



LISTING VIOLATION GUIDE

SELLER ONBOARDING

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WHAT ARE LISTING VIOLATIONS?

What are listing violations?

Prohibited Listing

Prohibited Listing:

To sell certain products that do not comply with Shopee's policy

Advertisement:

To advertise other sales channels in the listing details

Switched Listing:

To edit existing listing to sell different items from the original listing

Misleading Discount:

To exaggerate discounts by increasing the price before the promotion

Counterfeit

IP Infringement:

To sell products containing registered trademark without authorisation from the trademark owner

Counterfeit:

To sell products that imitate existing brands

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

Attribute Spam:

To input an incorrect attribute value



What happens if I commit listing violations?

Listings that are found to violate listing guidelines will be either suspended or deleted.

Listings deleted under the aforementioned violations will incur penalty points under Seller Penalty System. You can visit this **slide 4** to learn more about Seller Penalty System.

Sellers who have accumulated a high number of penalty points for listing violations will also have their listing quota temporarily capped for 28 days. After 28 days, their listing quota will be reset back to default according to seller type. You can visit **slide 5 and 6** to learn more about listing quota.



Seller Penalty Points System

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.



Prohibited listings / advertisements
(last 7 days)

1 Point /
2 Points

IP infringement and counterfeit
(last 7 days)

1 Point /
2 Points

Listing spam (e.g. keyword/price spam, duplicate listings)
(last 7 days)

1 Point /
2 Points

Sellers with a **high number** of violated listings will be subject to 2 penalty points



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

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



Listing Quota by Seller Type

Every Tuesday, Shopee will categorize sellers based on their profile to a specific seller tier. Based on their seller tier, sellers will be subjected to listing quota as follows:

| Seller Tier | Criteria | Listing Quota |
|-------------------|---|---------------|
| New Shops | Joined Shopee less than 30 days OR have less than 5 completed unique orders | 1,000 |
| Medium Shops | Joined Shopee at least 30 days AND have between 5 to 100 completed unique orders | 3,000 |
| Experienced Shops | Joined Shopee at least 30 days AND have more than 100 completed unique orders | 5,000 |
| Preferred Sellers | Sellers who are awarded Preferred status due to strong performance | 10,000 |
| Official Shops | Official Shops | 20,000 |

Unique orders refers to orders from different buyers



Listing Quota for Sellers with listing violations

Listing quota 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 quota will be reset to your default listing quota according to seller type.

| Criteria | Listing Quota |
|---|---------------|
| 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”. After 28 days, seller can re-list these 800 listings.



WHAT ARE THE PROHIBITED ITEMS?

What kind of items are prohibited?

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.

You may find our policy on prohibited and restricted items at:

Singapore: <https://shopee.sg/docs/110>

Please visit the policy regularly for updates.

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

EXAMPLES OF PROHIBITED ITEMS



Services



Drugs



Medicine

*Unless approved by Shopee



Alcohol

*Unless approved by Shopee



Stocks



Stolen goods



Prohibited food



Weapons



Cigarettes



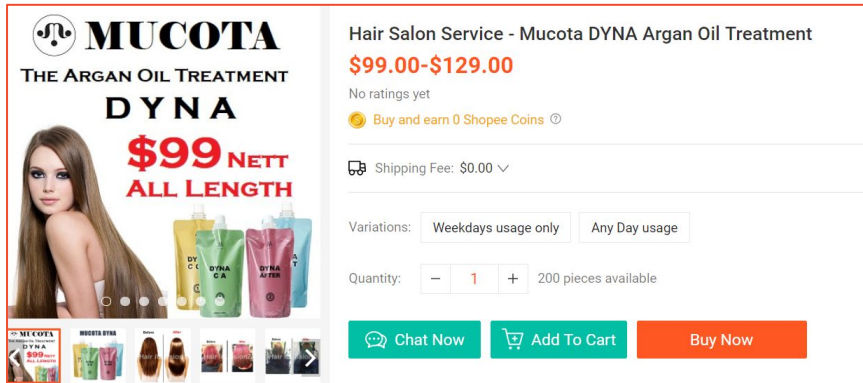
Wildlife products



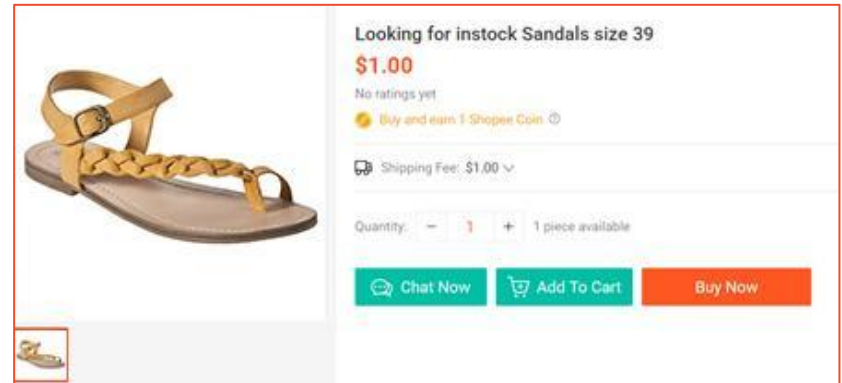
Is listing advertisement allowed on Shopee?

Listing advertisement 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.



Advertising for service / company



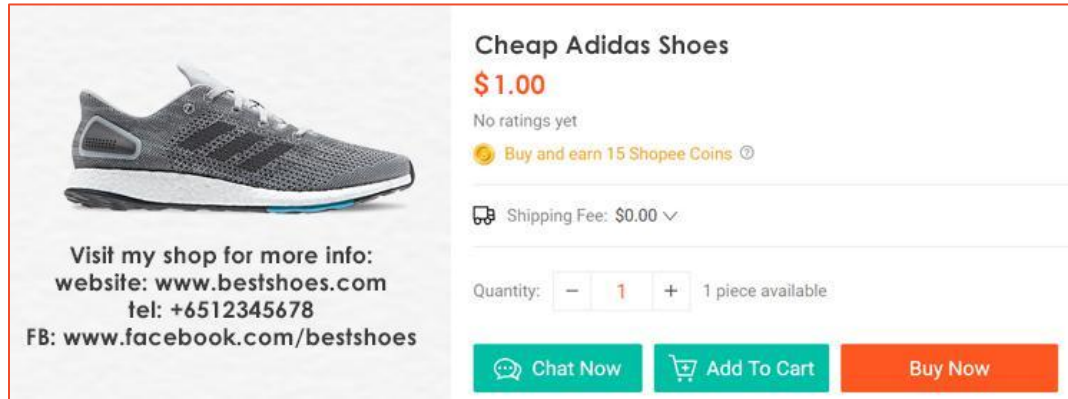
Looking for in-stock / sponsorship / job listing



Is listing advertisement allowed on Shopee?

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.

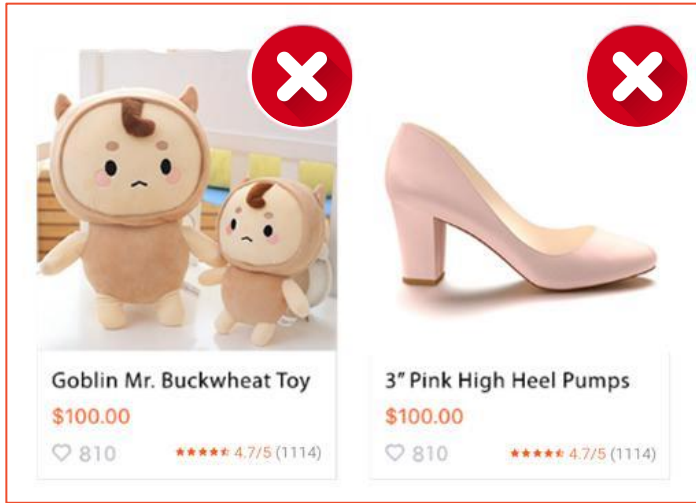
Sellers who list any form of advertisements will incur penalty points under Shopee's Seller Penalty System.



Advertising for transactions outside of Shopee



What is a switched listing?



Listing selling a toy

Same listing switched to sell shoes

Switching items on a listing to maintain your sold count or reviews is misleading to buyers and **NOT** allowed.

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

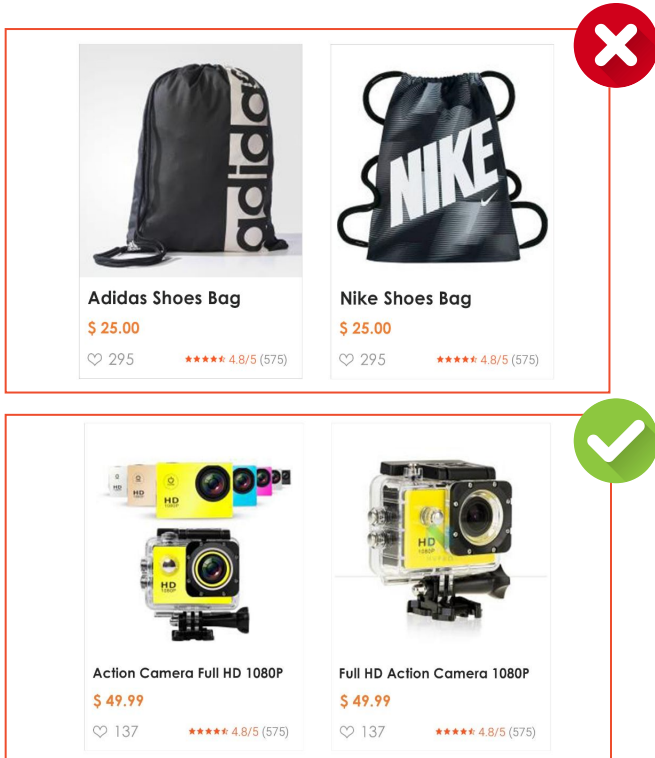
All switched listings are **strictly prohibited and will be deleted**. Reviews may also be removed from your shop.

If you want to sell a new product and no longer wish to sell an existing product, please delete the existing product and create another listing for the new product.

Sellers with switched listings will incur penalty points under Shopee's Seller Penalty System. Repeat offenders may have their account frozen.



How are switched listings identified?



To identify and assess if there are 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 categorised 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.



FAQ: Switched listings

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

A: Yes, modifying the colour 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.



What is misleading discount?

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

Such price manipulation is not allowed on Shopee. It creates a **false impression** of the discount. 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.

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



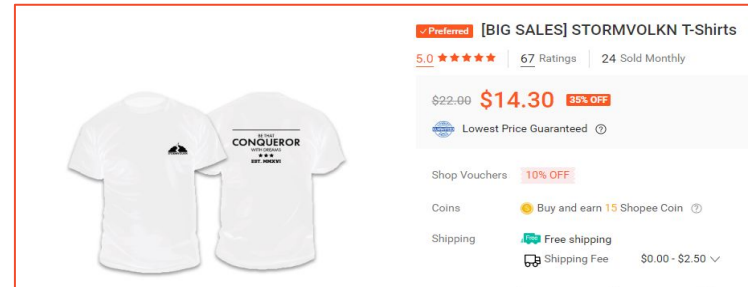
How is misleading discount identified?

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

- Historical price change log
- Promotional price



Historical price change log



Promotional price



WHAT ARE COUNTERFEIT LISTINGS?

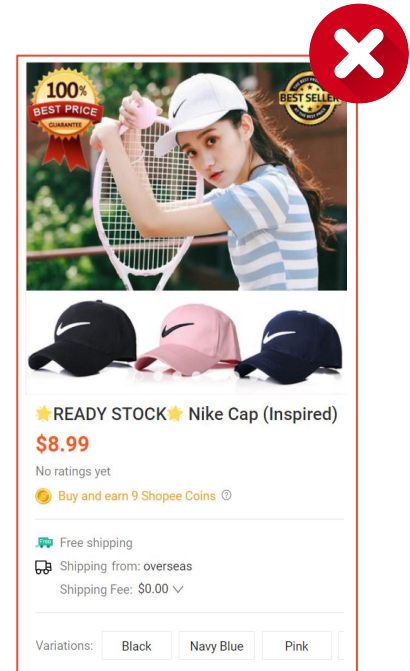
What are counterfeit listings?

Sellers should only list authentic products. The sale of counterfeit items is strictly prohibited and such items 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 authorisation of the trademark owner
- Products that bear similarities with other products (e.g. a replica of a branded item with or without altered logos) without the authorisation of the trademark owner

Sellers with counterfeit listings will incur penalty points under Shopee's Seller Penalty System. Repeat offenders may have their account frozen.



Products with unauthorised usage of registered trademarks (e.g. Nike logo) are not allowed.



WHAT ARE SPAM 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 buyers by preventing 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. Repeat offenders may have their account 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 clearly differentiated
- List items with variations such as size and colour in one listing (not multiple listings)

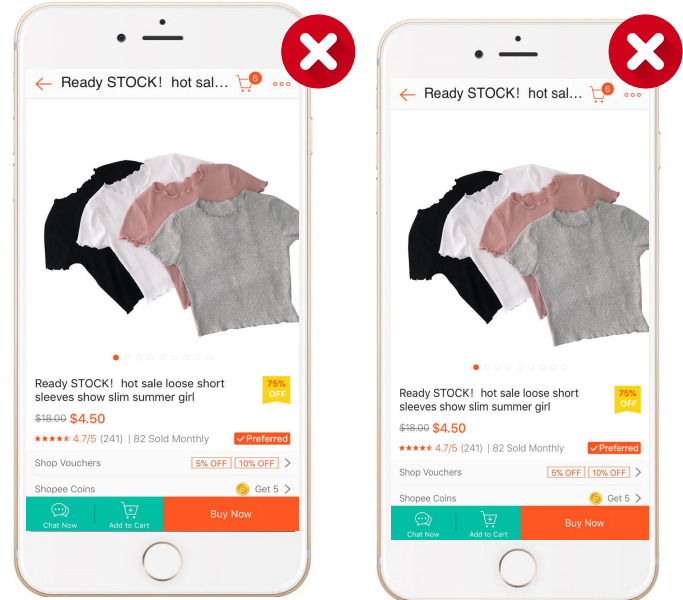


Which listings are considered duplicates?

Listings of one 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.

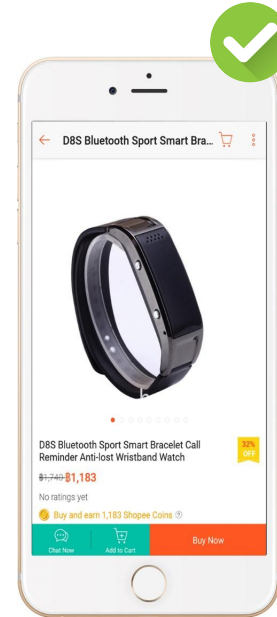


Which listings are considered duplicates?

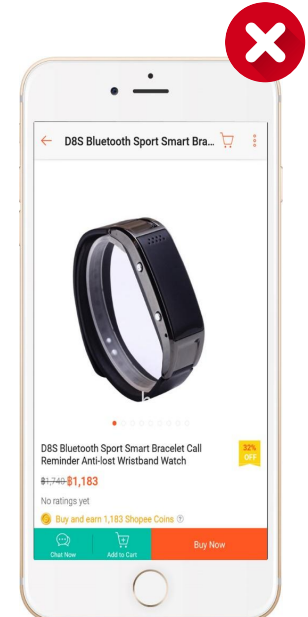
Listings of an item under different categories

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

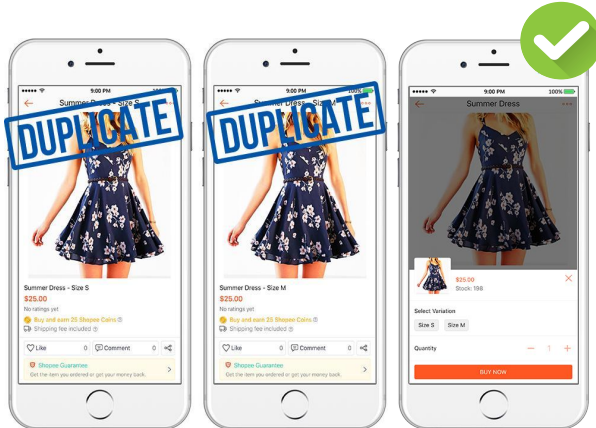
Put your item in the most appropriate category. In this case, a smart watch should be categorised under Mobile & Gadgets.



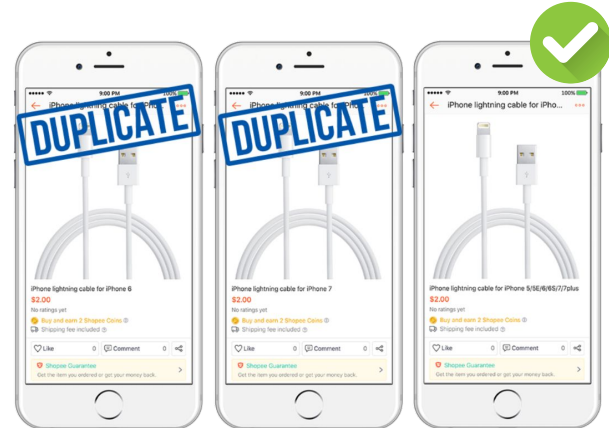
Which listings are considered duplicates?

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 with variations such as size or colour.



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

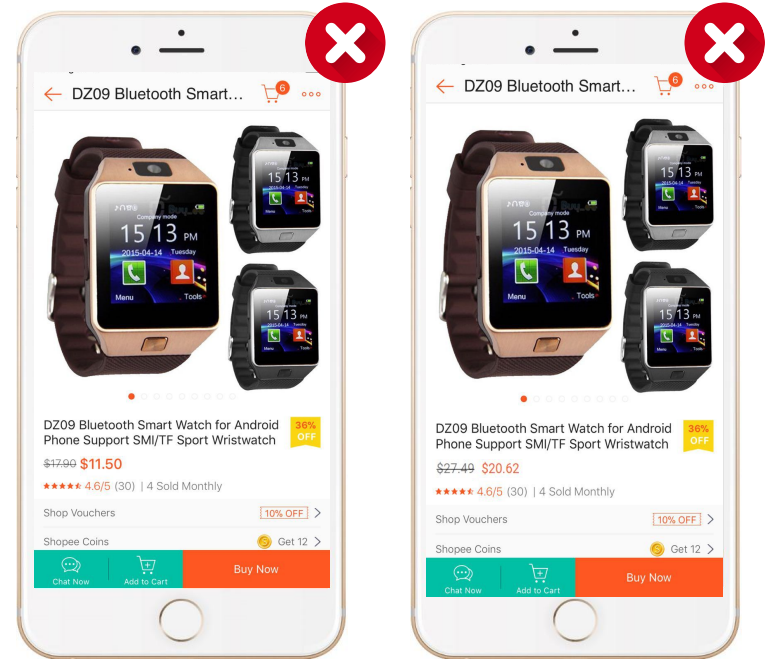


Which listings are considered duplicates?

Same items listed under different prices

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

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



Do **NOT** create separate listings for the same item at different price points.



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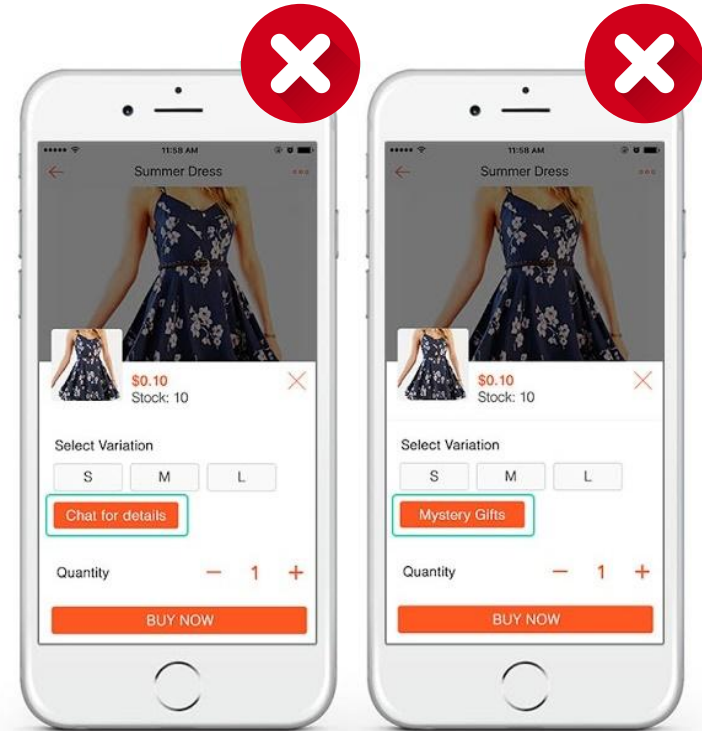
WHAT ARE SPAM LISTINGS?

What is price spam?

Price spam refers to the act of listing items at extremely low or extremely 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. \$0.10) or extremely high prices (e.g \$9,999) beyond the actual market value of the product will be identified and removed by the system.

Sellers who engage in price spam will incur penalty points under Shopee's Seller Penalty System.



Listing products at extremely low prices with no intention to sell at that price is **NOT** allowed.

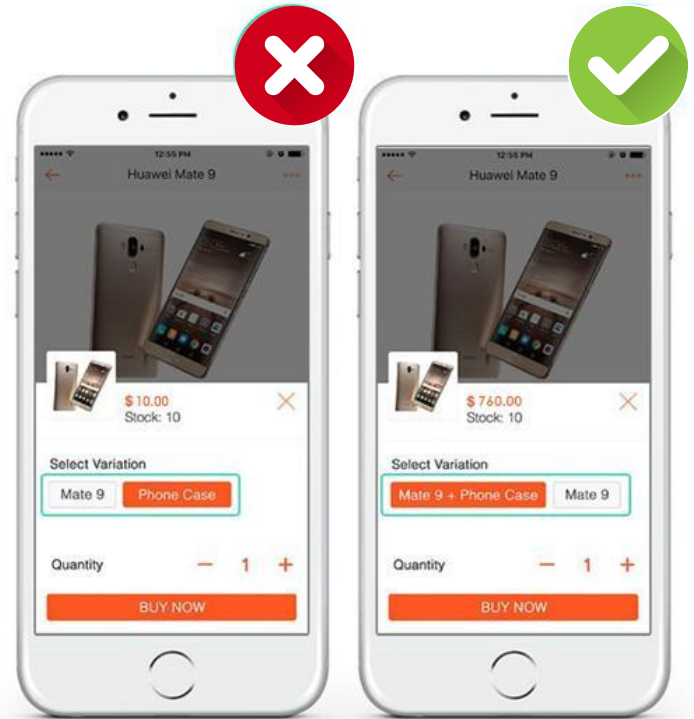


What is price spam?

To avoid misleading buyers, 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 smartphone package - smartphone (worth \$750) and a phone case (worth \$10) - your product listing should include the following variations:

- \$750 for smartphone
- \$760 for smartphone + phone case



Listing add-on(s) separately is **NOT** allowed.



What is keyword spam?

Keyword spam refers to the use of irrelevant search terms in your product title.

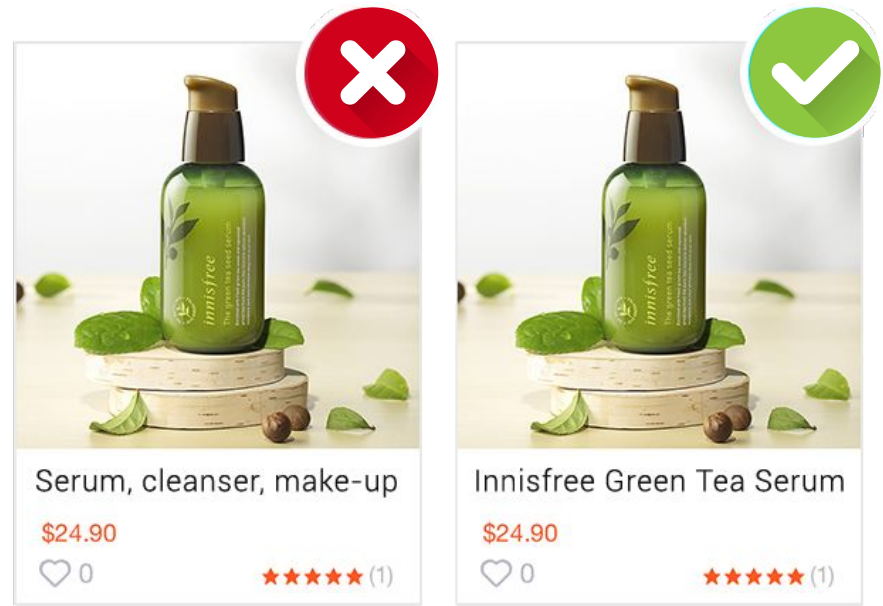
Sellers will incur penalty points under Shopee's Seller Penalty System for keyword spamming.

The 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.



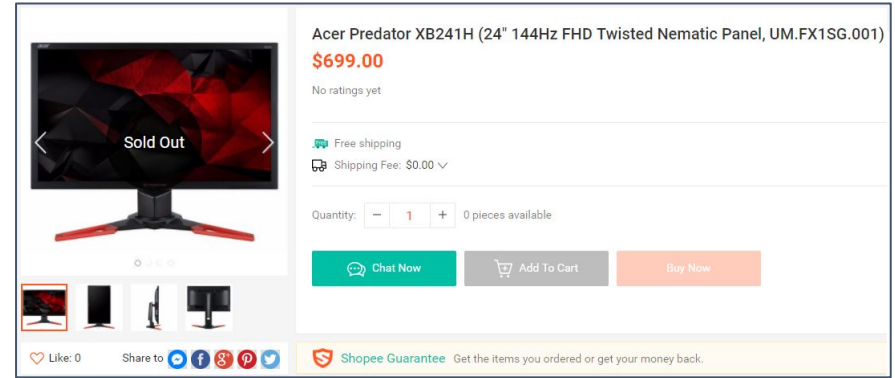
What is attribute spam?

Attribute spam refers to the use of incorrect information in your product attributes.

For example, the product is “Acer monitor” but the seller listed the brand attribute as “ASUS”

As a result, he will receive a notification and his listing will be banned.

The seller has to change to the correct attribute (“Acer”) and re-upload a listing again



Item is still in circulation or available unless otherwise marked as "Sold".

| | |
|---------------------|---|
| Category: | Computers & Peripherals > Computer Peripherals > Monitors |
| Brand: | ASUS |
| Model: | XB241H |
| Display Size: | 15.6" |
| Display Resolution: | 1024 X 768 |
| Video Standards: | HD |
| Response Time: | 1ms |
| Panel Type: | AHVA |
| Warranty Period: | 12 Months |

Ensure that attribute information correctly describes the product.



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WHAT ARE SPAM LISTINGS?

PRE-ORDER LISTINGS

What are pre-order listings?

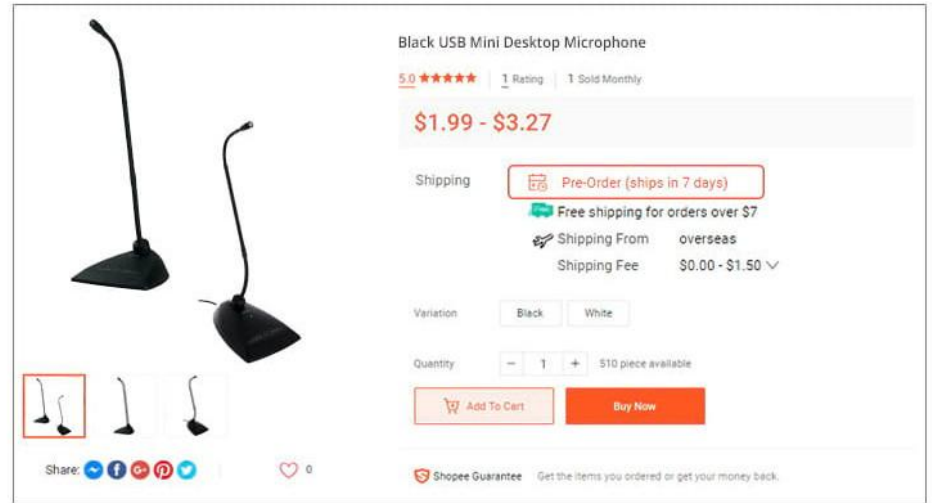
Pre-order listing is a listing which has days-to-ship (DTS) longer than default DTS of **2 days**.

Official Shops and Preferred Seller Shops

- Pre-order listing is one of the criterias used to qualify stores as OS/PS
- For sellers who can't meet Shopee's standard regarding pre-order listings, they might not be eligible to maintain their OS/PS status

Other Shops

- For sellers who can't meet Shopee standard regarding pre-order listings, he will have his listing quota reduced



What happens if my Pre-order listings exceeds the target?

% Pre-order listing is calculated by Shopee everyday and is shown on My Performance dashboard in Seller Centre. Sellers are required to meet the target of **<10% pre-order listings**. If a seller's pre-order listings % is more than the target, listing limit will be reduced to 500.

| Listing Violations | | | | |
|------------------------------|---------|--------|-----------|------------|
| | My Shop | Target | Last week | Last month |
| Severe Listing Violations | | | | |
| Prohibited Listing | 0 | 0 | 0 | 0 |
| Counterfeit/ IP infringement | 0 | 0 | 0 | 0 |
| Spam Listing | 0 | 0 | 0 | 0 |
| % of pre-order listing | 5% | < 10% | 0% | - |
| Other Listing Violations | 9 | 0 | 1 | 19 |

| VIOLATION(S) | LISTING LIMITATION | LISTING LIMITATION PERIOD |
|------------------------------|--|---|
| Exceeded % Pre-Order Listing | Listing limit temporarily reduced to 500 | Until % Pre-Order Listing is reduced to Shopee target |

If seller has more listings than their listing limit, their listings with zero sold count followed by oldest will be deprioritized to be hidden from search and their shop page.



TIPS FOR SELLERS

How do I avoid listing violations?

Follow these tips to 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.sg/legaldoc/policies>
- **Check our prohibited item policy regularly.** Shopee may update the policy from time to time. Our policy on prohibited items can be found at: <https://shopee.sg/docs/110>





Thank you