

Common listing violation examples



Spam Issue

Reason(s)	Listing uploaded in the wrong category.
Reason code used on Seller Centre	<ul style="list-style-type: none">· Wrong main category· Wrong sub category
Action(s) Shopee will take	Listings in Wrong Category will be banned. Seller has 5 days to edit the listing before it gets deleted.
How sellers can avoid violations or reinstate listings	Refer to the Category List in the Seller Centre before uploading listings.



Duplicate Issue

Reason(s)	Duplicated items found within a shop or across shops based on: <ul style="list-style-type: none">· Product Name· Product Image(s)· Product Description
Reason code used on Seller Centre	<ul style="list-style-type: none">· Duplicated products· Duplicated products across shops
Action(s) Shopee will take	Duplicate listings will be deleted.
How sellers can avoid violations or reinstate listings	Do not upload items that share Product Title, Image and Description even if the variations are different.



Product Information Issue

Reason(s)	Inaccurate brand stated in Product Attributes and images.
Reason code used on Seller Centre	<ul style="list-style-type: none">· Inaccurate brand attributes/information
Action(s) Shopee will take	Listings will be banned. Seller has 5 days to edit the listing before it gets deleted.
How sellers can avoid violations or reinstate listings	Select the correct attributes.



Prohibited Items

Reason(s)	<ul style="list-style-type: none">· Product recall items· Government notice· Controlled Goods
Reason code used on Seller Centre	<ul style="list-style-type: none">· Prohibited by local regulations· Government-recalled products
Action(s) Shopee will take	Prohibited listings will be deleted.
How sellers can avoid violations or reinstate listings	Refer to the Prohibited Items List before uploading listings



Listing uploaded requires local legal licenses

Reason(s)	<ul style="list-style-type: none">· Pending upload of authorised license for sale of medical devices· Pending upload of Safety Mark
Reason code used on Seller Centre	<ul style="list-style-type: none">· Legally required information missing· Safety Mark is required
Action(s) Shopee will take	Listings without relevant supporting licenses will be banned. Seller has 3 days to upload any supporting documents before the listing gets deleted.
How sellers can avoid violations or reinstate listings	Remember to upload supporting documents for controlled goods.



Copyright infringement

Reason(s)	<ul style="list-style-type: none">· Infringement of copyrights· Misuse of other sellers' information
Reason code used on Seller Centre	<ul style="list-style-type: none">· Intellectual Property Rights Infringement· Trademark/Copyright Infringement· Misuse other sellers' image(s)
Action(s) Shopee will take	<ul style="list-style-type: none">· Listings infringing on IP rights will be deleted.· Listings infringing on trademarks or copyrights will be banned. Seller has 5 days to remove the listing before it gets deleted.· Listings misusing other sellers' images will be banned.
How sellers can avoid violations or reinstate listings	<ul style="list-style-type: none">· Do not upload listings which you are unsure if it has authorisation from the trademark or copyright holder.· Do not use image(s) and information from other sellers.



Shopee's Prohibited Items

Reason(s)	<ul style="list-style-type: none">· Promotion of services· Listing non-saleable items· Used cosmetics
Reason code used on Seller Centre	<ul style="list-style-type: none">· Against Shopee's Product Listing Rules: Services cannot be promoted· Against Shopee's Product Listing Rules: Non-Saleable Items cannot be promoted
Action(s) Shopee will take	Listings will be deleted.
How sellers can avoid violations or reinstate listings	Do not upload listings that violate Shopee's rules and regulations.



Shopee's partnership with Official Brand

Reason(s)	Listing violates Shopee's exclusivity agreement with Official Brand.
Reason code used on Seller Centre	Product is not allowed to be sold on Shopee Mall due to exclusivity agreements
Action(s) Shopee will take	Listings will be deleted.
How sellers can avoid violations or reinstate listings	Do not try to re-upload listings that have been deleted for this issue.