

The Amazon Enforcement Triage Sheet

Sort the notice first, then act. Works for any category. Windows as of September 2026.



DROP EVERYTHING Account-level or the clock is under 3 days. Today, before anything else.

WHAT AMAZON SENT	WINDOW	FIRST MOVE
Section 3 account deactivation	Up to 30 days notice before termination; can be immediate	Read the notice literally. One root-cause plan of action, with verifiable invoices.
Critical-severity violation (counterfeit, review manipulation, safety law)	3 days* to resolve before deactivation	Pull the ASIN, gather proof or a retraction, appeal the same day.
Account Health Assurance outreach	72 hours* to be reached and agree a fix	Answer the call. Keep your emergency contact current.
Account Health Rating at 99 or below	Every violation counts for 180 days	Appeal the highest-point cards first. Fix, do not narrate.
Identity or INFORM Act verification hold	Proof of address 90 days old at most; review 2 to 3 business days*	Upload originals, not screenshots, matching Seller Central exactly.
Counterfeit complaint from a rights owner	No stated window; Section 3-prone	Get the rights owner retraction. Attach full supply-chain invoices.
Suspected inauthentic (invoice request)	Invoices 365 days old at most; expect 72 hours* in supply-chain audits	Send invoices covering units sold. Plan of action on the sourcing gap.
Utility patent complaint routed to APEX	3 weeks to choose; \$4,000 deposit; decision within 7 weeks	Pick evaluation, settle, or sue. Build the claim chart.
Product safety complaint with recall or injury	Appeal reviewed in about 3 days	Pull the lot. Attach the lab report and removal-order IDs.
Price gouging on essentials	Immediate suppression; account-level on repeat*	Drop the price now, then appeal with cost invoices.
Order defect rate at 1% or above	60-day window; plan of action may be requested within 48 hours*	Fix operations first. Buy Box returns 24 to 48 hours after recovery.
Dropshipping policy or review manipulation, account-level	No fixed window; 8 to 25 days* to reinstatement	Kill inserts and third-party identifiers. Supplier contract plus invoices.

FIX THIS WEEK Listing-level or a dated window. Schedule it, then clear it.

WHAT AMAZON SENT	WINDOW	FIRST MOVE
Account Health Rating 100 to 199 (At Risk)	180-day lookback; a third repeat in 180 days can zero the score*	Appeal the highest-point cards first. Change the process, then say so.
Received IP complaint (trademark, copyright, design)	No deadline; the strike stays on your rating for 180 days	Remove the element, then get a retraction. Draft it for them.
Supplement cGMP / third-party testing request	90 days from outreach to start with an approved lab; testing about 30 days	Book NSF, USP, BSCG, GRMA, Informed, or Clean Label Project now.
Manage Your Compliance document request	Due date shown per request in the dashboard	Upload an ISO 17025 COA that matches the Supplement Facts panel.
Listing policy violation (prohibited or disease claims, keywords)	Appeal reviewed in 3 to 5 business days; titles capped at 75 characters	Edit the live listing first, then submit the appeal.
Restricted or gated product removal	Approval review 1 to 4 weeks*; reapply cooldown 30 to 90 days*	Apply to sell with invoices and the category certificate.
Used sold as new, not as described, condition	About 17 days* before escalation	Remove at-risk units, end commingling, submit dated evidence.
Fair pricing or list price violation	Featured Offer returns 24 to 48 hours after the fix, up to 7 days*	Reprice within the external reference. Delete stale list prices.
Late shipment 4%, cancellation 2.5%, valid tracking 95%	10/30-day, 7-day, and 30-day windows	Fix operations. Metrics recover on their own window.
Handling-time accuracy flag	30 days to correct the affected SKUs	Set handling time to your actual ship speed.
FDA structure/function claim notification (supplements)	Within 30 days of first marketing the claim	File the notification. Keep the substantiation on file.
FTC substantiation (any health claim)	Evidence must exist before the ad runs; there is no filing	Get competent and reliable scientific evidence on file now.

WINDOWS WORTH MEMORIZING

72 hours	Account Health Assurance window; critical violations	90 days	supplement testing window; proof-of-address freshness
180 days	how long any violation drags on your rating	30 days	Section 3 notice; FDA notification; SAFE-T; handling time
200 / 100	Account Health Rating healthy floor / unhealthy ceiling	365 days	maximum invoice age for authenticity appeals
1% · 4% · 2.5% · 95%	ODR · late shipment · cancellation · valid tracking		

The question is not "are we compliant." It is "how many days would it take us to find out we are not."

* Practitioner consensus, not a number Amazon publishes. Everything else is from Amazon program terms, FDA (21 CFR 101.93), or FTC guidance as of September 2026; Amazon changes these, so verify against your own notice. Not legal advice. Verid8 scans Amazon supplement listings against the 2026 rules: verid8.com