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Policy: Seller Data Protection - US

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Published by/Contact Information:

Intended Audience: All Amazon Employees

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Maintaining customer trust is critical to Amazon's success. As described in our Confidential Information and NDA Guidelines and Policy (the **"Confidential Information Policy"**), Amazon regularly receives and generates non-public information relating to third-party sellers (**"Sellers"**) that use our services, including Selling on Amazon, Fulfillment by Amazon, Amazon Webstore, Product Ads, and Pay with Amazon. Sellers are our customers and trust that we will not misuse non-public information about them. To help preserve this trust, this Seller Data Protection Policy supplements the Confidential Information Policy to facilitate consistent use and disclosure of Seller information. **Every employee is responsible for understanding and complying with the Confidential Information Policy and this policy.**

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Seller-Specific Data

Sellers trust Amazon to protect non-public information about them and their businesses. **As a general rule, non-public, Seller-specific information is the Seller's confidential information and Amazon employees may only access, use and disclose this information on a need-to-know basis to support that Seller.** Information subject to these requirements includes but is not limited to non-public information about:

- Seller pricing plans (e.g., future promotions)
- Seller inventory levels
- Seller sourcing information
- Seller sales (e.g., unit sales, GMS)
- Seller performance (e.g., non-public metrics)

Seller-specific information is not confidential if it is made available to the general public (i) via Amazon sites or services in a manner the Seller intended or should reasonably expect (e.g., not as a result of a system error) or (ii) by the Seller in some other manner. In all other cases, Seller-

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