



“Account Health Assurance”

What is Account Health Assurance?

Account Health Assurance (AHA) is a new feature for professional sellers who continuously achieve a high account rating. With this new feature Seller Performance will no longer deactivate sellers accounts if they work with them within 72 hours of receiving the performance notification.

How Is This Different Than The Previous Process?

- In the past selling accounts were automatically deactivated regardless of the action’s sellers took to protect their account
- With this new feature sellers will be able to continue selling while resolving their issues

What Are The Program Qualifications?

- Professional sellers in US & Canada who maintain a account health rating of 250 or higher for at least 6 months with no more than 10 days below 250 & have an emergency contact on file
- Once your account is eligible you will receive an email confirming your status
- If your account meets the above qualifications, you will automatically be enrolled in the program
- If this is not something you qualify for right now your account may be eligible in the future
- If your AHR falls below 250 but you do not have any performance notifications pending in your account you will remain part of the program
- If you receive any notifications while your score is below 250 you need to contact support regarding the issue within 10 days or you will lose access to the program
- You can contact an Account Health Specialist by selecting the “call me now” button under your account health page
- Sellers need to get in contact with an Account Health Specialist within 72 hours of receiving a notification. They will be contacted by phone and email. Respond accordingly or use the “call me now” feature to resolve the issue

IMPORTANT NOTE

Regardless of your Account Health Assurance eligibility status, Amazon may remove you from the Account Health Assurance program and deactivate your seller account immediately if they believe you have engaged in fraudulent, deceptive, illegal, or otherwise harmful activity, to protect customers, their selling partners, or Amazon’s store.