



LISTING VIOLATION GUIDE

SELLER EDUCATION HUB

Table of contents

	CONTENT	PAGES
Introduction	Shopee Policies	3
	Seller Penalty Points System – Listing Violations	4
	Listing Limit for Sellers with Listing Violations	5
	Types of Common Listing Violations	6
Prohibited listings/advertisement	Prohibited Listings	7 - 9
	Advertisements	10 - 12
	Switched Listings	13 - 16
	Misleading Discount	17 - 23
IP Infringement/Counterfeit	Counterfeit Listings	24 - 25
	Tips for Seller: Counterfeit Listings	26
Spam	Duplicate Listings	27 - 32
	Attribute/Keyword/Brand Spam	33 - 38
	Price/Category Spam	39 - 44
	Tips for seller: Spam	45 - 46
	Junk/Vulgarity	47 - 49



INTRODUCTION

Shopee Policies

Follow these tips to ensure that sellers avoid violating the stated regulations, terms and policies :

- ✓ **Ensure that you have fully understood our terms and policies.** A complete list of our terms and policies can be found at: <https://shopee.com.my/legaldoc/policies/>
- ✓ **Visit our page on prohibited items policy regularly.** Shopee may update the policy from time to time. Our policy on prohibited items can be found at: <https://shopee.com.my/docs/3598>



Seller Penalty Points System – Listing Violations

Sellers who breach Shopee's terms and policies will be notified accordingly to edit the listings and remove all elements which violates the aforementioned policy. Failure to do so will result in the listings being deleted and you will incur penalty points as shown under the Seller Penalty Points System.

The more listings violation a seller flagged, the more penalty points the seller will incur. Points are issued if sellers fail to meet their performance targets.

Listing Violation Type	Target	Points
Prohibited listings / advertisements	< 2	1
Spam	< 5	1
Counterfeit	< 2	1



Note: Sellers with severe listings violations will **earn 2 penalty points**.

- Sellers who reupload listings previously banned due to spam (wrong category, keyword spam, wrong attributes etc.) without editing will have their listings deleted and earn **1 penalty point**
- Sellers who reupload previously deleted listings will earn **1 additional penalty point**
- Sellers who upload listings in prohibited categories will have their listings deleted and earn **1 additional penalty point**



Listing Limit for Sellers with Listing Violations

Listing limit will be temporarily capped for 28 days for sellers who have accumulated a high number of penalty points due to Listing Violations. After 28 days, your listing limit will be reset to your default listing limit according to your seller tier (refer to this page for your allocated tier: <https://shopee.com.my/events3/code/3393069229/?smt=3.10045428>).

Criteria	Listing Limit
Sellers who have accumulated Penalty Points due to listing violations for 3 points	200
Sellers who have accumulated Penalty Points due to listing violations for 6 points	50

Example: Seller has 1,000 live listings. Seller accumulated 3 penalty points for listing violations and his listing limit will be reduced to 200. 800 of his **oldest listings with the lowest sold count will be “delisted” by system**. After 28 days, seller can re-list these 800 listings.



Types of Common Listing Violations

1

Prohibited Listing

- **Prohibited Listing:**
To sell certain products that are not comply with Shopee's policy
- **Advertisement:**
To advertise other sales channels in listing
- **Switched Listing:**
To edit existing listing to sell different items from the original listing
- **Misleading Discount:**
To exaggerate the discounts by increasing the price before the promotion

2

Counterfeit

- **IP Infringement:**
To sell products containing registered trademark without authorization from the trademark owner
- **Counterfeit:**
To sell products that imitates existing brands

3

Listing spam

- **Duplicate Listing:**
To list the exact same product multiple times
- **Price Spam:**
To list a product using extremely low prices
- **Keyword Spam:**
To use a title with irrelevant keywords
- **Category Spam:**
To list a product in wrong categories
- **Junk/Vulgarity:**
To list a product in gibberish content / listing that are not for sale



PROHIBITED LISTINGS/ADVERTISEMENTS

Prohibited Listings

What are prohibited items?



Drugs



Alcohol



Wildlife products



Weapons



Cigarettes



Services

EXAMPLES OF PROHIBITED ITEMS



Medicine



Stocks



Stolen goods



Prohibited food



Sexually explicit content



Policy on prohibited and restricted items

It is the responsibility of sellers to make sure that all items listed under their profile are fully compliant with local laws, as well as Shopee's terms and policies. For your convenience, Shopee has provided a non-exhaustive guideline on what items are prohibited and restricted from our platform.

Useful links below for your reference:

- **Shopee Prohibited and Restricted Items policy:** <https://shopee.com.my/docs/3598>
- **MOH Unregistered pharmaceutical drugs or medical devices:** <https://www.pharmacy.gov.my/v2/ms>

Violations of this Prohibited and Restricted Items Policy may subject the Seller to a range of adverse actions, including but not limited to any or all of the following:

- Listing deletion (penalty point may impose)
- Limits placed on Account privileges
- Account suspension and termination
- Legal actions



Note: Shopee reserves the rights to remove any listings in breach of the aforementioned policy without notice

Shopee's suggestion: Please **do not** list such listings that are strictly against Shopee's product listing rule. Every 2 prohibited listings deleted by Shopee will lead to 1 penalty point. The more violations a seller is flagged for, the more penalty points the seller will incur.



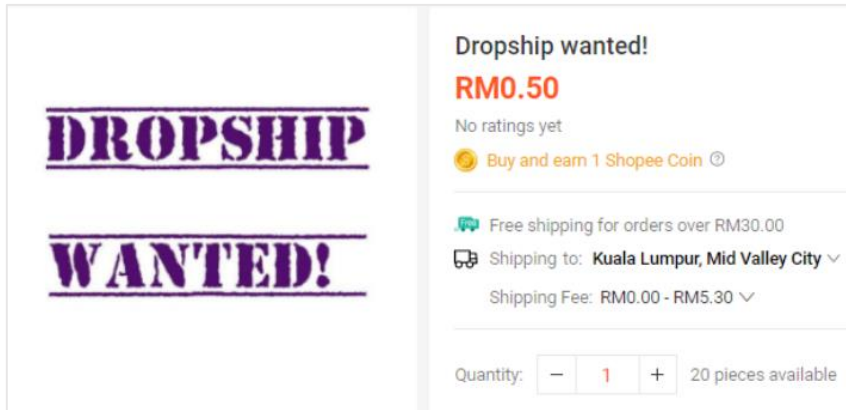
PROHIBITED LISTINGS/ADVERTISEMENTS

Advertisements

Advertisements

Listing advertisements on Shopee is strictly prohibited. Sellers should only list products they are looking to sell via the Shopee platform.

Here are some examples of advertisements on Shopee which are not allowed.



*Unauthorized advertisement
(e.g. Recruitment advertisement in the screenshot above)*



Looking for in stocks/sponsorships/job listings



Advertisements

Sellers should not use the product description and/or photos to inform buyers to contact them via third-party channels such as WhatsApp, LINE, Facebook or include any URLs to an external website with intention to direct transactions outside of the Shopee platform.

Sellers who list any form of advertisements will incur penalty points under Shopee's Seller Penalty System (Prohibited).



Advertising for services/company

PROHIBITED LISTINGS/ADVERTISEMENTS

Switched Listings

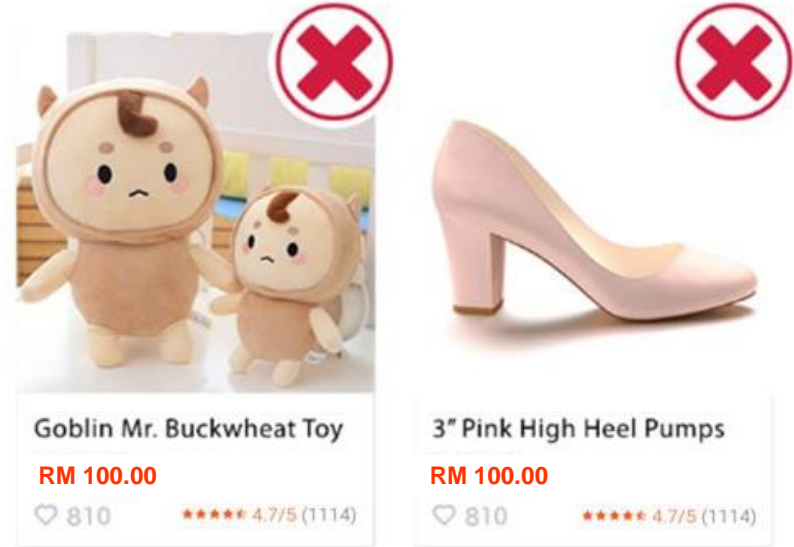
What is switched listings?

Switched listings refer to listings that have been edited to sell a different item from the original listing.

All switched listings are strictly prohibited and will be deleted. Reviews may also be removed from your shop.

If you would like to sell a new product B, and no longer wish to continue selling product A, please delete product A from your listings before creating a new listing for item B.

Sellers with switched listings will incur penalty points under Shopee's Seller Penalty System. Repeated offenders may be frozen.



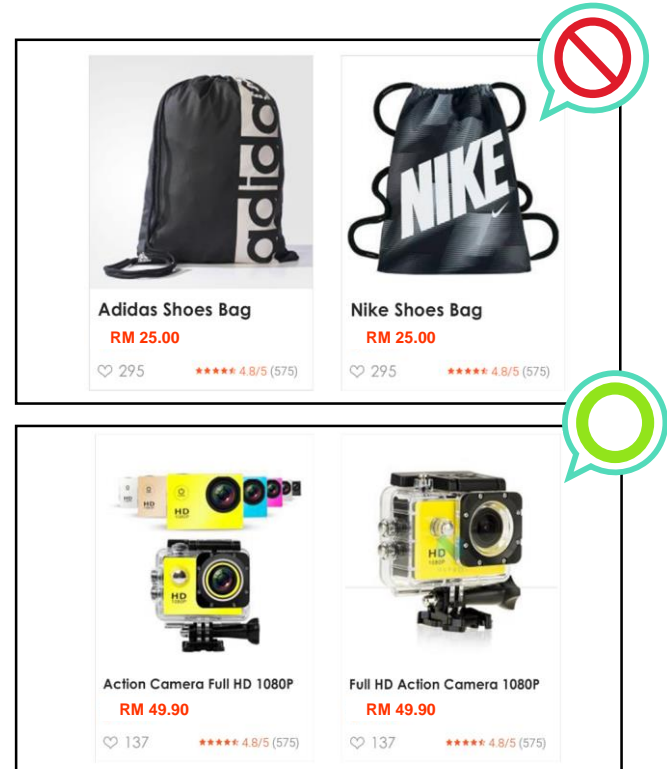
*Listing A selling toys Listing A switched to sell shoes
Switching items on a listing to maintain your 'sold count' or 'reviews' is misleading to buyers and not allowed.*



How are switched listings identified?

To identify and assess if there were prohibited modifications to a listing, Shopee will look at the following information (including but not limited to):

- Product images
- Product title
- Category
- Price
- Product attributes
- Product description



FAQ: Switched Listings

Q: My listing for phone cases was sold out and I edited the same listing to sell bags instead. Is this prohibited?

A: Yes, this is a switched listing and will be flagged by our system for deletion. You will also incur penalty point(s) under Shopee's Seller Penalty System.

Q: Can I edit my listing for iPhone 6 to sell iPhone 7?

A: No, this is not allowed. Changing the model of the item being sold is also considered a switched listing.

Q: I have edited my listing from a t-shirt to a jacket. They are both categorized under Women's Fashion. What will happen next?

A: The listing will be flagged by our system for deletion. You will also incur penalty point(s) under Shopee's Seller Penalty System.

Q: Am I allowed to change the color of the item I am selling?

A: Yes, modifying the color is allowed since the item being sold has not changed (the item is fundamentally the same).

Q: I have changed the model wearing the dress in my listing. Is this allowed?

A: Yes. Using alternative images, adding or rearranging images for a listing is allowed as long as the item being sold remains fundamentally unchanged.

Q: Can I change the price or edit the product's title and description ?

A: Yes. Editing a listing's price, title and description is allowed as long as the item being sold remains unchanged.



PROHIBITED LISTINGS/ADVERTISEMENTS

Misleading Discount

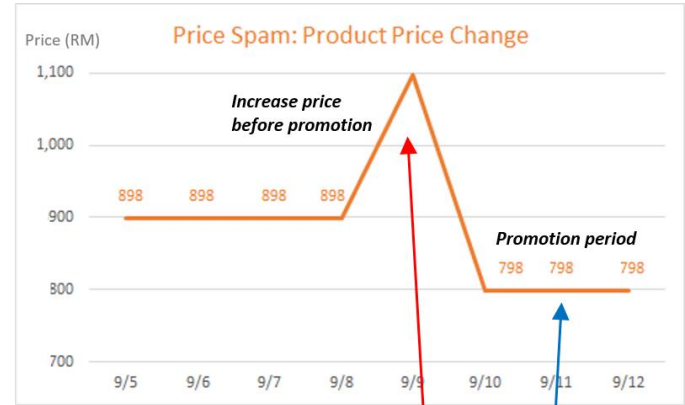
What is misleading discount?

Misleading discount refers to the situation in which sellers **markup product original prices just before a promotion** to exaggerate the discounts given.

Such price manipulation and fake discount is not allowed on Shopee. It creates a **false impression** of the product prices. As a result, buyers feel **cheated and deceived**. They may think that Shopee promotes this behaviour. Buyers may lose trust in Shopee and be reluctant to shop more.

Refer this page for details: <https://seller.shopee.com.my/help/posts/128>

Sellers with misleading discount may have their listings deleted and incur penalty points under the Seller Penalty System.



ORIGINAL PRICE



PROMOTIONAL PRICE



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MISLEADING DISCOUNT

How is misleading discount identified?

To identify and assess if there were any discount exaggeration (fake discount) to a listing price, Shopee will look at the following information (including but not limited to):



**Historical price
change log**



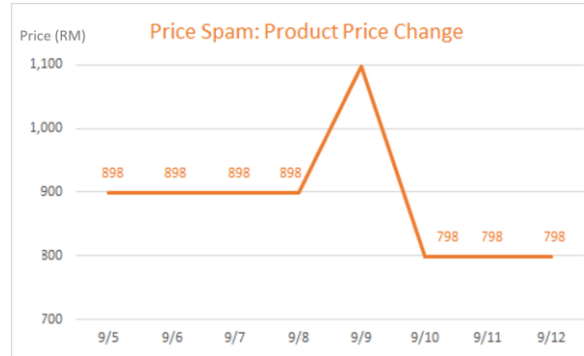
Promotional price
(compared to the original product
price before discount)



Examples of misleading discount

Markup Original Price + Promotion

A combination of **marking up the original price** and **providing a promotion** indicates an exaggerated discount price which is misleading to buyers.



Historical price change log



Promotional price

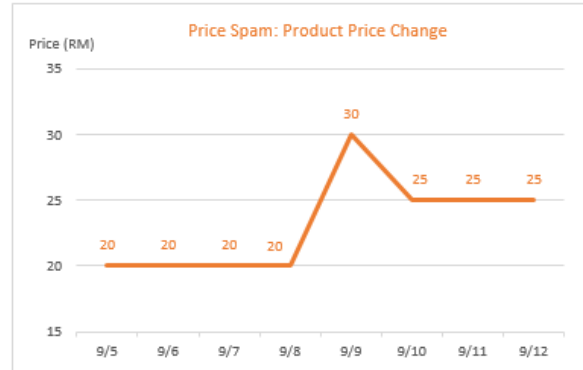
Date	Price	Misleading Discount Behavior
Sept 8	RM 898	Original price
Sept 9	RM 1098	Price markup before discount
Sept 10	RM 798	Exaggerated discount price



Examples of misleading discount

Promotional Price > Original Price

The markup and promotion combination resulting in **the promotional price set higher than the original price** indicates an exaggerated discount price which is misleading to buyers.



Historical price change log

Date	Price	Misleading Discount Behavior
Sept 8	RM 20	Original price
Sept 9	RM 30	Price markup before discount
Sept 10	RM 25	Exaggerated discount price



Promotional price



Tips for seller: Misleading Discount

Price manipulation is strictly prohibited, please do not markup your product price just before a promotion to exaggerate the discount. Listings with misleading discount will be **suspended** for first offence, with no penalty as a warning.

However, if there is any subsequent offense by the seller in the future, all listings found with the behavior of misleading discount will be **deleted under the reason of “Prohibited Listing”**.

In the event that your listings are flagged for Misleading Discount and you have a valid reason of doing so, please submit your proof evidence to Shopee Customer Service Team: support@shopee.com.my

Acceptable reasons (including but not limited to):

- Valid taxation price increase
- Currency / market price re-adjustment authorized by brand principle

Documents required for proof (including but not limited to):

- Authorized price change documentation by brand principle/manufacturer/authorized distributor

Please note:

- Incorrect pricing by sellers upon uploading will not be excluded from listing suspending/deleting.
- Shopee reserves the right to reject any invalid documents with incomplete information after submission.



What happens if you are flagged with misleading discount?

Listings with misleading discount may be deleted. In addition, seller will also incur penalty points under the Seller Penalty Point System (**Prohibited listings**). Seller who have accumulated a high number of penalty points will have certain selling privileges removed.

The more listings violation a seller flagged, the more penalty points the seller will incur. Points are issued if sellers fail to meet their performance targets.

Listing Violation Type	Target	Points
Prohibited listings / advertisements	< 2	1
Spam	< 5	1
Counterfeit	< 2	1



IP INFRINGEMENT / COUNTERFEIT

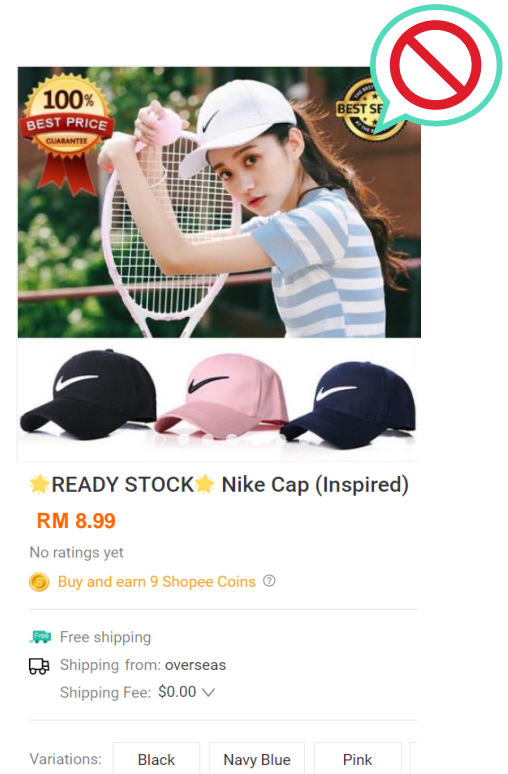
Counterfeit Listings

Sellers should only list authentic products. The sale of counterfeit items is strictly prohibited and will be deleted.

Counterfeit items are products that were made in exact imitation of an existing brand with the intention to deceive or defraud, and may include, but are not limited to:

- Products that are fake or replicas of an existing official product
- Products that have never been produced by a specific brand
- Products that contain a registered trademark on the product itself, its packaging or on any product-related marketing materials without the authorization of the trademark owner
- Products that bear such similarities with other products (e.g. a replica of a branded item with or without altered logos) without the authorization of the trademark owner

Sellers with counterfeit listings will incur penalty points under Shopee's Seller Penalty System. Repeated offenders may be frozen.



Products with unauthorized usage of a registered trademark (e.g. Nike logo) are not allowed



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IP INFRINGEMENT/COUNTERFEIT

Tips for seller: Counterfeit

Please do not list counterfeit listings that are against Shopee's product listing rule. Counterfeit listings will be deleted by Shopee once detected. In addition, sellers will also incur penalty points under the Seller Penalty Point System (Counterfeit).

In the event that your listings are indeed genuine but flagged for counterfeit, please submit your authenticity proof evidence to Shopee Customer Service Team: <https://help.shopee.com.my/my/s/contactus>

Documents required (including but not limited to):

- Authorization of distribution or brand registration certificates
- Sales invoices from manufacturer or authorized distributor within 3 months before the investigation date
- Certified copy of trademark/patent registration

Shopee reserves the right to reject any documents with incomplete information after submission.



SPAM

Duplicate Listings

What are duplicate listings?

Listings are considered duplicates if they feature items that have no significant differences between them. Duplicate listings are strictly prohibited and will be deleted. This ensures a positive browsing experience for all our buyers by preventing any one seller from unfairly dominating Shopee's search results (by posting multiples of the same listing).

Sellers with duplicate listings will incur penalty points under Shopee's Seller Penalty System. Repeated offenders may be frozen.

The following duplicate listing practices are strictly prohibited on Shopee:

- Creating duplicate listings of an item under different user IDs
- Creating duplicate listings of an item under different categories
- Creating duplicate listings of an item with only some modifications to the listing's details (e.g. photo, title, description, price, variation etc.)

To avoid duplicate item listings:

- Ensure listing's details (image, title, price, description, attributes etc.) are unique and clearly differentiated
- List items with variations such as size and color in one listing (not multiple listings)



What are duplicate listings?

Creating duplicate listings of an item under different user IDs

The creation of duplicate listings using different user IDs is strictly prohibited. Sellers should use only one account for the sale of the same item(s).

For cases involving duplicate shops (from the same seller), Shopee will keep the oldest shop and close all the duplicate ones.



Shop A



Shop B

Putting up the same listing under 2 different shops is prohibited.

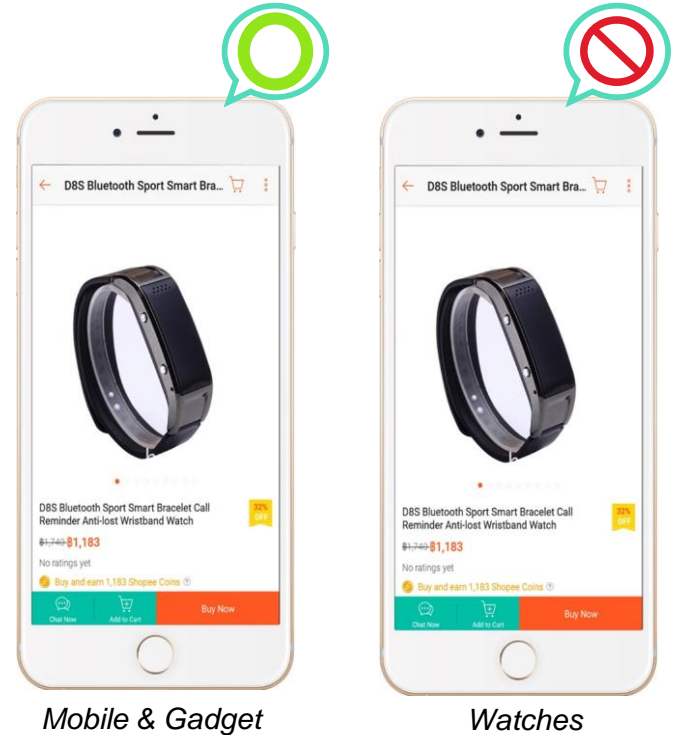


What are duplicate listings?

Creating duplicate listings of an item under different categories

The creation of duplicate listings under different categories is strictly prohibited.

For example, a smart watch should not be posted in both the 'Mobile & Gadget' and 'Watches' categories. Sellers are recommended to publish their listings in a category that is most relevant to the item in question.



Mobile & Gadget

Watches

Put your item in the most appropriate category. In this case, a smart watch should be categorized under Mobile & Gadgets.

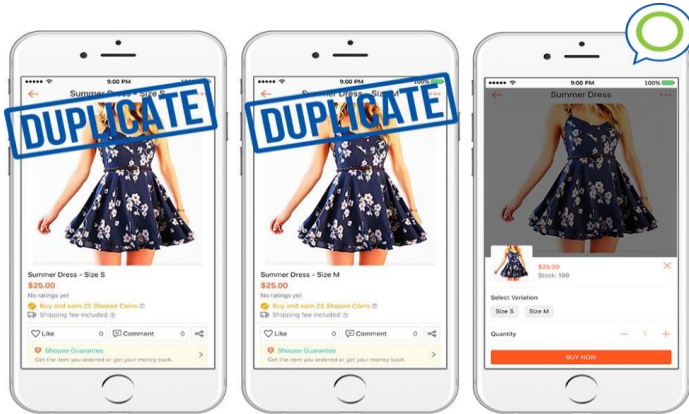


What are duplicate listings?

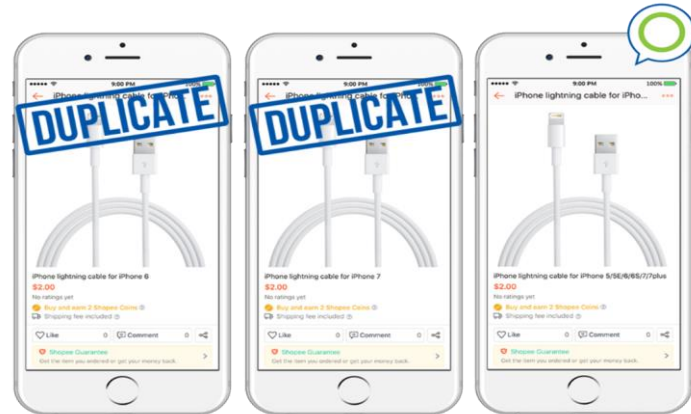
Creating duplicate listings of an item with only slight modifications to the listing's details

Separate listings for variations of the same product should not be created.

Products with the same design/model but with slight variations (e.g. size, colour, dimensions) should still be published as one listing. Sellers can reflect these variations by keying them into product attributes.



Do not create separate listings for the same item. The dress in this example should be placed in one listing with size variations.



Do not create separate listings for identical items compatible with several products or models.

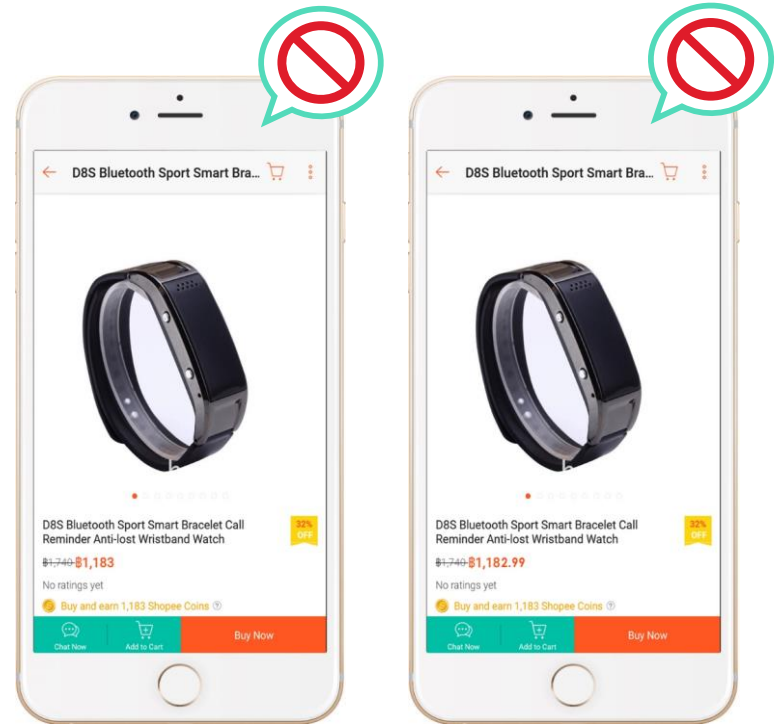


What are duplicate listings?

Same items listed under different prices are also duplicate listings

The same product should not have separate listings at different price points.

If sellers intend to run a promotion (e.g. clearance sale or offer discounts), revise your price by applying a discount tag via My Discount on Seller Center instead.



Do not create separate listings for same item at different price points.



SPAM

Attribute / Keyword / Brand Spam

Practices that are considered spam

Listings are considered spam if they contain information that is inaccurate or irrelevant to the product being sold. To prevent sellers from manipulating search results and compromising the browsing experience, Shopee will flag spam listings and inform sellers to edit or delete their listings.

Sellers will incur penalty points under Shopee's Seller Penalty System for keyword spamming.

Keyword/Brand Spam

- Including multiple or irrelevant brand names and keywords in the product title, e.g. *"Women's pants skirts shirts"*, *"Laneige Dior SK-II Moisturizer"*
- Introducing irrelevant keywords through comparison, e.g. *"Dell monitor | Not ASUS Samsung LG TV"*

Attribute Spam

- Entering repetitive or multiple adjectives as brand attributes, e.g. *"Nike Nike Nike"*, *"Nike Puma Adidas"*
- Entering inaccurate brand attributes, e.g. *"China"*
- Including other information that is inaccurate or irrelevant, e.g. *"Hot Sales"*



Follow these best practices to avoid spam

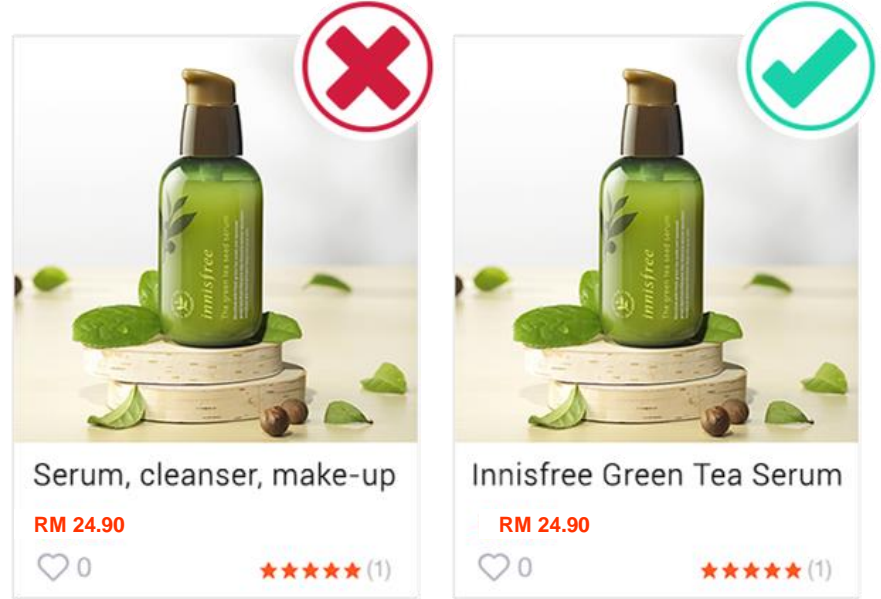
Brand/Keyword Spam

Follow Shopee's recommended format for product title is as follows:

Brand + Product Name + Model

e.g. Apple Macbook Pro 15" (Retina)

e.g. Innisfree Green Tea Serum (80ml)



Avoid keyword spamming and follow Shopee's recommended product title format



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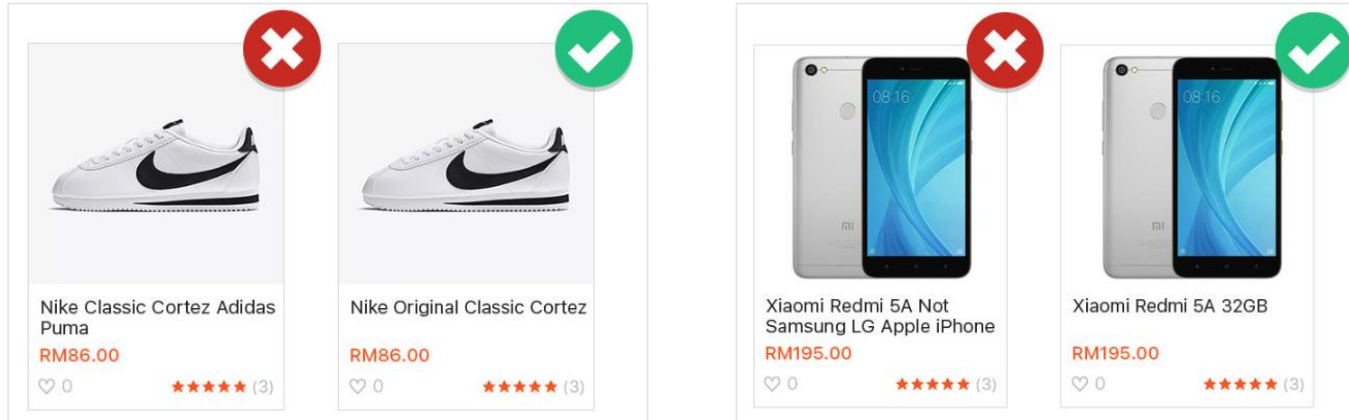
ATTRIBUTE / KEYWORD / BRAND SPAM

Follow these best practices to avoid spam

Brand/Keyword Spam

Ensure that all words in the title and description are accurate and relevant to the item being sold

Do not include inaccurate keywords in the product title



Avoid brand/keyword spamming in product title



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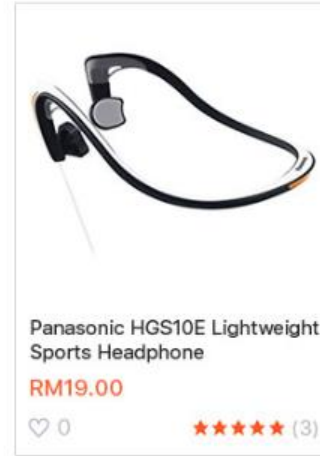
ATTRIBUTE / KEYWORD / BRAND SPAM

Follow these best practices to avoid spam

Attribute Spam

Enter only accurate product attributes for your listings

Examples of product attributes include brand name, model, warranty period etc.



Categories	Mobile & Gadgets > Audio > Headphones	✘
Brand	Panasonic Bose Apple	>
Model	Panasonic HGS10E Lightweight Sports Headphone New Black Cheap	
Categories	Mobile & Gadgets > Audio > Headphones	✔
Brand	Panasonic	>
Model	Panasonic HGS10E Lightweight Sports Headphone	

Avoid inaccurate product attribute input



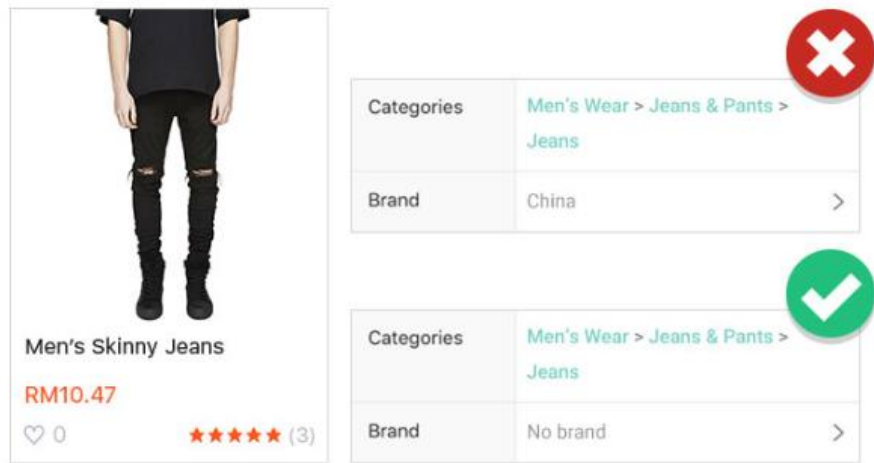
SELLER EDUCATION HUB

ATTRIBUTE / KEYWORD / BRAND SPAM

Follow these best practices to avoid spam

Attribute Spam

If your product does not have a brand, please select “No brand”



The image shows a product listing for "Men's Skinny Jeans" with a price of RM10.47 and 3 reviews. To the right, there are two panels showing attribute selection. The top panel, marked with a red 'X', shows "Categories" as "Men's Wear > Jeans & Pants > Jeans" and "Brand" as "China". The bottom panel, marked with a green checkmark, shows "Categories" as "Men's Wear > Jeans & Pants > Jeans" and "Brand" as "No brand".

Categories	Men's Wear > Jeans & Pants > Jeans
Brand	China >

Categories	Men's Wear > Jeans & Pants > Jeans
Brand	No brand >

Avoid inaccurate product attribute input



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ATTRIBUTE / KEYWORD / BRAND SPAM

SPAM

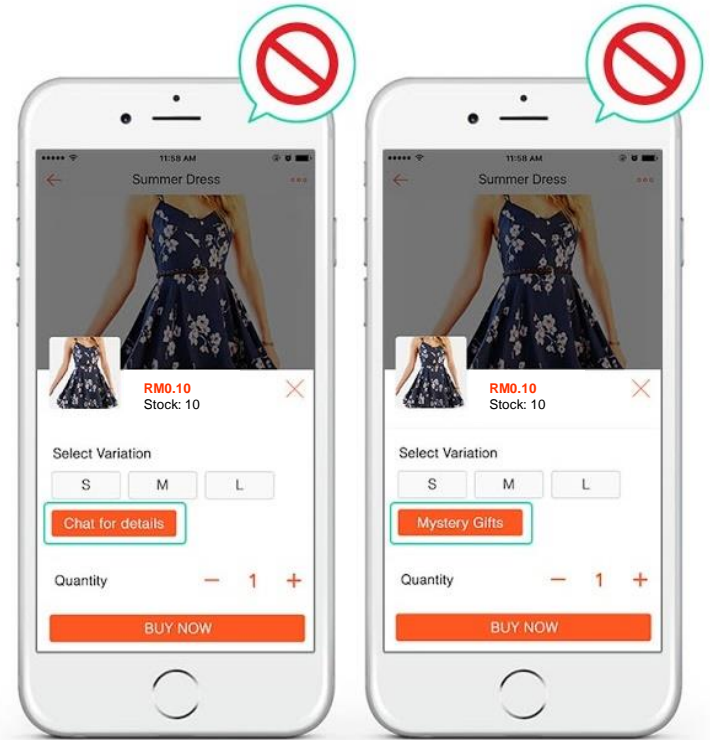
Price Spam

Price Spam

Price Spam (Misleading pricing) practices refers to the act of listing items at extremely low or high prices to get more views, but with no intention to sell the items at the listed price.

Sellers who list their products at extremely low (e.g. RM0.10) or high prices (e.g RM9,999) beyond the actual market value of the product will be identified and removed by the system.

Sellers who engage in misleading pricing practices will incur penalty points under Shopee's Seller Penalty System.



Listing products at extremely low prices with no intention to sell is not allowed



Price Spam

Add-on(s) should be included as part of an item's variation and should not be listed separately

The price reflected in your listing should include the price of your add-on(s). For example, if you are selling a powerbank package – powerbank (worth RM36.80) and a pouch bag (worth RM0.80). Your product listing should include the following variations:

- RM36.80 for smartphone
- RM37.60 for smartphone + phone case

To avoid misleading buyers, add-on(s) should not be listed separately.



Listing add-on(s) separately is not allowed



SPAM

Category Spam

Category Spam

Shopee discourages sellers from listing products in wrong categories. Categories and attributes help to increase the visibility of your product and to provide a better user experience for your buyers. Imagine a supermarket with different sections, you can find item more easily if it is put in the right section. By categorizing your items accurately, you can ensure that your product shows up at the right places.

Category spam are listings that have been placed in the wrong category.

Such behaviour contributes to:



1. Poor search results



2. Bad browsing experience for buyers

Accurate categories help to increase the visibility of your products and ensure that they show up in the right places.



Tips to seller: Category Spam

If your listing is flagged for spam, kindly review the flagged listing and select the correct categories for your product.

Here are some of the useful tips for your action.

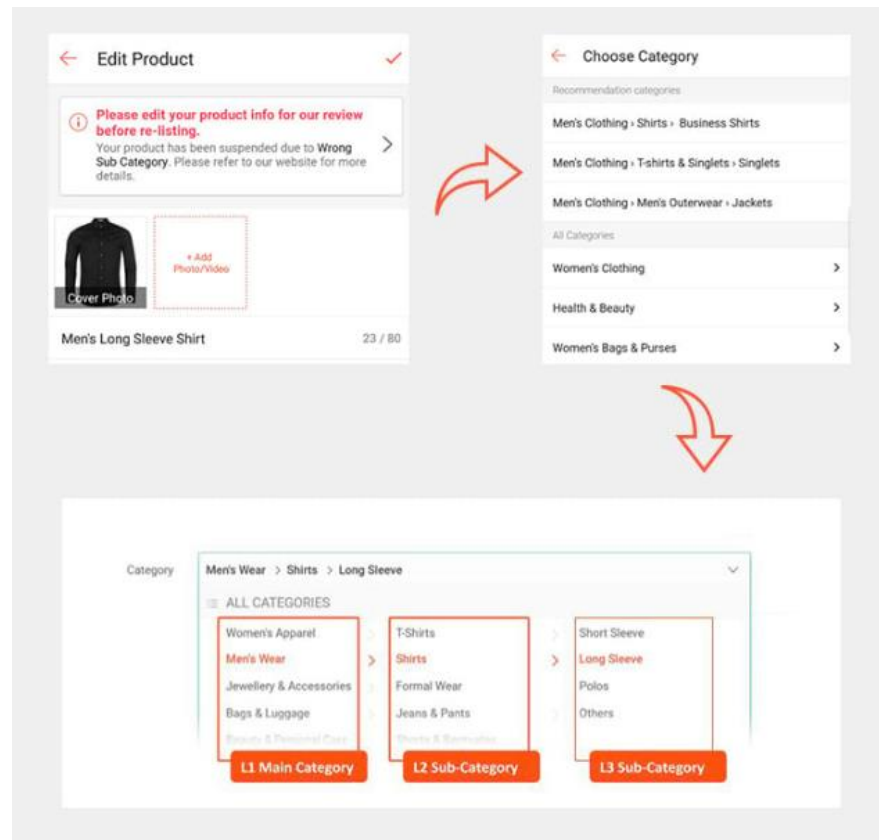
- Find the full Shopee categories list here: <https://seller.shopee.com.my/portal/categories>
- Locate the right category and sub-category that your item belongs to
- If your listing contains more than one item (eg. combo of phone and phone case), your listing should follow the category of the main item (i.e. phone)

You may refer to this page for more info:

<https://shopee.com.my/events3/code/2659227738/>



If you are unsure which category your item should be under, you can try searching for that type of item on Shopee, and see which category and sub-category it belongs to.



SPAM

Tips for seller: Spam

Tips for seller: Spam

You will be notified to edit your listing and remove all irrelevant and/or inaccurate information. After editing, you may re-submit your listing for review. Failure to edit your listing before re-submission may cause your listing to be deleted. You will also incur penalty points under the Seller Penalty Points system (Spam).

Every 5 Spam listings deleted will lead to 1 penalty point. The more violations a seller is flagged for, the more penalty points the seller will incur.

You may refer to these pages for more info.

- Duplicate Spam: <https://shopee.com.my/web/events3/code/2459038824/>
- Attribute/Brand/Keyword Spam: <https://shopee.com.my/events3/code/2600045937/>
- Category Spam: <https://shopee.com.my/events3/code/2659227738/>



SPAM

Junk / Vulgarities

Junk / Vulgarity

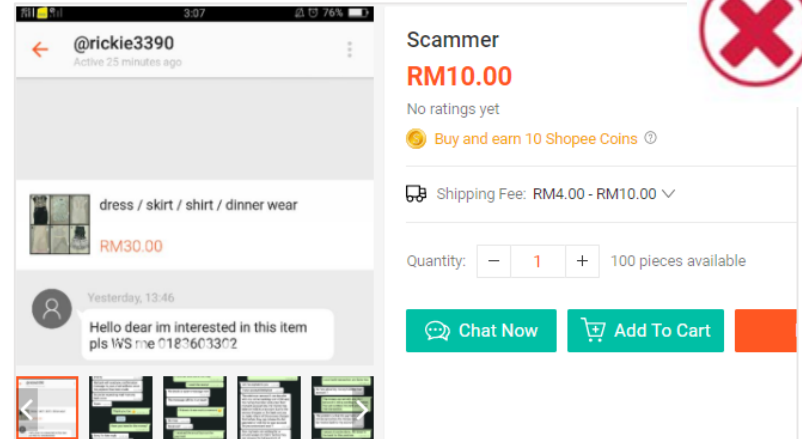
Listings are considered Junk/Vulgarity if they contain information below.

Junk

- Product image does not match with title/description
- Low quality / badly cropped / off focus image
- Listings not in Bahasa Malaysia / English / Chinese Language
- Gibberish content / dishonest review

Vulgarity

- Condemning / Defaming a company / brand / person
- Sexually explicit description
- Irrelevant use of vulgarities on product / description / image / title etc



Junk / Vulgarly

Junk

Your listing will be suspended if it is found to be Junk, and you will be notified to edit your listing. Kindly re-submit your listing with correct information/proper image in order to be live in marketplace again. Failure to edit your listing before re-submission may cause your listing to be deleted. **You will also incur penalty points under the Seller Penalty Points System (Spam).**

Vulgarly

Please do not list such listings that are strictly against Shopee's product listing rule. Listings that contain Vulgarly may cause your listing to be deleted. **You will also incur penalty points under the Seller Penalty Points System (Spam).**





Thank you

Learn more about best practices for selling on Shopee on Seller Education Hub:

<https://seller.shopee.com.my/help/start>