



NEW & INTERESTING FINDS ON AMAZON

EXPLORE



Try Prime

All ▾

mi

kindlepaperwhite \$119⁹⁹

Departments ▾

Your Amazon.com

Today's Deals

Gift Cards & Regist

EN ▾

Hello. Sign in

Account & Lists ▾

Orders

Try Prime ▾

0

Cart

Help & Customer Service



Go

[Site Features](#) > [Customer Reviews](#) >[All Help Topics](#)

Customer Reviews

[Submit a Review](#)[Edit Your Reviews](#)[About Customer Reviews](#)[About Customer Review Quotes](#)[About Customer Images](#)[About Amazon Vine](#)[About Amazon Top Rated](#)[Anti-Manipulation Policy for
Customer Reviews](#)[About Customer Ratings](#)[About Tags](#)[Amazon Image Submission
Agreement](#)[About Articles](#)[About Amazon Verified Purchase
Reviews](#)

Quick solutions

**Your Orders**

Track or cancel orders

**Returns & Refunds**Exchange or return
items**Manage Prime**Cancel or view
benefits**Payment Settings**Add or edit payment
methods**Carrier Info**Shipping carrier
information**Account Settings**Change email or
password

Ask the Kindle Help Community

[Contact Us](#)

About Customer Reviews

You can submit written or video reviews for items listed on Amazon.com. We encourage you to share your opinions, both favorable and unfavorable.

We've worked over the years to make our millions of customer reviews as useful as possible – we've added features like Amazon Verified Purchase, helpful votes, and review comments in the pursuit of a system that's open and flexible and yet structured and helpful for anyone who wants to learn more from other customers about anything we sell.

Over time we've also built mechanisms, both manual and automated, that remove reviews which violate our guidelines. We recently improved our detection of promotional reviews which resulted in the removal of reviews, both new and old. While our enforcement has improved, our [Customer Review Creation Guidelines](#) have not changed. We hope to keep improving our approach over time and we welcome [feedback](#) from customers and reviewers alike on how to keep making reviews more valuable to Amazon shoppers.

Customer Reviews are meant to give customers genuine product feedback from fellow shoppers. Our goal is to capture all the energy and enthusiasm (both favorable and critical) that customers have about a product while avoiding use of reviews to outright advertise, promote and especially mislead. We have a zero tolerance policy for any review designed to mislead or manipulate customers. Customer Reviews help customers learn more about the product or genre, hear the reasons behind your star rating, and ultimately decide if this is the right product for them or not.

Authors and artists can add a unique perspective and we very much welcome their customer reviews. While we encourage reviewers to share their enthusiasm and experience, there can be a fine line between that and the use of customer reviews as product promotion. We don't allow anyone to write customer reviews as a form of promotion and if we find evidence that a customer was paid for a review, we'll remove it. If you have a direct or indirect financial interest in a product, or perceived to have a close personal relationship with its author or artist, we'll likely remove your review. We don't allow authors to submit customer reviews on their own books even when they disclose their identity.

Below each review, you'll find a question that asks "Was this review helpful to you?" – if you answer "no," you can let us know why the review is inappropriate. We'll examine the review and take action if necessary.

To help illustrate, here are a few examples of reviews that we don't allow:

- A product manufacturer posts a review of their own product, posing as an unbiased shopper
- A shopper, unhappy with her purchase, posts multiple negative reviews for the same product
- A customer posts a review in exchange for \$5
- A customer posts a review of a game, in exchange for bonus in-game credits
- A family member of the product creator posts a five-star customer review to help boost sales
- A shopper posts a review of the product, after being promised a refund in exchange
- A seller posts negative reviews on his competitor's product
- An artist posts a positive review on a peer's album in exchange for receiving a positive review from them

If you think we got it wrong and removed a customer review that we shouldn't have, please e-mail review-appeals@amazon.com and we will take another look.

Note: The best place for authors (or publishers) to communicate with their readers is in the Book description, Editorial Reviews and From the Author sections. To learn more about taking advantage of these features, visit [Author Central](#).

Was this information helpful?

Yes No

🔍

[Back to top](#)

Get to Know Us

- [Careers](#)
- [About Amazon](#)
- [Investor Relations](#)
- [Amazon Devices](#)

Make Money with Us

- [Sell on Amazon](#)
 - [Sell Your Services on Amazon](#)
 - [Sell on Amazon Business](#)
 - [Sell Your Apps on Amazon](#)
 - [Become an Affiliate](#)
 - [Advertise Your Products](#)
 - [Self-Publish with Us](#)
 - [Become an Amazon Vendor](#)
 - [Sell Your Subscription on Amazon](#)
- › [See all](#)

Amazon Payment Products

- [Amazon Rewards Visa Signature Cards](#)
- [Amazon.com Store Card](#)
- [Amazon.com Corporate Credit Line](#)
- [Shop with Points](#)
- [Credit Card Marketplace](#)
- [Reload Your Balance](#)
- [Amazon Currency Converter](#)

Let Us Help You

- [Your Account](#)
- [Your Orders](#)
- [Shipping Rates & Policies](#)
- [Amazon Prime](#)
- [Returns & Replacements](#)
- [Manage Your Content and Devices](#)
- [Amazon Assistant](#)
- [Help](#)



🌐 English

🇺🇸 United States

- | | | | | | | |
|-----------------------------------------------------------------|----------------------------------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------|
| Amazon Music
Stream millions of songs | Amazon Drive
Cloud storage from Amazon | 6pm
Score deals on fashion brands | AbeBooks
Books, art & collectibles | ACX
Audiobook Publishing Made Easy | Alexa
Actionable Analytics for the Web | Amazon Business
Everything For Your Business |
| AmazonFresh
Groceries & More Right To Your Door | AmazonGlobal
Ship Orders Internationally | Home Services
Handpicked Pros Happiness Guarantee | Amazon Inspire
Free Digital Educational Resources | Amazon Rapids
Fun stories for kids on the go | Amazon Restaurants
Food delivery from local restaurants | Amazon Video Direct
Video Distribution Made Easy |
| Amazon Web Services
Scalable Cloud Computing Services | Audible
Download Audio Books | Book Depository
Books With Free Delivery Worldwide | Box Office Mojo
Find Movie Box Office Data | ComiXology
Thousands of Digital Comics | CreateSpace
Indie Print Publishing Made Easy | DPRReview
Digital Photography |
| East Dane
Designer Men's Fashion | Fabric
Sewing, Quilting & Knitting | Goodreads
Book reviews & recommendations | IMDb
Movies, TV & Celebrities | IMDbPro
Get Info Entertainment Professionals Need | Junglee.com
Shop Online in India | Kindle Direct Publishing
Indie Digital Publishing Made Easy |
| Prime Now
FREE 2-Hour Delivery on Everyday Items | Prime Photos
Unlimited Photo Storage Free With Prime | Shopbop
Designer Fashion Brands | TenMarks.com
Math Activities for Kids & Schools | Warehouse Deals
Open-Box Discounts | Whispercast
Discover & Distribute Digital Content | Withoutabox
Submit to Film Festivals |
| | Woot!
Deals and Shenanigans | Zappos
Shoes & Clothing | Souq.com
Shop Online in the Middle East | Subscribe with Amazon
Discover & try subscription services | | |