Can This Feedback Be Removed? — One-Page Checklist

Companion to the Amazon Seller Feedback guide (Article 3)

Work down the questions in order. Stop at the first YES.

#	Question	If YES	If NO
1	Is it a star-only rating with no written comment?	Feedback Manager appeal is disabled. Only route: **Report a Violation**, and only if it truly breaks the guidelines. Otherwise it stays — log the selected reason as operations data and move on.	Go to 2
2	Does the comment contain obscene or abusive language?	**Request removal** (Feedback Manager → Performance → Feedback), quoting the exact words. Ground: abusive language.	Go to 3
3	Does it contain personal information (name, phone, address, email — anyone's)?	**Request removal**, quoting the information. Ground: personal information.	Go to 4
4	Is the *entire* comment about the product, with nothing about delivery, description accuracy or your service?	**Request removal.** Ground: product review filed as seller feedback.	Go to 5
5	Is the *entire* comment about fulfilment/delivery/customer service on an order **fulfilled by Amazon (FBA)**?	**Request removal.** Expect a strike-through with an Amazon-responsibility note; it stops counting toward your rating.	Go to 6
6	Is *part* of it about the product but part about your service?	It stays (the entire-comment rule). Post a public response; fix the service cause; dilute with new positives.	Go to 7
7	None of the above — it is a genuine complaint about your service?	It stays. Post a public response, resolve the buyer's problem completely (never mentioning the feedback), log the cause in your operations review, and rely on volume + time: the 30/90-day windows roll.	—

After any outcome, record it: date, order ID, ground claimed, Amazon's decision, and the operational cause. Patterns in this log are your Account Health early-warning system.

Never do any of these: offer a refund or gift in exchange for removal or change · ask the buyer to edit their feedback · buy feedback or use a "feedback service" · ask only buyers you expect to be happy · get feedback from family, employees or your own accounts.