

<p>注册前 Before registration</p>
<p>1. 注册前言 Preface:</p>
<p>从账户注册开始，所有卖家在亚马逊商城都必须遵守销售政策和卖家行为准则。我们要求卖家在亚马逊商城遵循公平、诚实的行事原则，以确保安全的购买和销售体验。 Upon account registration, all sellers in Amazon.com must abide by the sales policies and seller's code of conduct. Sellers are required to follow the principle of fairness and honesty in Amazon.com to ensure a safe-buying and sales experience.</p>
<p>若违反行为准则或任何其他亚马逊政策，亚马逊可能会对您的账户采取相应措施，例如取消商品、暂停或没收付款以及撤销销售权限。 In case of any violation of the code of conduct or other Amazon policies, Amazon may take corresponding measures against your account, such as canceling items, suspending or confiscating payment, and revoking sales authority.</p>
<p>2. 注册须知: Instructions for registration:</p>
<p>(1) 所有卖家必须向亚马逊以及买家提供准确的信息，并在信息发生变化时予以更新。这包括： All sellers must provide Amazon and buyers with accurate information and update it when the information changes, which includes:</p>
<p>*您使用的企业名称必须能准确标识您的企业； *Your business must be accurately identified through the business name adopted; *提供最准确且最新的营业地址、电子邮箱和电话号码，以便亚马逊在必要时与您联系。 *The accurate and latest business address, email address and telephone number must be provided so that Amazon can contact you when necessary.</p>
<p>(2) 确保您使用有效的国际信用卡和有效的账单地址进行扣款。 A valid international credit card and a valid billing address must be used to make deductions.</p>
<p>(3) 如果我们确定您的帐户被用于欺骗性、欺诈性或者非法活动（例如，使用购买的帐户进行销售），亚马逊可能会暂停或终止您的账户和销售权限。 If it's confirmed that your account is involved in fraudulent, counterfeit or illegal activities (for example, conducting sales activities with purchased accounts), Amazon may suspend or terminate your account and sales rights.</p>
<p>3. 注册资料准备: Registration data preparation:</p>
<p>注册账号前，需要先按照要求准备好所有资料，主要包括： Before account registration, all materials must be prepared as required, primarily including: (1) 公司营业执照彩色扫描件：必须由中国大陆，中国香港，中国台湾出具 Scanned color copies of the company's business license, which must be issued by the authority in Mainland China, Hong Kong China, Taiwan China *中国大陆企业：营业执照 *For companies registered in Mainland China: Business license * 中国香港企业：公司注册证明书和商业登记条例 *For companies registered in Hong Kong China: Certificate of Incorporation and Business Registration Ordinance</p>

* 中国台湾企业：有限公司设立登记表/股份有限公司设立登记表/有限公司变更登记表/股份有限公司变更登记表

*For companies registered in Taiwan China: "Limited Liability Company Registration Form," "Corporation Limited Company Registration Form," "Limited Liability Company Change Registration Form," or "Corporation Limited Company Change Registration Form."

* 中国大陆营业执照距离过期日期应超过 45 天，中国香港商业登记条例距离过期日期应超过 45 天

* The business license in Mainland China should be more than 45 days from the expiration date, and the business registration regulations in Hong Kong, China should be more than 45 days from the expiration date.

(2) 法人身份证彩色扫描件：

Scanned color copies of both sides of the national ID card of the legal person:

* 身份证上的姓名必须与营业执照上法定代表人的姓名一致

* The name on the national ID card must be the same as the name of the legal representative on the business license.

* 身份证件上的姓名应与注册的亚马逊账户上的姓名完全匹配

* The name on the national ID card must exactly match the name on the registered Amazon account.

* 必须由中国大陆，中国香港，中国台湾出具

* The national ID card must be issued by Mainland China, Hong Kong China or Taiwan China

* 身份证必须在有效期内

* The ID card must be within the validity period

(3) 付款信用卡：

Credit card for payment:

* 可进行国际付款的信用卡（VISA 或者 MasterCard，首选 VISA）

* Credit card for international payment (VISA or MasterCard, VISA is preferred)

* 确认开通销售国币种的支付功能。若同时开通多个商城，建议使用可以支持多币种支付信用卡

* Make sure that the payment function in the currency of the selling country is activated. If multiple stores are opened at the same time, it is recommended to use credit cards that can support multi-currency payment.

* 确认您的信用卡尚未过期并具有充足的信用额度，且对网购或邮购付款没有任何限制

* Make sure that your credit card remains valid and is given sufficient credit limit, and there is no restriction on online shopping or mail order payment.

(4) 联系方式：

Contact:

* 联系人的电子邮箱地址

* The email address of the contact

* 联系人的电话号码（建议填写法人的联系电话）

* The telephone number of the contact (it is recommended to fill in the phone number of the legal person)

* 公司的地址、联系电话

* The company's address and contact number

- (5) 银行账户：用于接收付款的银行账户，有以下三方式可供选择（三选一）
Bank Account: A bank account for receiving payments. There are three options (one out of three)
- * 国内银行账户
 - * Domestic bank accounts
 - * 美国/香港的银行账户
 - * U.S./Hong Kong bank account
 - * 第三方存款账户
 - * Third party deposit account

请确保注册资料都是必须提供的资料，若资料不完整真实，将无法注册成功。
Please make sure that the required registration information is provided. If the information is incomplete and incorrect, the registration will fail.

4. 注意事项:
Notes:

- (1) 请在注册前准备好以上材料，否则会卡在某一步骤不能继续。注册过程不可逆，但是可以中断，也就是可以离开一段时间然后回来用正确的注册邮箱和设置好的密码登陆继续注册。如果遇到无法登陆的情况请确定网络环境稳定，可以尝试清除浏览器 Cookie，更换浏览器；
Please prepare the aforementioned materials before registration, otherwise you will be stuck in a certain step and can't continue. The registration process is irreversible, but it can be interrupted, that is, you can leave for a period of time and then come back to log in with the correct registration mailbox and the set password to continue registration. If you are unable to log in, please make sure the network environment is stable and try to clear the browser Cookie or use another browser.
- (2) 除本档中特别要求以外，所有信息请使用拼音或英文填写；
Except for special requirements in this document, please fill in all information in Chinese Phonetics or English.
- (3) 确保卖家平台填写和提交的资料必须真实有效，而且与提交的文件中的信息相符；
Make sure that the information filled in and submitted in the Seller Central must be true, valid and consistent with that in the documents submitted;
- (4) 确保联系信息为最新信息（电子邮件地址和电话号码），以便亚马逊在必要时与您联系；
Make sure the latest contact information is provided (e-mail address and phone number) so that Amazon can contact you when necessary;
- (5) 卖家平台提交的用于支付和结算的信用卡建议使用法人信用卡，银行账户信息必须真实有效；
It's recommended to use the credit card of the legal person for payment and settlement submitted in the Seller Central, and bank account information must be authentic and valid;
- (6) 其他注意事项：
Additional notes:
- * 建议使用稳定的专用的网络环境，不建议使用 VPN/VPS/超级浏览器。
 - * It is recommended to use a stable and dedicated network, instead of VPN/VPS/ super browser.
 - * 建议卖家可以保留好进货发票，若在后续经营期间遇到审核或者类目申请，可能会要求您提供对应的进货发票
 - * It is suggested that the seller can keep the purchase invoice, which may be asked to be provided if the audit or category application is conducted during the subsequent operations.

* 运营必须合规，请严格按照亚马逊的规定执行，如果不了解亚马逊的规定建议查询卖家平台或者帮助-卖家支持

*All operations must be in compliance. Please strictly follow Amazon's regulations. If you are not familiar with Amazon's regulations, please go to the Seller Central or Help-Seller Support.

* 中国香港卖家请在公司所在国家/地区选择“香港”（此信息提交后便无法更改，选择错误可能导致验证失败）

* For sellers in Hong Kong China, please select "Hong Kong" in the country/region where the company is based (this information cannot be changed after submission; incorrect selection may result in verification failure)

注册中

Registration in progress

1. 卖家支持:

Seller support:

注册期间如果有任何疑问，可以点击页面中的“获取支持”按钮，取得相应支持。

In case of any questions during registration, please click the "Get Support" button on the page to get corresponding support.

2. 验证电子邮箱:

Email verification:

卖家注册过程中会收到一封来自亚马逊的邮件，里面有包含 6 位数字的验证码。如果没收到来验证邮件，就先去垃圾邮件箱看看是否被邮箱归类到垃圾邮件里了。如果还是没有，稍等片刻后点击画面中的“重新发送验证”链接。

During registration, the seller will receive an email from Amazon containing a 6-digit verification code. If the verification mail is not received, please first go to the junk mail box to check whether it has been classified into junk mail. If still not received, please wait a moment and click the "resend verification" link.

3. 填写公司信息:

Fill in company information:

(1) 选择公司地址：在“公司地址”下拉列表中请正确选择自己所在的国家或地区（中国大陆卖家就选择“中国”）;

Select company address: please select your country or region correctly in the "Company Address" drop-down list (sellers in Mainland China selects "China");

(2) 填写公司地址时请与您的办公地址保持一致;

Please keep the same as your office address when filling in the company address;

(3) 填写公司名称：卖家在填写公司法定名称时，若提示法定名称过长，建议使用拼音全小写，不要有空格；如果超出最大输入限制，请尽量填写公司名字主要部分。

Fill in the company name: when the seller fills in the legal name of the company, if it is too long, it is recommended to use Chinese phonetics in all lowercase without blank spaces; if the maximum input limit is exceeded, please try to fill in the main part of the company name.

(4) PIN 码验证: PIN 接收方式是说用哪种方式进行验证, 可以选择短信或者电话。当系统验证出错时, 请尝试用其他; 语言进行验证或者短信验证, 3 次不成功则需等候 1 小时后方可重新验证;

PIN code verification: PIN receiving method refers to the method used for verification for which short message or telephone can be selected. When there is an error in system verification, please try another method; either voice verification or SMS verification is available, and re-verification can be conducted only after 1 hour if the verification fails for 3 times;

(5) 主要联系人: 请填写公司法人姓名的拼音, 若主要联系人不是法定代表人, 在后期审核时需要提供法人代表授权书;

Primary contact: please fill in the Chinese phonetics of the company's legal person's name. If the primary contact person is not the legal representative, a power of attorney for the legal representative shall be provided during the subsequent review.

(6) 填写信用卡信息:

Fill in credit card information:

* 如果填写的信用卡账单地址与您在银行填写的账单寄送地址不一致, 可能会导致账户注册失败。

* If the billing address you fill in is inconsistent with the billing address filled in at the bank, account registration may fail.

4. 填写卖家个人信息:

Fill in seller's personal information:

(1) 居住地址如果和页面上默认的企业办公地址不一样, 可以点击“添加其他地址”链接, 增加新的地址;

If the residence address is different from the default business office address on the page, you can click the “Add Another Address” link to add a new address;

(2) 公司受益人: 受益人必须时公司所有人或管理者, 即直接或间接拥有公司 25%及以上股份, 或对业务发展有决定权, 或以其他形式对公司行使管理权的自然人或公司。请根据实际情况填写受益人信息数量, 并填写每位受益人的联系信息, 所有信息请使用拼音填写, 其信息将有可能被验证。若公司的受益人只有法定代表人一个, “我已新增该公司所有受益人”下就选择“是”, 否就选择“否”。若选择否的话, 就需进一步输入其他受益人信息。

Beneficiary of the company: the beneficiary must be the owner or manager of the company, i.e. a natural person or company that directly or indirectly owns 25% or more of the company's shares, or has the right to make decisions on business development, or otherwise exercises management rights over the company. Please fill in the number of beneficiaries and the contact information of each beneficiary according to the actual situation. Please fill in all information in Chinese phonetics which may be verified. If the legal representative is the only beneficiary of the company, please choose “Yes” for “I have added all beneficiaries of the company”, otherwise “No”. If “No” is selected, please enter the information of other beneficiaries.

5. 填写信用卡信息:

Fill in credit card information:

* 检查默认地址信息是否与信用卡账单地址相同。如不同, 请点击“添加新地址”, 然后使用英文或者拼音填写新的地址信息。

* Check whether the default address is the same as the billing address of credit card. If they are different, please click “Add New Address” and fill in the new address in English or Chinese Phonetics.

6. 提交身份验证:

<p>Submit authentication:</p>
<p>(1) 照片的上传可能需要一点时间，等上传成功后点击最下方的“提交”按钮，等看到绿色身份验证信息提交后就可以关闭此页面； It takes a certain time to upload photos. Click the “Submit” button at the bottom after the upload is completed, and this page can be closed after the green authentication information is submitted.</p> <p>(2) 如果提交时看到红色信息更正页面，请检查注册邮箱里告知没有通过原因的邮件并按照要求重新提交。总共会有三次机会可以重新提交； If a correction page containing a red message appears during submitting, please check the email in the registration email box that tells you why you failed and resubmit as required. There are a total of three times for resubmission;</p> <p>(3) 请检查此处公司地址，特别需要注意的是，这里的公司地址默认是前面填写的办公地址。如果办公地址不是企业营业地址，需要点击“添加不同账单地址”，用拼音输入企业营业执照上的注册地址。 Please check the company address here, and please note that the company address here is the office address previously filled in by default. If the office address is not the business address of the company, please click “Add Another Billing Address” and enter the registered address on the business license of the company in Chinese Phonetics.</p>
<p>营业执照和法人身份证请提供彩色照片或彩色扫描件（电子版尚未接受），不接受缺角缺边，不接受黑白复印件，不接受截屏，文件必须完整清晰可读，不允许使用 PS、美图秀秀等美图工具拼拼图文件上传。 For the business license and the identity card of the legal person, please provide color photos or scanned color documents (not yet accepted in electronic version), missing corners and edges, black and white photocopies, and screen shots are not accepted, documents must be complete and legible, and the use of PS, MeituXiuXiu, etc. to upload the files is prohibited.</p>
<p>注册后 After registration</p>
<p>1. 完善账户信息: Improve account information:</p>
<p>(1) 进入卖家平台后，请确认左上角小红旗及所有通知栏中是否有未完成的操作，请及时完成，否则将无法创建商品。 After entering the Seller Central, please check whether there are any unfinished operations in all notification columns and the small red flag in the upper left corner. If yes, please complete them in time, otherwise the items cannot be created.</p>
<p>2. 完成注册后，若账户被停用 After registration, if the account is deactivated</p>
<p>(1) 完成账户注册后，若您遇到账户停用，请点击绩效查看“业绩通知”并采取相应行动；如果您的业绩通知提到需要您提交过去 90 天开具的管道或天然气、电力、自来水或互联网服务账单，北美/日本站点的卖家请根据要求提交水电煤网账单；注意！欧洲站点的卖家只需提交营业执照； After completing account registration, if account deactivation is encountered, please click performance to view the “Performance Notice” and take corresponding actions; if your performance notice mentions that you are required to submit bills for pipelines or natural gas, electricity, tap water or Internet services issued in the past 90 days, sellers at North America/Japan sites should submit bills for water, electricity, natural gas, and Internet services as required; Attention! sellers at European sites only need to submit business licenses;</p>

(2) 准备申诉所需的账单，要求如下：

Prepare the bill required for appealing, the requirements are as follows:

* 文件必须真实有效且未经修改

* The documents must be authentic, valid and unmodified.

* 签发日期：提供近 90 天内的公共事业费用账单

* Date of Issue: provision of utility bills within 90 days

* 账单类型：我们只接受管道或天然气、电力、自来水或互联网服务账单

* Bill type: the bills for pipelines, natural gas, electricity, tap water or Internet services are accepted only

* 账单抬头和地址：账单必须显示您的全程和当前的操作或居住地址；对公司卖家的账单抬头要求：账单必须显示您公司的完整法定名称或法定代表人完整姓名，该名称也需要显示在您的营业执照上

* Bill header and address: the bill must show your full name and current operations or residence address; the requirements for the bill header of company sellers: the bill must show the full legal name of your company or the full name of the legal representative, and the name must also be shown on your business license.

* 账单格式：只接受 pdf, png, gif 格式的账单彩色照片或者彩色扫描件（不接受截屏图）

* Bill format: color photos or scanned color copies (screenshots are not acceptable) of the bills in pdf, png, gif are accepted only

当您在申诉过程中，请务必避免以下操作：

When you are appealing, please avoid the following operations:

(1) 在亚马逊有足够的时间审核您的申诉之前，重复提交文档

Repeat submission of documents before Amazon starts reviewing your appealing

(2) 提交的文件不完整、难以辨认、经过篡改、标记或截图

The documents submitted are incomplete, illegible, modified, marked or screenshot

(3) 提交过期或无效类型的文件

Submission of files of expired or invalid types