



DMA Enforcement Workshops Amazon

Brussels, 23 June 2025

Agenda

9:00-9:30	Registration/coffee
9:30-9:40	Introductory remarks by the Commission
Update on first year of DMA compliance	
9:40-9:55	Presentation by the Commission on the regulatory dialogue with Amazon
9:55-10:45	<p>Presentation by Amazon on the main evolution and effects of the compliance measures</p> <ol style="list-style-type: none">1. Data portability and data access2. Advertising transparency3. Design of Amazon Store interface and ranking solutions4. Pricing policies and mechanisms applied by Amazon Store5. Engagement with third parties on compliance
10:45-11:15	Q&A on the presentation and open discussion

Agenda

11:15-11:45	Coffee break
Amazon's new services and their compliance with the DMA	
11:45-12:00	Presentation by Amazon on the main developments integration of AI solutions and roll-out
12:00-12:45	Q&A on the presentation and open discussion
Other topics and conclusion	
12:45-13:00	Q&A on any other topics related to DMA compliance
13:00	Lunch



Introductory remarks by the Commission

Digital Markets Act (DMA)

[Home](#) [About](#) [Legislation](#) [Gatekeepers](#) [Latest news](#) [Cases](#) [Whistleblower Tool](#) [Consultations](#) [Events](#) [Questions and Answers](#)[Home](#) > [Case search](#) > [Gatekeepers](#) > [Compliance reports](#)

Compliance reports



Gatekeepers need to comply with the obligations laid down in Articles 5, 6 and 7 DMA within 6 months after their designation. Within the same deadline, they need to provide the Commission with a report describing in a detailed and transparent manner the measures they have implemented to ensure compliance with these obligations, and to publish a non-confidential summary of such reports. Both the report and the non-confidential summary must be updated at least annually. The Commission makes a link to these summaries available on its website under Article 11 DMA.

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[Alphabet Inc.](#)
[Amazon.com, Inc.](#)
[Apple Inc.](#)
[Booking Holdings Inc](#)
[ByteDance Ltd.](#)
[Meta Platforms, Inc.](#)
[MICROSOFT CORPORATION](#)

Alphabet Inc.

[Compliance report](#)

Amazon.com, Inc.

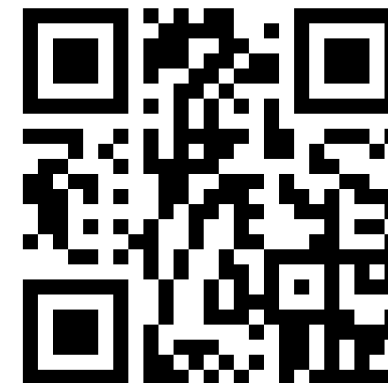
[Compliance report](#)

Apple Inc.

[Compliance report - 1 November 2024](#)[Compliance report - 7 March 2024](#)[Compliance report - 7 March 2025](#)

Link to the DMA compliance reports: <https://digital-markets-act-cases.ec.europa.eu/reports/compliance-reports>

Scan to reach the
gatekeeper's
compliance
reports



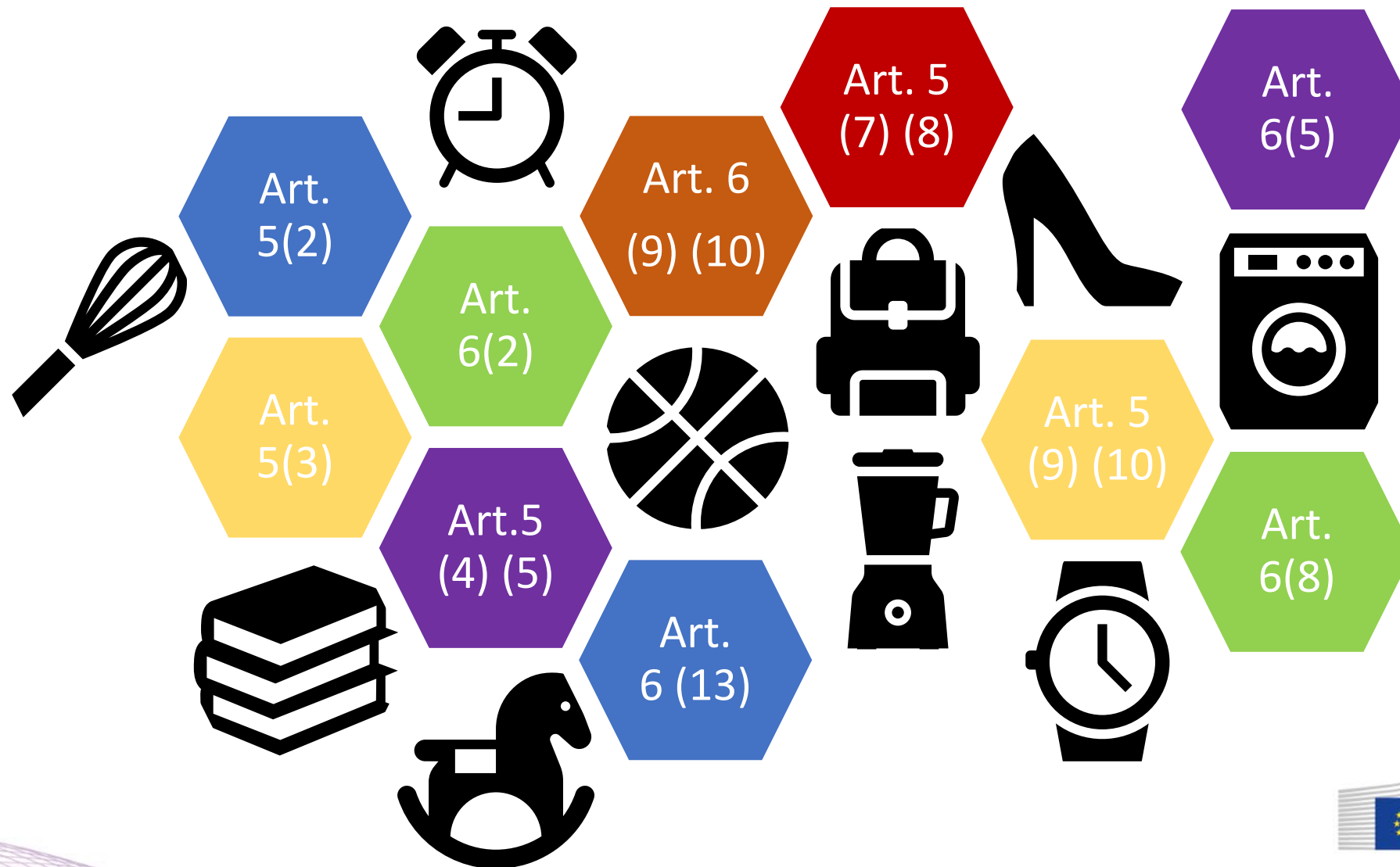


Presentation by the Commission on the ongoing regulatory dialogue

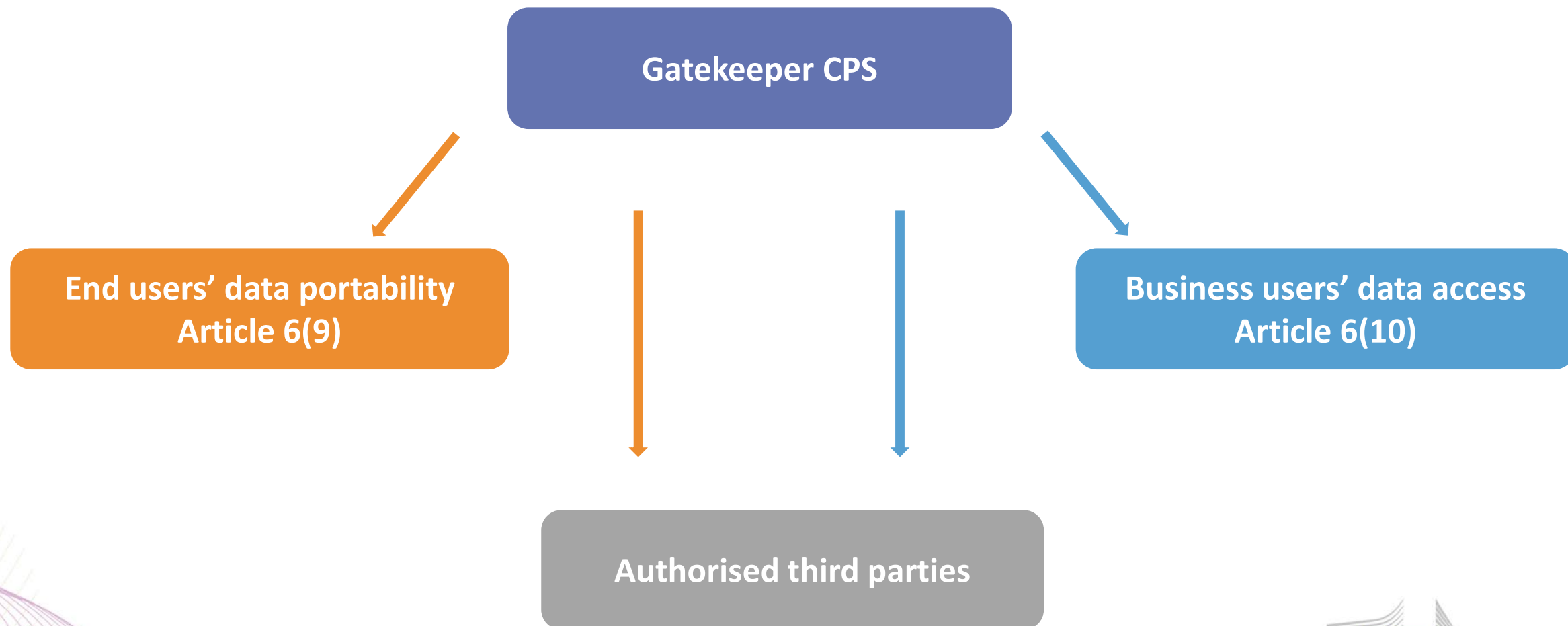
Timeline



Applicable DMA provisions



Art. 6(9) and (10): Data portability (1/2)



Art. 6(9) and (10): Data portability (2/2)

Scope and granularity of
available datasets

Transparency of the tools

Dedicated process allowing to
request additional data outside
Amazon's tools

6(9): Validation process for
authorised 3Ps to connect to the API

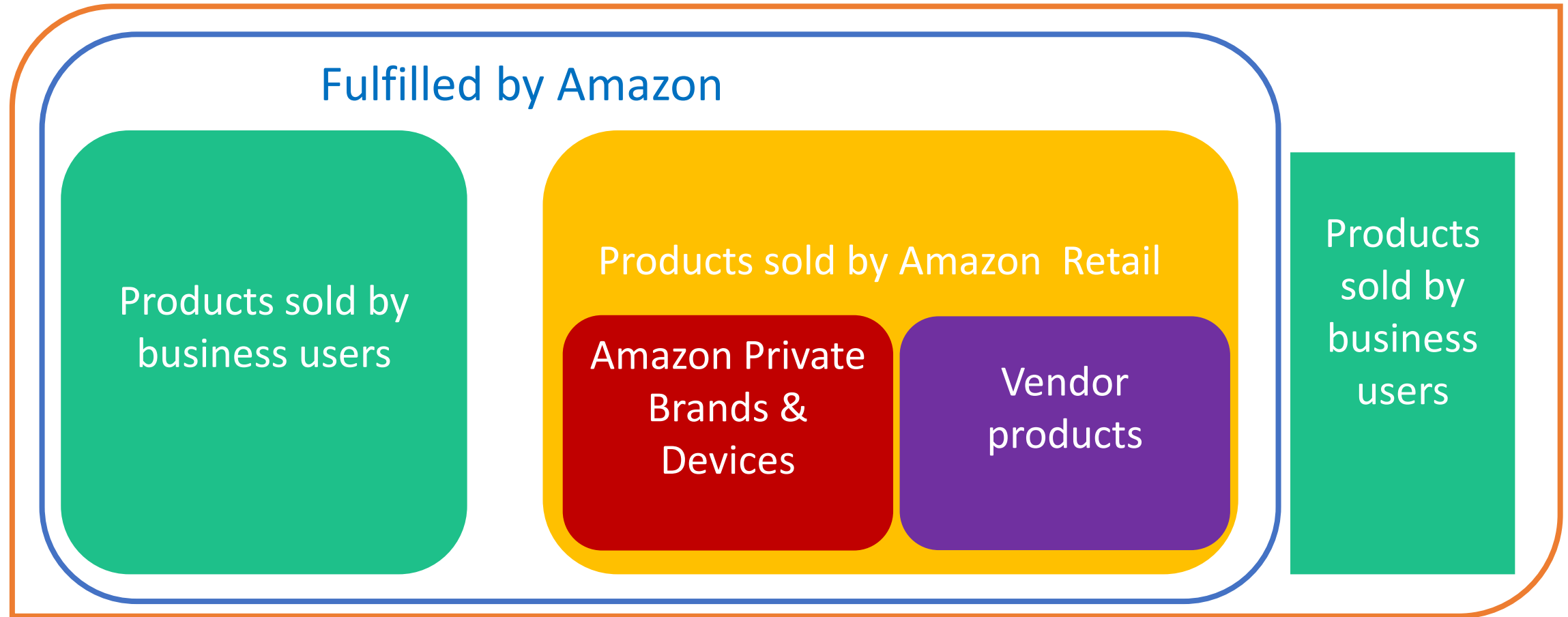
Art. 5(9) and (10): Ad transparency

Publishers:
How much did I get?
How much did
advertisers pay?



Advertiser:
How much did I pay?
How much did publishers
get?

Art. 6(5) DMA: Ban on self-preferencing

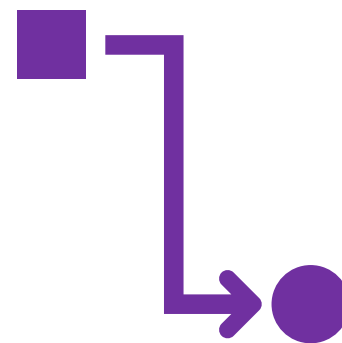


Amazon Store

Art. 5(3) DMA: Parity ban

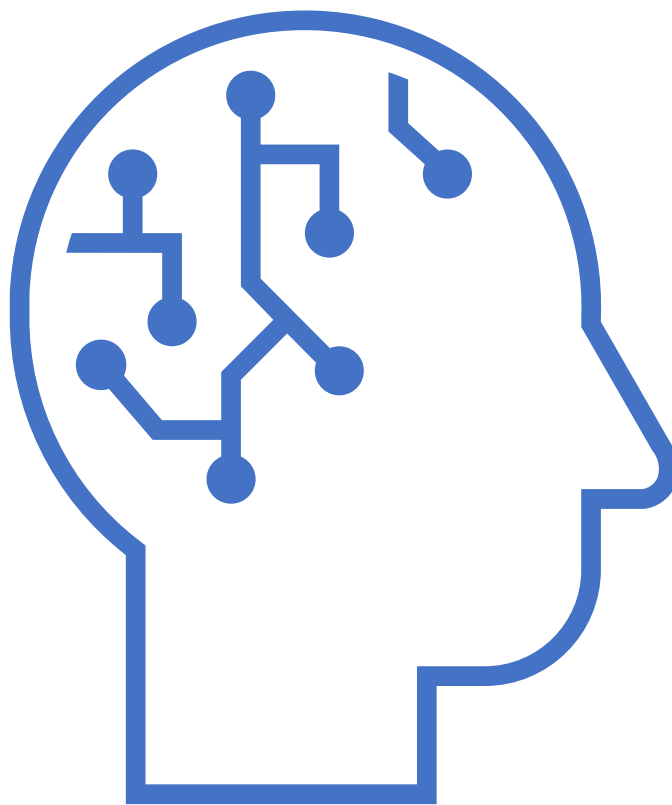


Parity clauses



Measures with equivalent effects to parity

AI is around the corner



Thank you!

... and keep in touch:

EC-DMA@ec.europa.eu

Rules of engagement I

- No reference to ongoing or past proceedings
- No attacks – questions should remain polite and constructive
- The Commission will moderate the discussions. Its role will be to steer the discussion
- The Commission will not provide legal interpretations / take any positions
- No sharing of business sensitive information
- Goal is to hear stakeholders' feedback on the concrete compliance solutions
- We may not be able to take all comments and questions. Any observations can be sent to EC-DMA@ec.europa.eu

Rules of engagement II

- Always state your **name and organisation** (in room and via **slido**)
- Questions and comments should be
 - **clear and short = 2 min max,**
 - **relevant and on-topic of the specific DMA obligation,**
 - **constructive.**
- **One question or comment per intervention**

slido

Online questions and comments via:

<https://app.sli.do/event/nzgN3zeU4Hk4BUcGYLL223>

Password: 6190708

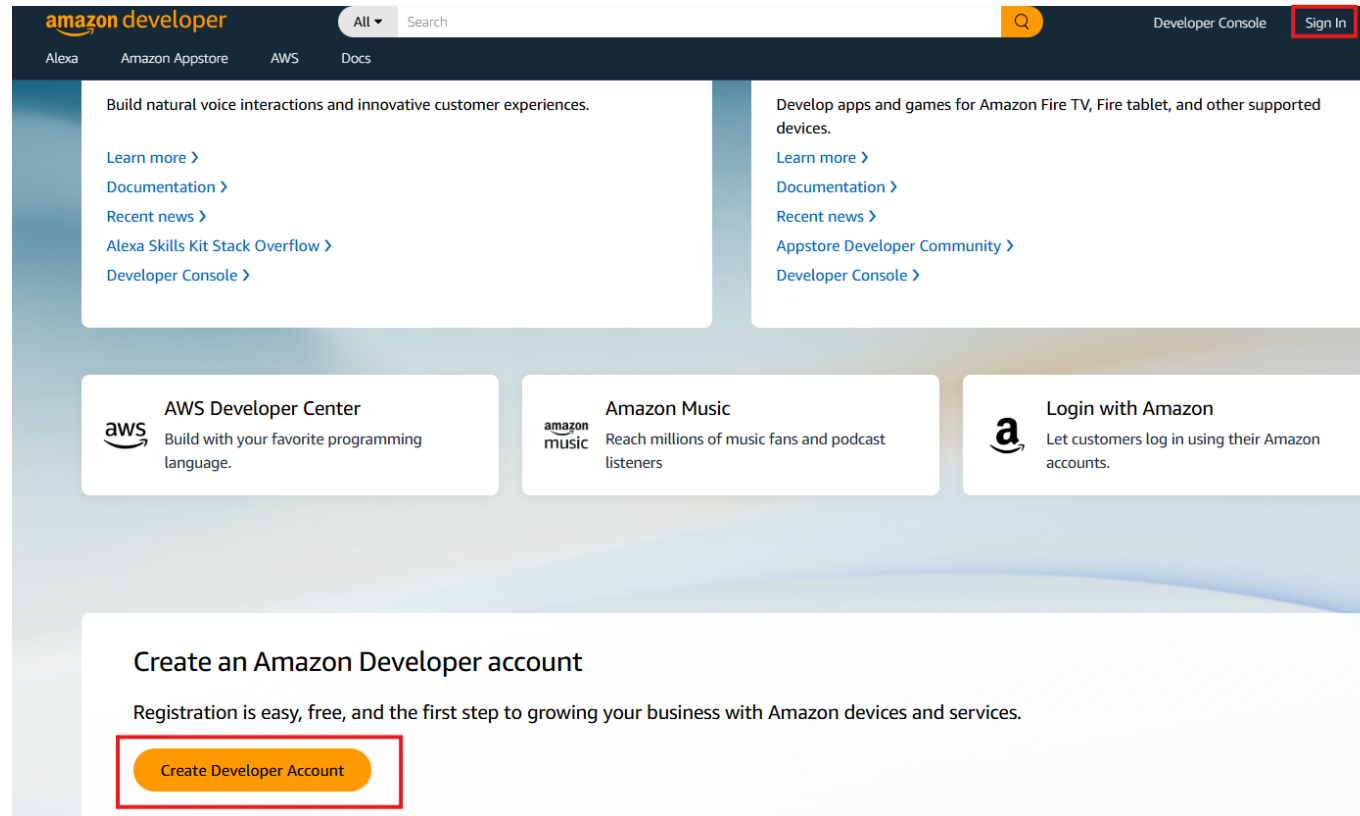


Presentation by Amazon on the main evolution and effects of the compliance measures

Data portability and data access

Articles 6(9) and 6(10)

Registering as an Amazon Developer account (Article 6(9))



Amazon Data Portability (Article 6(9))



Contact Us

You have reached the developer support channel for Amazon technologies. If you have a general consumer inquiry or need help setting up an Amazon device, please [contact Amazon Customer Support](#).

You can also reach out to the Amazon developer community for help or feedback on developer related topics by [posting questions on the appropriate forum space](#).

amazon developer

Company Name

Third Party

Name

Test

Category

Amazon Data Portability

Topic

Identity & Security Assessment

Message

Please fill up the below detail(s) and attach the required documents:

Type of information needed (as detailed in <https://developer.amazon.com/docs/amazon-data-portability/available-scopes.html>)
* Category 1 [Yes]
* Category 2 [Yes]

E-Mail Address: third-party-name@outlook.com
Company Name: Third Party
Company Address: 2121 7th Ave, Seattle 98121
Name of the business owner or legal representative: Legal Name
Attach Business License

You will need to fill in the template to proceed

Attach a file

Choose File No File Chosen

Maximum file size is 5MB. Supported formats: [pdf, jpg, png, jpeg, doc, docx, txt, xls,xlsx, csv]



Request for additional data (Article 6(9))

Contact Us

You have reached the developer support channel for Amazon technologies. If you have a general consumer inquiry or need help setting up an Amazon device, please [contact Amazon Customer Support](#).

You can also reach out to the Amazon developer community for help or feedback on developer related topics by [posting questions on the appropriate forum space](#).

Company Name

Default User

Name

[Redacted]

Category

Amazon Data Portability

- Technical Issues
- Identity & Security Assessment
- Allowlisting & Integration Updates
- ✓ Feedback & Feature Requests

Message

Please fill up the below detail(s):

Email Address:

Description:

Use-case for feature/feedback:

Size of opportunity for feature:

You will need to fill in the template to proceed

Attach a file

Choose File

No File Chosen


Maximum file size is 5MB. Supported formats: [pdf, jpg, png, jpeg, doc, docx, txt, xls,xlsx, csv]



Cancel

Send

End User Data Access Report – Step 1 (Article 6(10))

 seller central

Sign in

Email or mobile phone number

Continue

By continuing, you agree to Amazon's [Conditions of Use & Sale](#). Please see our [Privacy Notice](#), our [Cookies Notice](#) and our [Interest-Based Ads Notice](#).

Cancel

▼ [Need help?](#)

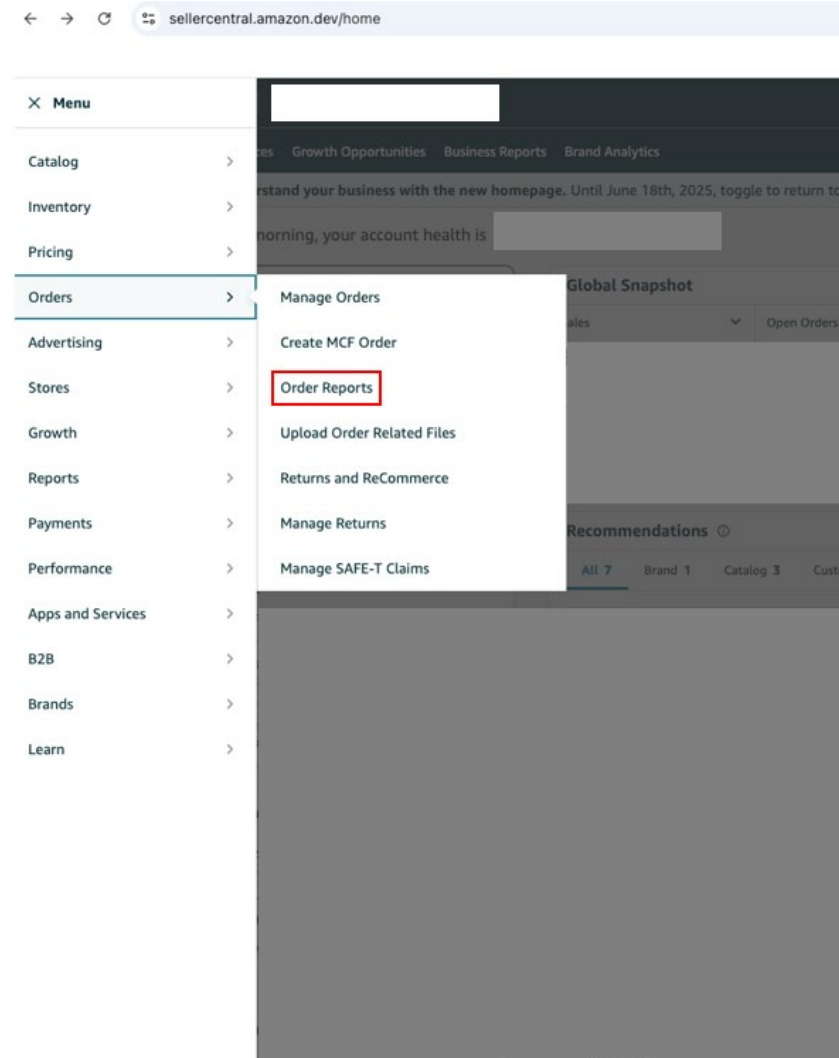
— New to Amazon? —

Create your Amazon account

End User Data Access Report – Step 2 (Article 6(10))

The screenshot displays the Amazon Seller Central interface. At the top, the header includes the 'amazon seller central europe' logo, a search bar, and navigation links for 'Add Products', 'Explore Services', 'Growth Opportunities', 'Business Reports', and 'Brand Analytics'. A notification banner states: 'We're making it easier to understand your business with the new home page. Until 18 June 2025, you can toggle to return to the old experience. Please leave feedback here.' Below this, a greeting reads 'Good morning, your account health is' followed by 'Launch tour' and 'Learn more' buttons. The main content area is divided into two sections. On the left, the 'Actions' sidebar (indicated by a red box in the original image) lists tasks: 'Ship orders', 'Review open returns', 'Buyer Messages', 'Pending cancellation requests', 'Review listings with detail page removed' (with a 'Quick action' button), and 'Review listings that need approvals'. On the right, the 'Global snapshot' section features a table with columns: 'Sales', 'Open Orders', 'Buyer Messages', 'Sessions', and 'Featured Offer %'. Each column has a dropdown arrow. A 'FEEDBACK' button is located at the bottom left of the Actions sidebar.

End User Data Access Report – Step 3 (Article 6(10))



End User Data Access Report – Step 4 (Article 6(10))


amazon seller central

Search

EN Help

Add productsExplore ServicesBusiness ReportsEdit

Order reports

 **Customer phone number privacy**
Customer personal information contained in order reports, including phone number, is provided for shipping labels only. Please refer to [Amazon Services Business Solutions Agreement](#) and [Prohibited seller activities and actions](#) for details on appropriate use of customer personal information.

New OrdersUnshipped ordersArchived orders

End user data report

New orders report contains all of the seller-fulfilled orders that you have received over the number of days that you select. This includes orders that you have cancelled or confirmed as shipped. [Learn more](#)

[Add or remove order report columns](#)

Request report

Date range: Last day

Request

☐ Include a column indicating the sales channel for each order. [Learn more](#)

Scheduled report settings

You are currently receiving scheduled order reports via XML. You cannot schedule XML order reports through Seller Central.

Download report


Refresh


Report type	Batch ID	Date range covered	Date and time requested	Date and time completed	Report status	Download
-------------	----------	--------------------	-------------------------	-------------------------	---------------	----------

Help

Programme Policies

English

 Download the Amazon Seller mobile app

 Next Gen Selling

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Amazon Seller Data Access help page (Article 6(10))

amazon | selling partner api

EnglishDeveloper HubAPI StatusSupport

HomeDocumentationAPI ReferenceCode SamplesAnnouncementsModelsRelease NotesFAQGitHubVideos

What is the Selling Partner Appstore?
List Your App on the Selling Partner Appstore
Edit Your Appstore Listing
Check Listing Status
Amazon Selling Partner Appstore Badge
Appstore Ratings and Reviews
Press Releases and Promotions

SECURITY AND COMPLIANCE
Amazon Selling Partner API Guard Implementation Guide
VAT Calculation Service
Amazon Seller Data Access
Technical Papers

A+ CONTENT API
A+ Content API v2020-11-01 Use Case Guide
A+ Content Examples
A+ Content API Rate Limits
A+ Content 2020-11-01 Model

AMAZON WAREHOUSING AND DISTRIBUTION API
Amazon Warehousing and Distribution API Use Case Guide
Amazon Warehousing and Distribution API Rate Limits
Amazon Warehousing and Distribution API v2024-05-09 Model

APP INTEGRATIONS API
App Integrations v2024-04-01 Use Case Guide

SearchCTRL-K

Amazon Seller Data Access

Seller and third-party access to Amazon Seller (business user) data.

Sellers that have a professional selling account and authorized third parties that are registered as Selling Partner API (SP-API) developers can use the SP-API to programmatically access Amazon's Seller data (also referred to as business user data), including customers' data. Through SP-API, sellers and authorized third parties have access to various tools and downloadable reports that include listings, returns, inventory, orders, product recommendations, payments, feedback, and analytics. Sellers can also access the data directly on [Seller Central](#).

Amazon also provides sellers and authorized third parties access to an [End User Data Report](#), which offers access to data that is generated by end users (customers) through their use of our stores.

Note

The [End User Data Report](#) is available for the following [stores](#): Ireland, Spain, France, Belgium, Netherlands, Germany, Italy, Sweden, and Poland.

Connect to SP-API

For programmatic access to business user data (including the [End User Data Report](#)), you must complete the following SP-API onboarding steps.

Tip

If you are a Seller that wants to use SP-API for your business, but do not want to self-manage, you can have an authorized SP-API developer operate on your behalf. You must authorize the developer using [Login with Amazon](#), which is Amazon's implementation of OAuth 2.0. For more information, refer to steps 3 through 5 below.

Step 1. Register as an SP-API developer

If you want to integrate with the SP-API, you must first register as a [private developer](#).

TABLE OF CONTENTS

- Connect to SP-API
 - Step 1. Register as an SP-API developer
 - Step 2. Register your Selling Partner application
 - Step 3. Authorize your application
 - Step 4. Access the SP-API
 - Step 5. Call the SP-API
- Access business user data, including the End User Data Report
- Additional support

Advertising transparency

Articles 5(9), 5(10), 6(8)

Accessing Pricing Transparency Report (Amazon DSP) – Step 1 (Article 5(9))

The screenshot displays the Amazon Ads management console. On the left, a navigation sidebar lists various tools: Accounts overview, Recommendations, Sponsored ads, Amazon DSP, Brand content, Creative tools, Insights and planning, Measurement & Reporting (expanded), Data manager, Learning console, and Administration. Under the expanded 'Measurement & Reporting' section, 'Amazon DSP reports' is highlighted with a red rectangular box. The main content area on the right shows a table header with columns: Status, Page Name, Locale, Platform, Devices, Start, End, and Preview. Above the table is a search bar labeled 'Quick search' and a date range selector set to 'All time'. A message in the center of the table states: 'No data available in the table since there are no line items for this order'. The footer of the page contains copyright information and links to Terms of Use, Privacy Notice, Amazon DSP Agreement, Contact Us, and Status.

Status	Page Name	Locale	Platform	Devices	Start	End	Preview
No data available in the table since there are no line items for this order							

Accessing Pricing Transparency Report (Amazon DSP) – Step 2 (Article 5(9))

The screenshot shows the Amazon Ads Measurement & Reporting interface for a new custom report. The 'Configuration' section is active, and the 'Dimension' dropdown menu is open, showing various options. 'Pricing transparency' is highlighted with a red box. A red arrow points to the 'Summary' option under the 'TIME UNIT' section. The 'Columns' section is also visible, showing a list of available columns and a list of 10 selected columns.

amazon ads Measurement & Reporting Amazon DSP reports Reports: Numberly (1000Merits Group): FR Manager account

New custom report

Configuration

Dimension

- Campaign
- Inventory
- Geography
- Audience
- Technology
- Products
- Audio and video
- Reach and frequency
- Live events
- Industry standard
- Pricing transparency**
- Conversion source
- Off-Amaon
- Commerce conversions
- Combined conversions
- Off-Amaon conversions
- App conversions
- Amazon Video conversions
- Video
- Audio
- Dimension
- User

Columns

Available columns [Select all](#) [Deselect all](#)

Quick search

- ☐ PO number
- ☐ Order currency
- ☐ Order budget
- ☐ Order start date
- ☐ Order end date
- ☐ Line item comments
- ☐ Line item external ID
- ☐ Line item budget
- ☐ Line item start date
- ☐ Line item end date
- ☐ Line item language targeting
- ☐ Creative type
- ☐ Creative size
- ☐ Creative language
- ☐ Entity ID
- ☐ Advertiser country
- ☐ Advertiser timezone
- ☐ Omnichannel metrics fee
- ☐ Managed service fee
- ☐ Supply cost

TIME UNIT

- ☒ Summary
- ☐ Daily
- ☐ Day-of-week
- ☐ Monthly
- ☐ Weekly (Sunday to Saturday)

10 selected (10 visible) [Remove all](#)

- Interval start
- Interval end
- Advertiser
- Advertiser ID
- Order
- Order ID
- Line item
- Line item ID
- Creative
- Creative ID

Report period [Previous day](#)

Accessing Pricing Transparency Report (Amazon DSP) – Step 3 (Article 5(9))

amazon ads Measurement & Reporting Amazon DSP reports Manager account

New custom report

Filter

Advertisers ☒ All advertisers ☐ Filter

Orders ☒ All orders ☐ Filter

Configuration

Dimension

TIME UNIT
Daily

Report period

Report Settings

Report name

Delivery

File type ☒ XLSX ☐ CSV

Send to ☒ Email

☐ S3 Bucket S3://nbly-rtb-aap-trading-report

Request time ☒ Now ☐ Future date ☐ Recurring

Cancel Run

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Accessing Pricing Transparency Report (Amazon DSP) – Step 4 (Article 5(9))

Pricing Transparency Sample



Amazon Display Advertising Analytics <no-reply@amazon.com>

Today at 11:04 AM

To: [REDACTED]



The Amazon Advertising report you requested is now available.

Report Name: Pricing Transparency Sample

Generated On: Tuesday, May 27 2025, 5:03 PM UTC

Report download URL: [Pricing_Transparency_Sample_2025-04-27-2025-05-26124867241974543847.xlsx](#)

This download link expires on Tuesday, June 3 2025, 5:03 PM UTC

If you no longer need this report, or if you do not need it as often, you can update or delete your subscription. To manage your report subscriptions, go to the Amazon Ads report center.

Amazon offers metrics that are accredited by the Media Rating Council (MRC). Go to the help center to [learn which metrics are MRC accredited](#).

Sign into your Amazon Ads account to access help center and report center.

Kind regards,
The Amazon Advertising Team

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Pricing Transparency Report (Amazon DSP) example (Article 5(9))

Date	Publisher name	Currency	Publisher earnings	Supply-side fees	Demand-side fees	Total advertiser cost	Impressions	Click-throughs	Viewable impressions
2/26/2024		EUR							
2/27/2024		EUR							
2/28/2024		EUR							
2/28/2024		EUR							
2/28/2024		EUR							

Traffic Events API Report (Article 6(8))

Amazon Ads

Advanced tools center

Developer guides

API reference

No-code tools

Working with Amazon Ads

Getting started

Account management

Reporting

Integrations

Amazon Advertising Products

Amazon Advertising Brands

Amazon Advertising Display

Amazon Advertising TV

Amazon DSP

Amazon Marketing Cloud

Amazon Marketing Stream

Amazon Advertising Manager

Amazon Advertising Service

events

Overview

Getting started

Integrations sources

Reporting data

Aggregation thresholds

Account management

Get started

Prerequisites

To work with traffic events APIs, you need to have:

- An existing Amazon Ads account.
- A Login with Amazon account through which you have onboarded the Amazon Ads API.

For information about onboarding to the Amazon Ads API, see [Onboarding](#). For information about generating access tokens, see the general [guide to getting started with the Amazon Ads API](#).

Header parameters

In addition to the individual API parameters, the following header parameters are required for most of your calls.

Header	Description
Amazon-Advertising-API-ClientId	The identifier of a client associated with an Amazon Developer account.
Amazon-Advertising-API-MarketplaceId	The marketplace identifier for the marketplace in the request. Marketplaces are tied to the country.
Amazon-Advertising-Advertiser-Id	The traffic events API account identifier. Include this header when querying Amazon DSP advertisers. This value is the advertiser id found in the Amazon Ads DSP console, or from the <code>/dsp/advertisers</code> API. Do not include this header when querying Sponsored Ads advertisers.

In this document

Prerequisites

Header parameters

Marketplaces

- Europe
- North America
- APAC

Make your first call

Workflow Execution

Request payload

Using cURL

- Sample request
- Sample response

Using Postman

Setup

- Headers and payload

Get your query results

Generate the download URL

- Using Curl
- Using Postman

Download the CSV file

Next steps

Sign in

Search documentation

Sign in with your Amazon Developer account

Discover new metrics dashboards for your Amazon Ads API integrations.


Amazon Store and Ranking Results

Article 6(5)

Product Search Results Page

Results

[Learn about these results.](#) Check each product page for other buying options. Price and other details may vary based on product size and colour.



[+9 other colours/patterns](#)


Sponsored ⓘ

Zedelmaier Stool with Storage Space
Footstool Chest Storage Box Folda...

★★★★☆ 1,819

50+ bought in past month

See options




[+21 other colours/patterns](#)

Sponsored ⓘ

DreamRoots Pouf Stool Comfort 70 x
70 x 40 cm - Couch Stool - Pouf Co...

★★★★☆ 45

See options



[+13 other colours/patterns](#)

Sponsored ⓘ


casamia Knitted Pouf Diameter 55 or
45 cm Diameter 45 cm Green

Options: 2 sizes

★★★★☆ 210

Small Business

See options




Sponsored ⓘ

Westfield Footstool Stool Table
Removable Table Top B-Ware (Beige)

★★★★☆ 14

See options



[+3 other colours/patterns](#)

IBUYKE Ottoman Footstool, Sofa
Stool, Fabric Stool, Made of Cotton...

★★★★☆ 1,567

€15⁹⁹

Save 5% with voucher


FREE delivery **Sat 21 Jun** on €39 of items
dispatched by Amazon

Or fastest delivery **Tomorrow, 19 Jun**

Add to basket

More buying choices

€15.19 (2 used & new offers)



YMYNY RF-BD216 Stylish Stool,
Small Footstool, Rectangular Stool
with Sturdy Wooden Legs, Modern...

★★★★☆ 85


€17³⁹ Was: €28.99

Buy 4, save 5%

FREE delivery **Sat 21 Jun** on €39 of items
dispatched by Amazon

Or fastest delivery **Tomorrow, 19 Jun**

Add to basket



[+3 other colours/patterns](#)

YMYNY Rectangular Teddy Velvet
Footstool with Wooden Legs,
Wooden Footstool, Small Padded...


★★★★☆ 12

€18⁹⁹ Was: €29.99

Buy 4, save 5%

FREE delivery **Sat 21 Jun** on €39 of items
dispatched by Amazon

Add to basket



[+3 other colours/patterns](#)

SONGMICS Stool with Storage Space,
Small Folding Bench, 30 x 30 cm...

★★★★☆ 440

200+ bought in past month

Limited time deal


€12⁹⁹ RRP: €18.99

5% off promotion available

€4.99 delivery **24 - 27 Jun**

1 sustainability feature

Add to basket



Balama Ottoman Footstool, Rustic,
40 x 30 x 35 cm, Vintage Brown,
Metal Legs, Padded Seat, Water...


★★★★☆ 1

€17⁹⁹ Was: €26.95

FREE delivery **Sat 21 Jun** on €39 of items
dispatched by Amazon

Or fastest delivery **Tomorrow, 19 Jun**

Add to basket



Decorasian Bamboo Folding Stool -
Footstool & Leg Rest or Footstool -...

★★★★☆ 6

50+ bought in past month

Small Business


See options

No featured offers available

€19.90 (1 new offer)

4 stars and above

Sponsored ⓘ | Based on star rating and number of customer ratings



[+7 other colours/patterns](#)


Albiju Footstool with Storage Space,
Small Ottoman Footstool, Fabric
Footstool with Wooden Legs for
Living Room, Bedroom, Entryway,...

★★★★☆ 303

€35⁹⁹

Save 10% with voucher

prime




HollyHOME Footstool Foldable
Footrest Footrest Foldable Stool with...

★★★★☆ 885

€39⁹⁹ (€39.99/count)


prime



[+8 other colours/patterns](#)

WOLTU Stool Cube Footstool with
Storage Box Chests Foldable Lid
Removable with Handles Padded
Faux Leather Seat 37.5 x 37.5 x 38...

★★★★☆ 1,627




[+4 other colours/patterns](#)

YMYNY Stool Ottoman Footstool
with Soft Seat Cushion, Large Seat, 4
Thickened Wooden Legs, Nordic
Style, for Bedroom, Living Room, 4...

★★★★☆ 624

€33¹⁴ RRP: €48.99

prime



[+1 other colours/patterns](#)

WOLTU BH409rs-1 Make-Up Stool,
Dressing Table Stool, Round Design
Stool, Height Adjustable, Rotatable,
Office Stool, Work Stool, Kitchen...

★★★★☆ 3,586

€39⁹⁹ RRP: €44.99

Join Prime to buy this item at €37.99

Product Detail Page

Home & Kitchen › Furniture › Living Room Furniture › Ottomans



[Click to see full view](#)



2+



IBUYKE Ottoman Footstool, Sofa Stool, Fabric Stool, Made of Cotton and Linen for Living Room, Bedroom

Visit the IBUYKE Store

4.4 1,567 ratings

€15⁹⁹

Prices for items sold by Amazon include VAT. Depending on your delivery address, VAT may vary at Checkout. For other items, please see [details](#).

Voucher: ☐ Apply 5% voucher [Shop items >](#) | [Terms](#)

Available at a lower price from [other sellers](#) that may not offer free Prime delivery.

Colour Name: **Beige**



€15.99

€17.99

Style Name: **Square**

Square

Round shape

Product dimensions 28D x 28W x 25H centimetres

Colour Beige

Brand IBUYKE

Fabric Type Canvas

Base material Wood

Frame material Wood

[See more](#)

Top material type
Linen

Shape
Square

Base type
Legs

Item weight
1.95 Kilograms

About this item

- High-quality materials: The frame is made of beech, stable and durable; cotton and linen material, environmentally friendly and breathable, thick sponge filled, soft and comfortable.
- Multifunctional stool: Can be used as a stool, footstool, ottoman, children's stool, sofa stool in the living room, reading room or bedroom for children and adults.

€15⁹⁹

[FREE delivery](#) **Saturday, 21 June** on orders dispatched by Amazon over €39

Or fastest delivery **Tomorrow, 19 June**. Order within 6 hrs 20 mins

Deliver to Belgium

In stock

Quantity: 1

Add to Basket

Buy Now

Dispatches from: Amazon

Sold by: IBUYKE-EU

Returns: Returnable within 30 days of receipt

Payment: Secure transaction

[See more](#)

For further information, company details, terms and conditions, and cancellation rights, please click on the seller's name.

☐ Add gift options

Add to List

Other sellers on Amazon

New & Used (2) from €15¹⁹

FREE Delivery on orders over €39.00 shipped by Amazon.



IBUYKE Ottoman Footstool, Sofa Stool, Fabric Stool, Mad...

4.4 1,567 ratings

New

€15⁹⁹

Voucher: ☐ Apply 5% voucher

[Shop items](#) | [Terms](#)

[FREE delivery](#) **Saturday, 21 June** on orders dispatched by Amazon over €39

Add to Basket

[See more](#)

1 other option

Used - Very Good

€15¹⁹

Condition
Dispatches from
Sold by

[FREE delivery](#) **Monday, 23 June** on orders dispatched by Amazon over €39. Order within 12 hrs 45 mins

Artikel trifft neu verpackt ein.
Amazon
Amazon Retourenkauf
Return policy

Add to Basket

Pricing policies and mechanisms applied by Amazon Store

Article 5(3)

Amazon Seller Central help page

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Maintaining customer trust with competitive prices in the Amazon store

In this article, we would like to share with you details on the pricing tools and policies that we have in place to help sellers compete to the be Featured Offer, to protect sellers from pricing errors, and support delightful customer and seller experiences.

In the Amazon store, we aim to offer a broad range of selection with fast, reliable delivery, and everyday low prices. Customers have many options to choose where to shop, and we know that providing outstanding selection, value, and convenience continues to earn customer trust and keeps them coming back.

Maintaining customer trust in competitive Amazon prices

Independent sellers are a critical part of the success of the Amazon store. They set their own prices, and we help them succeed by providing optional tools to support them in offering competitive prices. As a result, we are proud that our customers can continue to trust that they will find low, competitive prices and save money while shopping in the Amazon store. As part of our commitment to maintaining customer trust in the Amazon store, and to help all sellers grow their businesses over the long run, we evaluate all competing Amazon retail and third-party seller offers and highlight the best offer for a product with a **Buy Now** button, also referred to as the "Featured Offer", on the product detail page. We highlight the offer customers would choose if they compared all offers in detail, and we strive to only highlight offers that customers are most likely to choose based on the combination of features they care about most (including due to competitive prices). This is a common practice among other retailers. In addition, we have processes in place to avoid highlighting uncompetitive or significantly high prices as the Featured Offer.

We know customers always prefer low prices, and to help ensure that we offer customers consistently low prices we consider prices that can be observed in reputable competing stores. When we learn that the product in question is available from a reputable store for less, we may not display the **Buy Now** button. In these cases, we explain to customers on the product search results and on the detail page that there is no Featured Offer available at that time. If an offer is not featured with a **Buy Now** button, customers can still buy the product which can be easily found in the buying options for that item.

Within Seller Central, sellers receive prompt notification when their offer is ineligible to be a Featured Offer, including actionable, optional ways for sellers to lower their price in the Amazon store to be eligible for the Featured Offer. As part of this, sellers can see the competitive price available from another reputable store, and have the option to lower their price via the [Pricing Health](#) page, or other Seller Central pages, such as the Homepage. Additionally, if they subscribe, sellers may also receive the pricing-related notifications via email and APIs.

Amazon Seller Central help page

Protecting customers from significantly high prices and helping to protect sellers' reputation

In addition to offering customers low, competitive prices every day, Amazon works hard to protect customers from significantly high prices for a product during their shopping experience. These rules also help to maintain customer trust in sellers' prices and the reputation of the seller community. When recent prices in our store or at other reputable retailers indicate to us that a current offer is priced significantly higher than the typical price for that item, we also choose not to highlight that offer with a **Buy Now** button. In this case, sellers are notified when their offers are ineligible to be a Featured Offer due to a significantly high price within Seller Central's [Pricing Health page](#). When available, we provide one or more objective reference prices for sellers to consider when choosing if they will lower their price in the Amazon store.

We calculate a product's recent "typical" price in our store based on a variety of inputs, including a product's Amazon sales history, the item's Recommended Retail Price, available reference price information, and offers for the same or similar products at other reputable retailers. Again, when a live offer is not featured with a **Buy Now** button, customers can still buy the product by clicking to see the buying options for that item.

We also take steps to protect both customers and our selling partners from prices that may harm either (or both) parties. This includes prices that are egregiously high (such as the case of price gouging) or erroneously low (such as the case where there may be a mistake that may negatively impact the seller), or when prices are outside of defined minimum and maximum prices that sellers may independently choose to set. When we identify a seller's price outside their self-defined minimum or maximum, we will remove that offer from the store. Customers will not be able to see or shop the offer during this time. We also continually evaluate offers for what could be considered price gouging under local regulations. While local laws vary, we may remove an offer from the store when we see an offer that is egregiously higher than the typical price for that item. In these cases, sellers receive a notification within Seller Central on the Pricing Health page, as well as on [Manage All Inventory](#) and via email, along with any objective reference price information we have available to share to help sellers choose whether and to what extent to lower their price in the Amazon store to restore their listing.

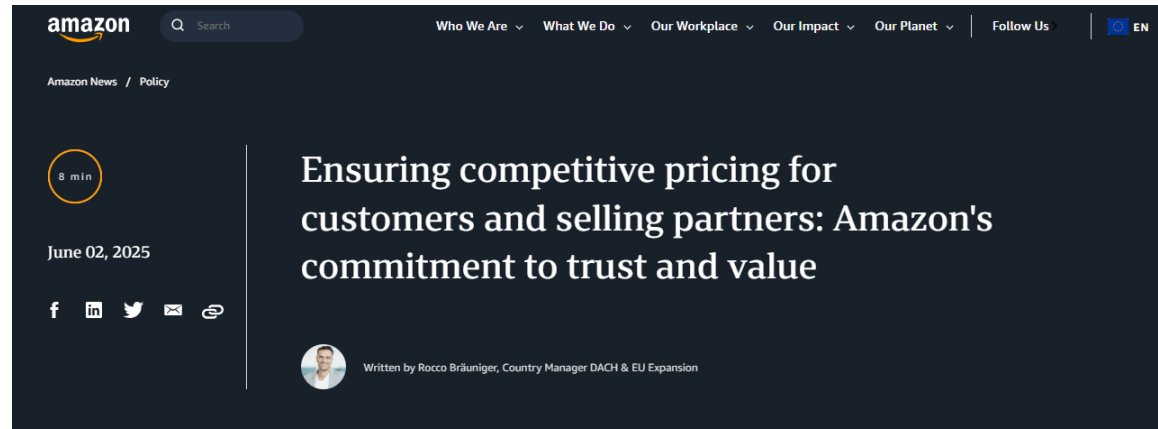
Contact us and learn more

If you have questions or think we have evaluated your offer in error, you can contact us anytime by contacting Selling Partner Support.

For more information, refer to the following resources:

- [Featured Offer](#)
- [Become the Featured Offer](#)
- [Featured Offer eligibility](#)
- [Pricing Health](#)
- [Marketplace Fair Pricing Policy](#)

Amazon blog post on pricing



Reading:

Ensuring competitive pricing for customers and selling partners: Amazon's commitment to trust and value



STORIES WE THINK YOU'LL LIKE



Built, operated, controlled, and secured in Europe: AWS unveils new sovereign controls and governance structure for

Amazon strives to ensure low prices, fast and free shipping, and vast product selection, which is a key reason why customers continue to return to our store for their shopping needs. Independent sellers who share our customer-centric approach build successful businesses on Amazon, and we celebrate their success.

At the heart of our store: Good prices for everyone

Shopping should be simple: customers want to find what they need at a fair price. That's why Amazon has built its store around helping customers discover competitive offers from Amazon and a growing community of selling partners, including 47,500 German sellers.

Independent selling partners are a critical part of the success of the Amazon store. While they set their own prices, Amazon helps customers



Q&A on the presentation and open discussion

Rules of engagement

- Always state your **name and organisation** (in room and via slido)
- Questions and comments should be
 - **clear and short = 2 min max,**
 - **relevant and on-topic of the specific DMA obligation,**
 - **constructive.**
- **One question or comment per intervention**

slido

Online questions and comments via:

<https://app.sli.do/event/nzgN3zeU4Hk4BUcGYLL223>

Password: 6190708



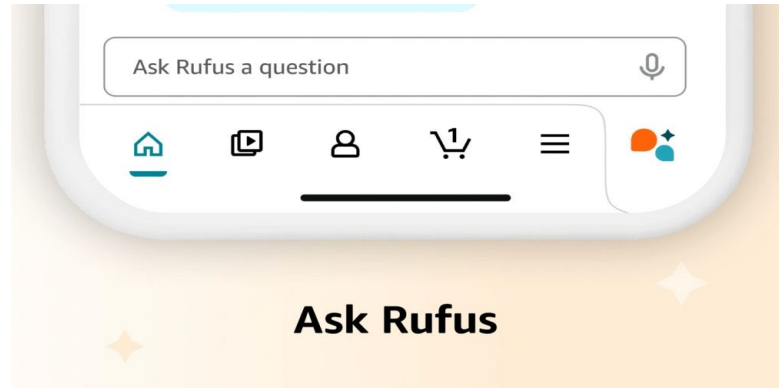
Coffee break



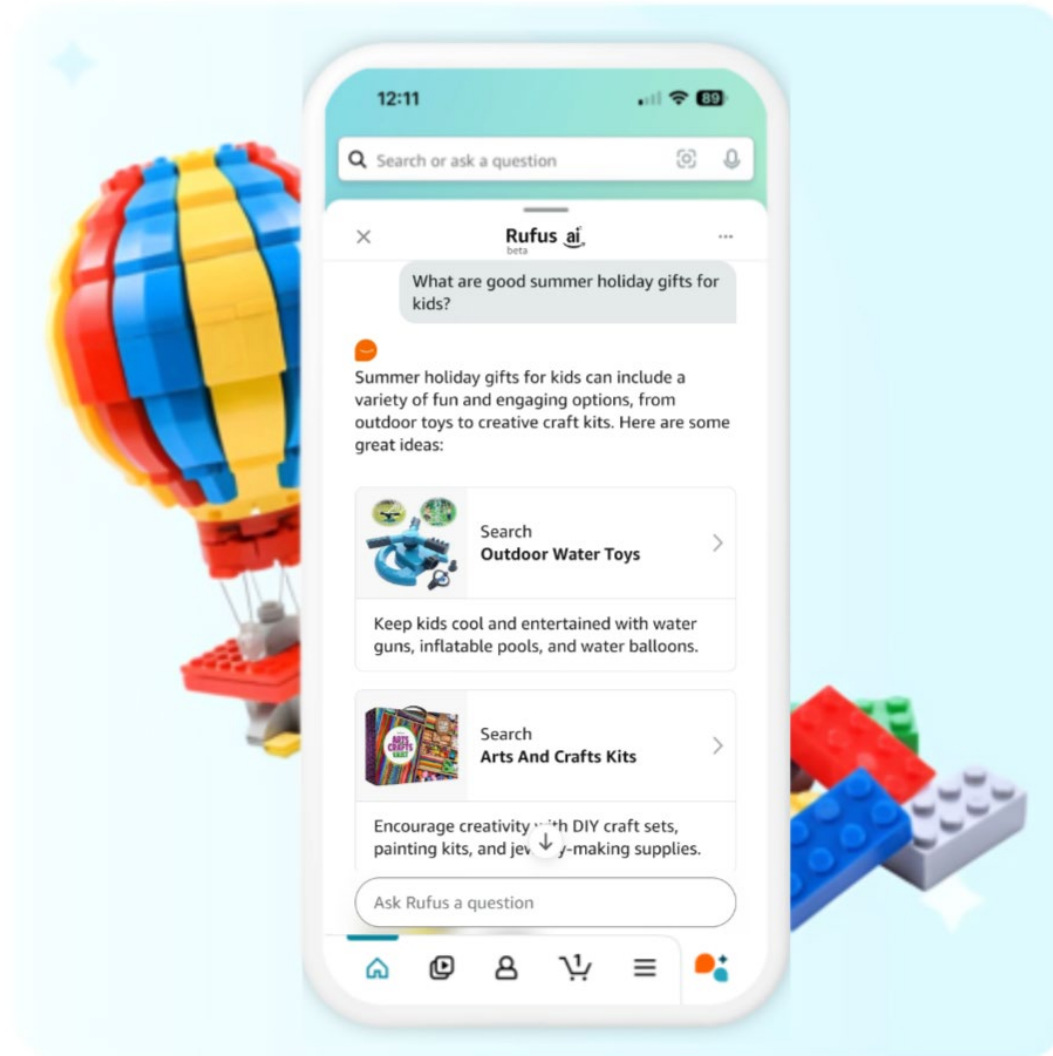
Presentation by Amazon on the main developments

*Integration of AI solutions
and roll out*

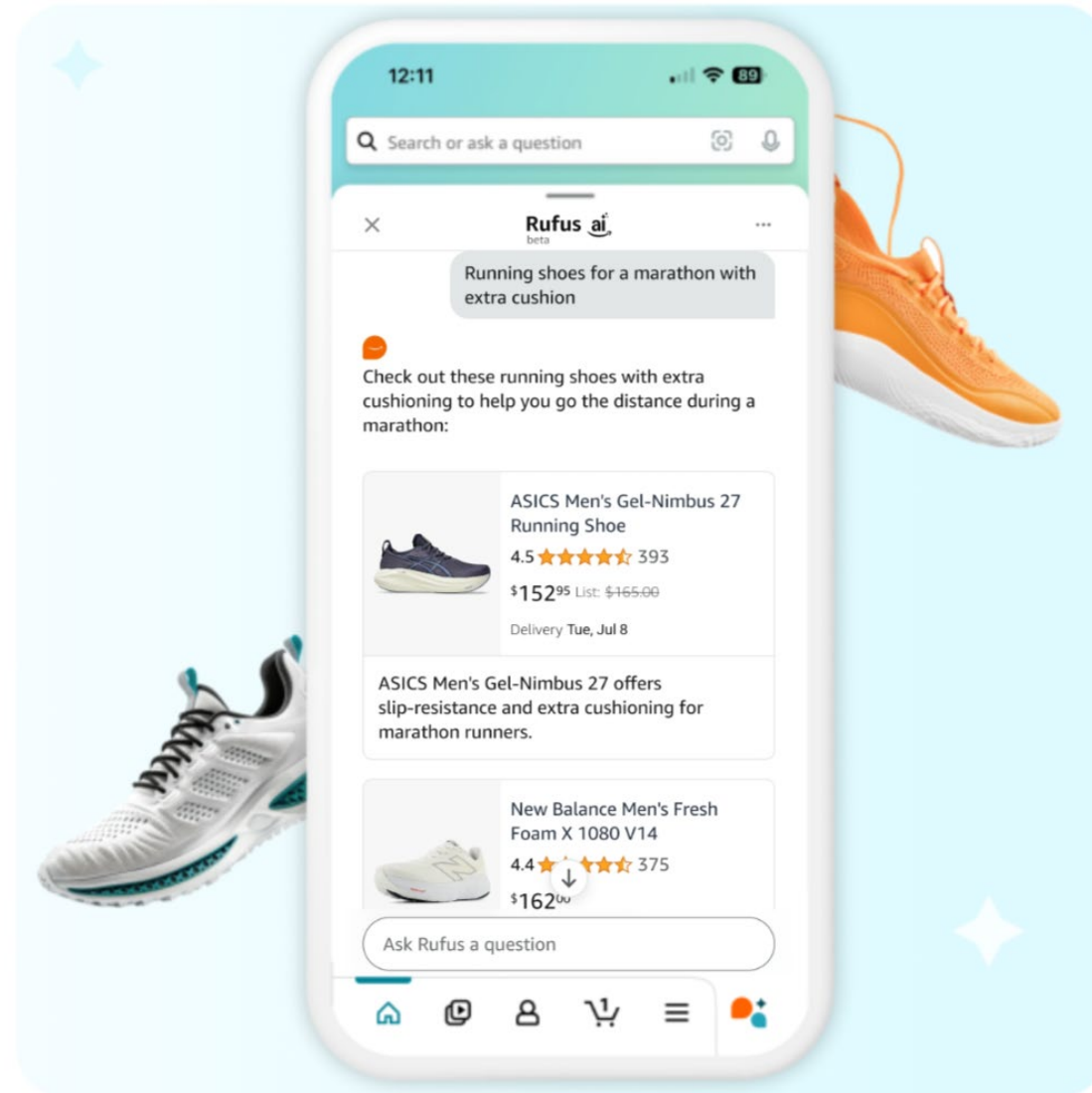
Rufus: AI-powered shopping assistant



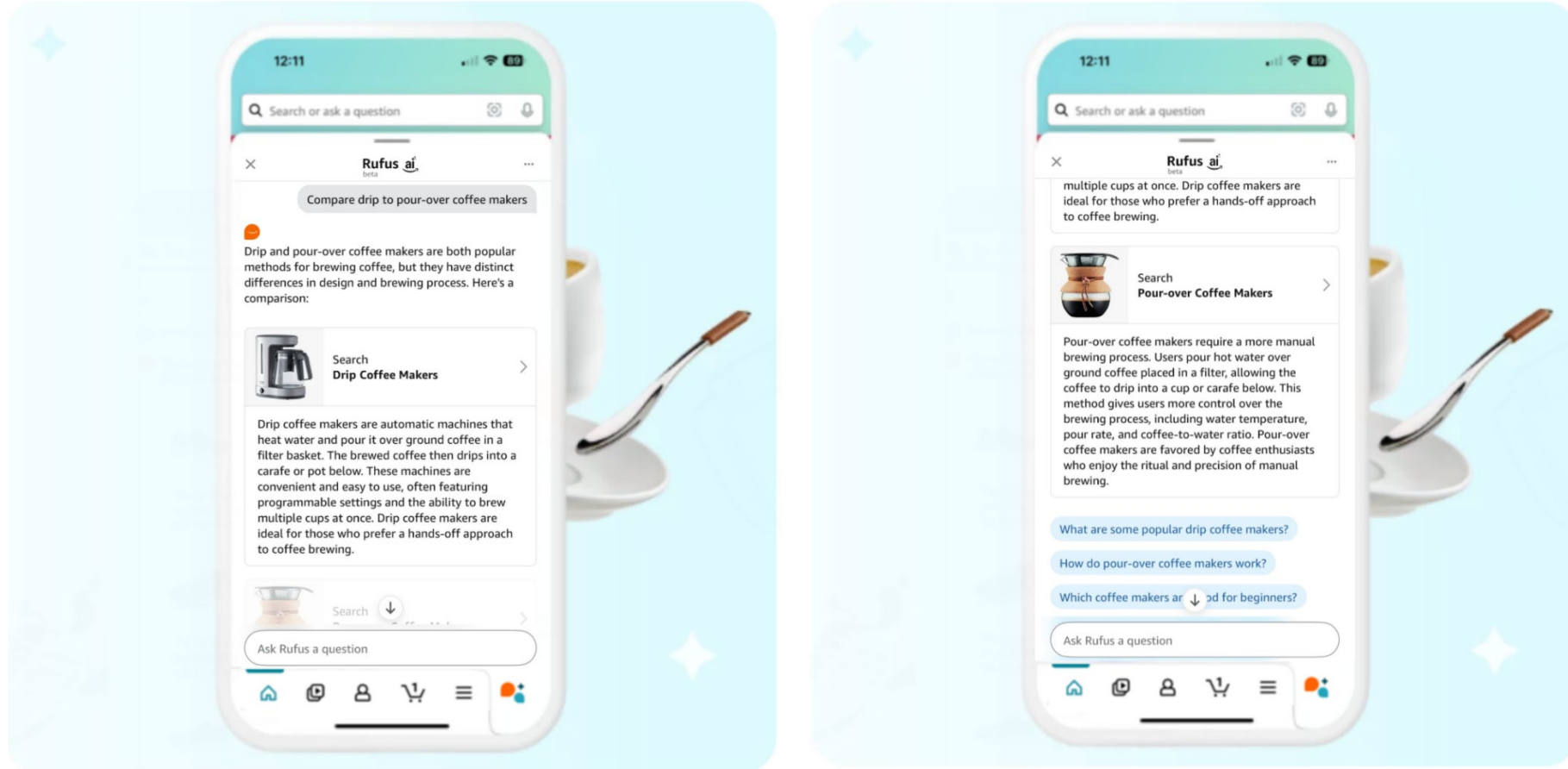
Rufus: Answering general questions



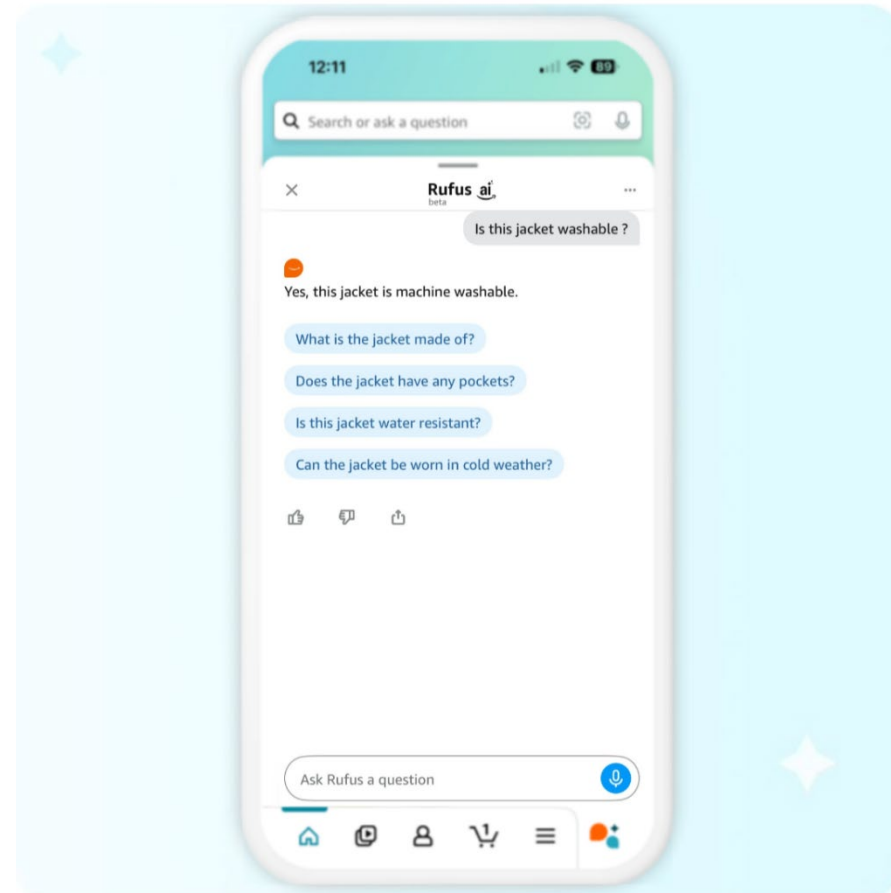
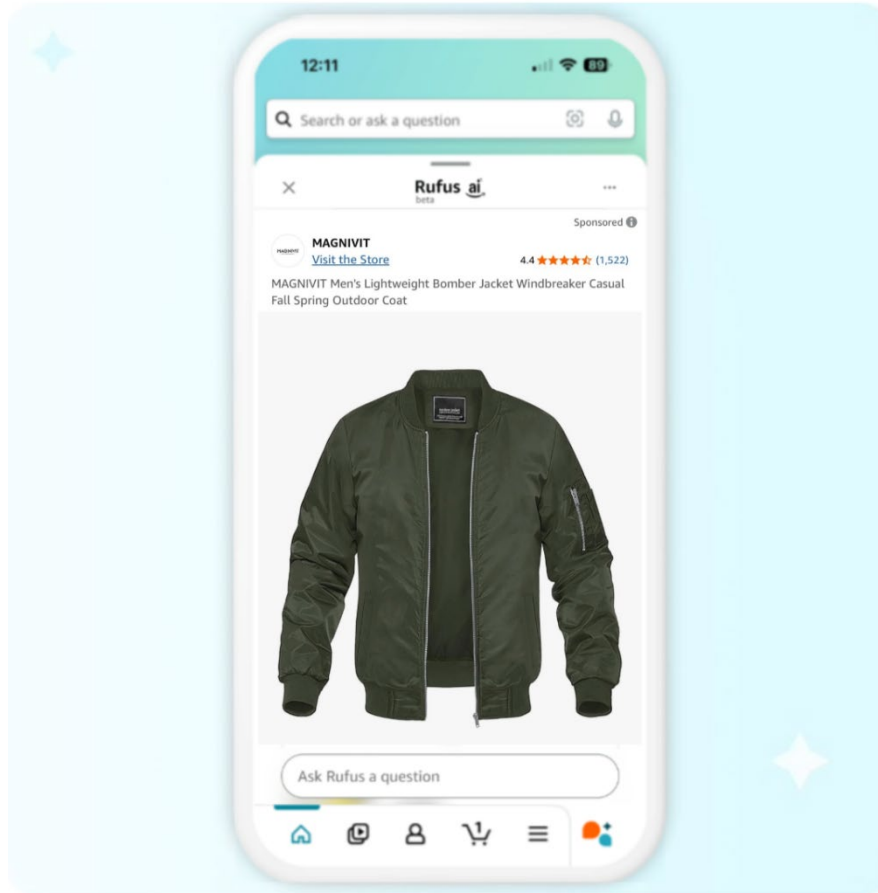
Rufus: Getting product recommendations



Rufus: Comparing options



Rufus: Answering questions about specific products



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Any question?

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Q&A on other topics and conclusion

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 - **constructive.**
- **One question or comment per intervention**

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Thank you