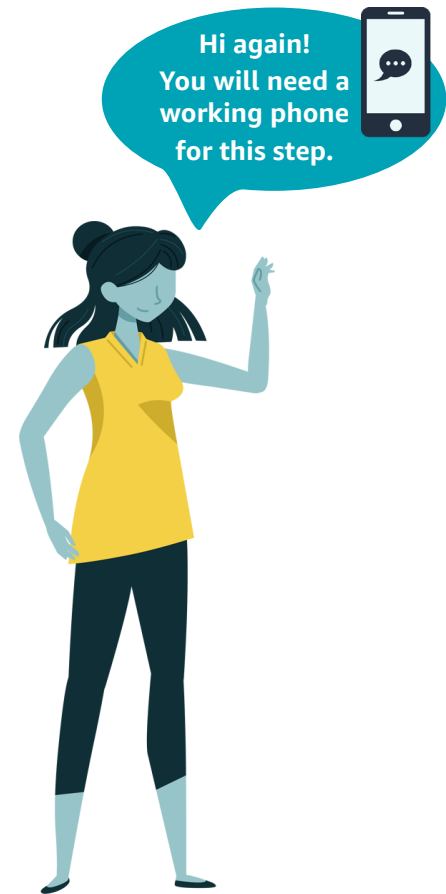
I confirm my address is correct, and I understand that this information cannot be changed till address verification is completed.

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**Receive PIN through**  
 SMS     Call

**Phone number for verification**  
  
Example: +86 201 266 1000

**SMS verification language**  
English ▾



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1. Select your main country of citizenship, your country of birth, and your date of birth.
2. Record your business address that will be connected to your selling account. This address needs to be proved through the documents you provide (see [Page 6](#)). The format of this address in this section MUST be in the IDENTICAL format that is shown on your documents.
3. Enter a working mobile number that can receive SMS or a telephone number that can receive a call. You will be sent a verification code/call.
4. Confirm your verification code. Select next.

# Billing Information

Hi!  
Get your credit card  
details ready for this  
section.



**Credit card number**

**Expires on**

1  2022

**Card holder's name**

**Billing address**

[View all saved addresses](#)

Australia  ZIP / Postal code

State / Region  City / Town

Street Address  Address Line 2

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1. Enter your credit card details that will be charged your monthly subscription fee.
2. Enter the billing address that is connected to this credit card.



# Store and Product Information

## Store and Product Information

Answer a few questions about your business so we can best assist you during onboarding. The answers you provide do not impact your ability to register for a selling account.

### Store name

Enter a name for your store

### Do you have Universal Product Codes (UPCs) for all your products?

- Yes  
 No

### Are you the manufacturer or brand owner (or agent or representative of the brand) for any of the products you want to sell on Amazon?

- Yes  
 No  
 Some of them

Previous

Next

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1. Enter your store name that will be displayed to customers on the Amazon Australia store.
2. Select whether you have UPCs for all of your products. Find more information [here](#).
3. Select whether you are the manufacturer or brand owner for any of the products you will sell. If 'Yes' proceed to 3.1.

If you are the brand owner or manufacturer make sure to select 'Yes' in this section so we can help you enrol in [Amazon Brand Registry](#).



### Are you the manufacturer or brand owner (or agent or representative of the brand) for any of the products you want to sell on Amazon?

- Yes  
 No  
 Some of them

### Do you own government-registered trademark for the branded products you want to sell on Amazon?

- Yes  
 No  
 Some of them

4.1

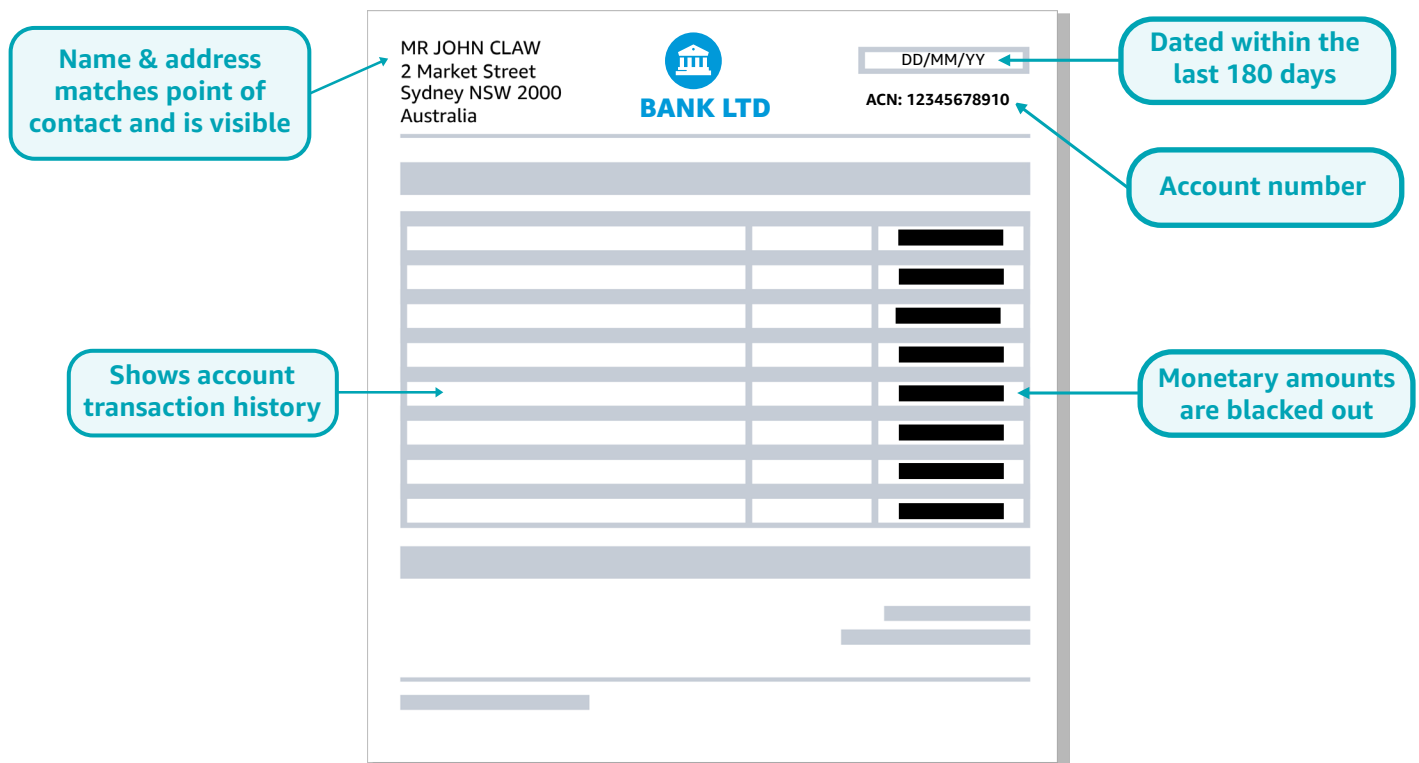
1. If you had selected 'Yes' to being the manufacturer or brand owner, indicate whether you own a government-registered trademark for the branded products you want to sell on Amazon. Find general information on trademarks [here](#) and Australian trademarks [here](#).



# Additional Documents

The additional documents requested vary by country and state. An additional document (your customised options display on the registration page) might be a document that proves your business is valid.

<p><b>Bank account or credit card statement</b></p>	<ul style="list-style-type: none"> <li>• Must match the name of the business or point of contact provided during registration</li> <li>• Must contain the business address and show customer transactions</li> <li>• Must be dated within the last 180 days</li> <li>• Be in colour (black and white not accepted)</li> <li>• Must show transaction activity, but you can black out the transaction amount</li> <li>• If the bank account is in the name of your business, the bank account name on the document must be the name of your business. However, if you have a sole proprietorship, the bank account name on the document must be the sole proprietor's name.</li> <li>• Bank logo, bank account number, business address, business name, or point of contact (name of person to contact on behalf of the business), and bank account holder name must be clearly visible.</li> </ul>
<p><b>Business licenses</b></p>	<ul style="list-style-type: none"> <li>• The name of the legal representative or beneficial owner should match the name on the identity document.</li> <li>• The address should match the business address provided during registration.</li> <li>• Must be valid for at least 45 days from the time of registration.</li> <li>• Must not be revoked or closed by the local government.</li> <li>• Business name and details must be visible.</li> </ul>
<p><b>Proof of address</b></p>	<ul style="list-style-type: none"> <li>• Name and address must be visible.</li> <li>• Could be a water, electricity, gas, Internet, or telecom bill issued by the utility company, or a mobile phone bill (your options will display in a drop-down on the page).</li> <li>• If a utility bill for the given address is not under your name, provide a utility bill associated to the address used to register, and any other supporting documents that prove you are operating from that address, even if the bill is not under your name.</li> <li>• Must be issued within the last 180 days.</li> </ul>



# Identity Verification: Upload

## Identity Verification

I am the sole owner or point of contact for this account [Help](#)

**Upload Document**

Name	[Redacted], Point of contact
Date of birth	[Redacted]
Country of birth	[Redacted]
Country of citizenship	[Redacted]
Identity data	<b>Passport# :</b> [Redacted] <b>Expiration date :</b> [Redacted] <b>Country of issue :</b> [Redacted]

Identity document

Business address [Redacted]

Additional document   
Choose a document type from the drop-down list



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1. Upload your personal documents as the sole owner or point of contact for the selling account.
2. Follow the **'uploading instructions'** above and on [Page 1](#) to ensure your documents are accepted.
3. Refer to the previous two pages for details and examples of identity verification documents.
4. A pop-up box will appear. Check your details and correct any errors if required.
5. Submit your details.





# Verify with an Associate

Hi!  
Please review the  
two scenarios below  
before choosing  
'Instant Video Call'.



Please choose one of the available options to connect with an Amazon associate to complete your verification (not all options might be available at your location).

**Scheduled Video Call** — **Select for B**  
Schedule an appointment with an Amazon Associate on a future date. Carry your original government issued photo ID document and other documents you uploaded during registration.  
Scheduling wait time: 2 - 3 days

**Instant Video Call** — **Select for A**  
Stay in queue and meet with next available Amazon Associate. Carry your original government issued photo ID document and other documents you uploaded during registration.  
Standard workday operation hours are from 10:30 to 20:45 in Australian Eastern Standard Time

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## A) I HAVE the physical copies of the documents with me now

1. If you have all of the physical documents that you provided in the previous section, you may select 'Instant Video Call' where you can meet with the next available Amazon Associate to verify your identity.
2. You will be prompted to click 'Join video call' to start your video call (checklist below)
3. You have successfully submitted your application to become verified as a seller.

## B) I DO NOT HAVE the physical copies of the documents with me now

1. If you do not have all of the physical documents that you provided in the previous section, select 'Scheduled Video Call' to meet with an Amazon Associate to verify your identity at a later date.
2. You will receive email confirmation of this call. Ensure you have your physical documents with you when joining the scheduled video call (checklist below).
3. You have successfully submitted your application to become verified as seller.

## Checklist for your video call

You can join the video call on your personal computer, laptop, a smart phone, or a tablet. Make sure that you have:

All of the physical copies of the documents you submitted during the application.

A stable network connection.

A front-facing webcam, microphone, speaker, and permissions granted for browser access.

A compatible web browser like Safari on iOS devices, or Google Chrome on other devices.

# Verify Address

A postcard containing a code will be mailed to below address:

1234 Main St  
1234 Main St  
1234 Main St  
1234 Main St  
1234 Main St

Estimated Delivery: **22 May 2022**

Preparing      Dispatched      In transit      Delivered

Enter the Verification code below once you receive postcard

Attempts Left: 3

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In some cases Amazon will send a postcard to the business address you provided in 'Step 2: Individual Information'. In this scenario you will see 'Address Verification'.

1. You can log back into your account to track the 'Estimated Delivery' of your postcard.
2. Once you receive the postcard you must log back into your account and 'Enter Verification Code' into the box to complete the identity verification process.

## What happens next?

Amazon will review your information. If your documents meet the eligibility requirements and all checks are passed, congratulations you are now an Amazon seller!

You can now access Seller Central and begin listing products to sell on the Amazon Australia store.



**Need more help? Click the button below for further information.**

