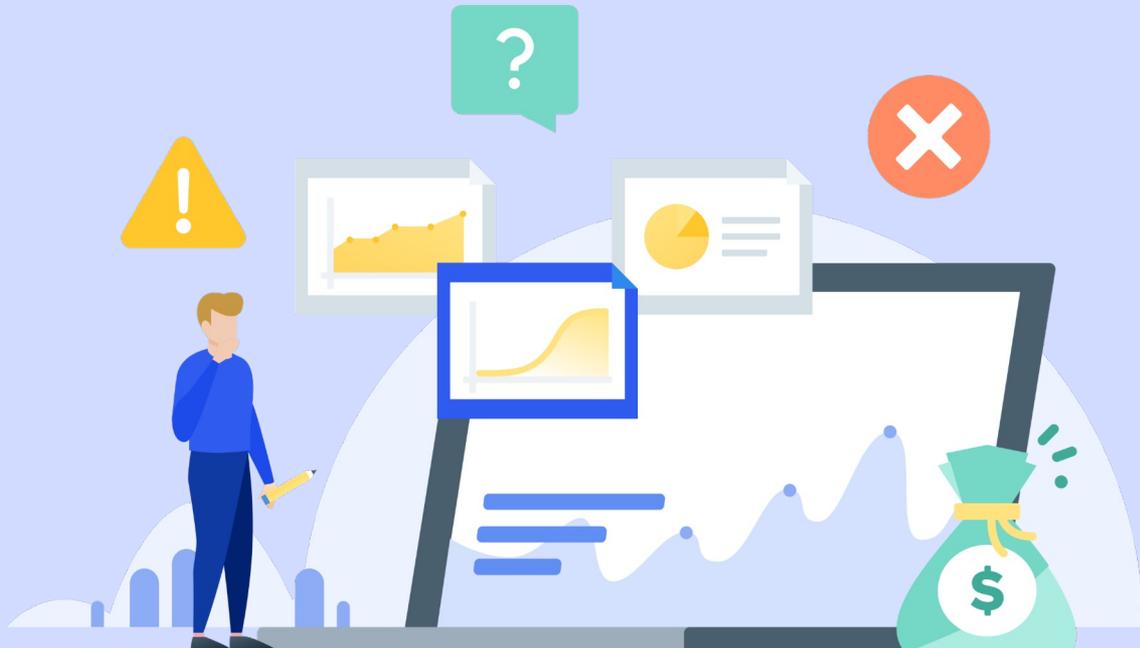


wish
MERCHANT

Infractions Guide for Merchants



What's in this guide?

- [What is an infraction on Wish?](#)
- [Why does Wish apply infractions?](#)
- [Proactively avoiding infractions](#)
- [Types of infractions](#)
- [Addressing an infraction](#)

What is an infraction?

A merchant **infraction** occurs when Wish detects that an action on the platform violates our policies or Terms of Service.

When an infraction is detected, Wish notifies the affected merchant and shares the reason.

Some infractions lead to a **warning**, while others incur **penalties** on Wish, such as the removal of product listings or account suspensions. Infractions may also negatively affect your **Wish Standards score**.



Why does Wish apply infractions?



In short: To keep Wish secure, reliable, and trustworthy.

We maintain [Merchant Policies](#) and [Terms of Service](#), [asking](#) that merchants:

- Always provide truthful and accurate information
- Fulfill orders as accurately and quickly as possible

Applying infractions helps limit violations of these rules, keeping the Wish experience positive for both users and merchants.

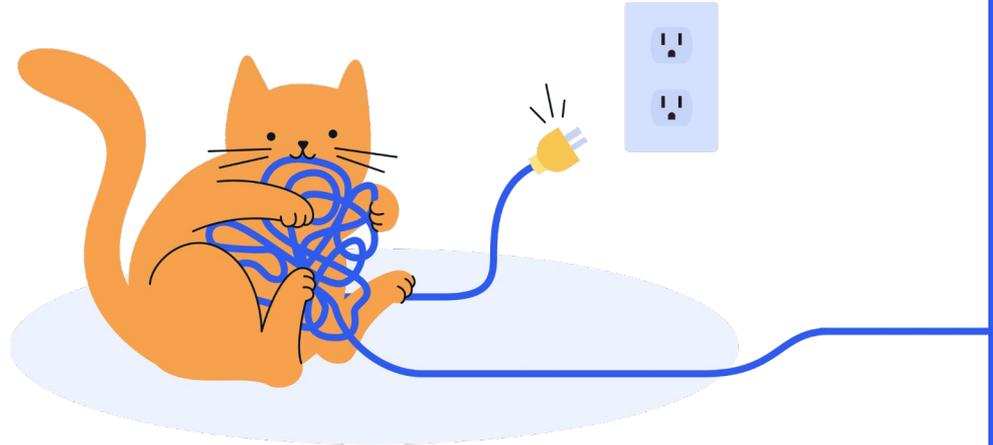
What should you do if you receive an infraction?

Don't panic!

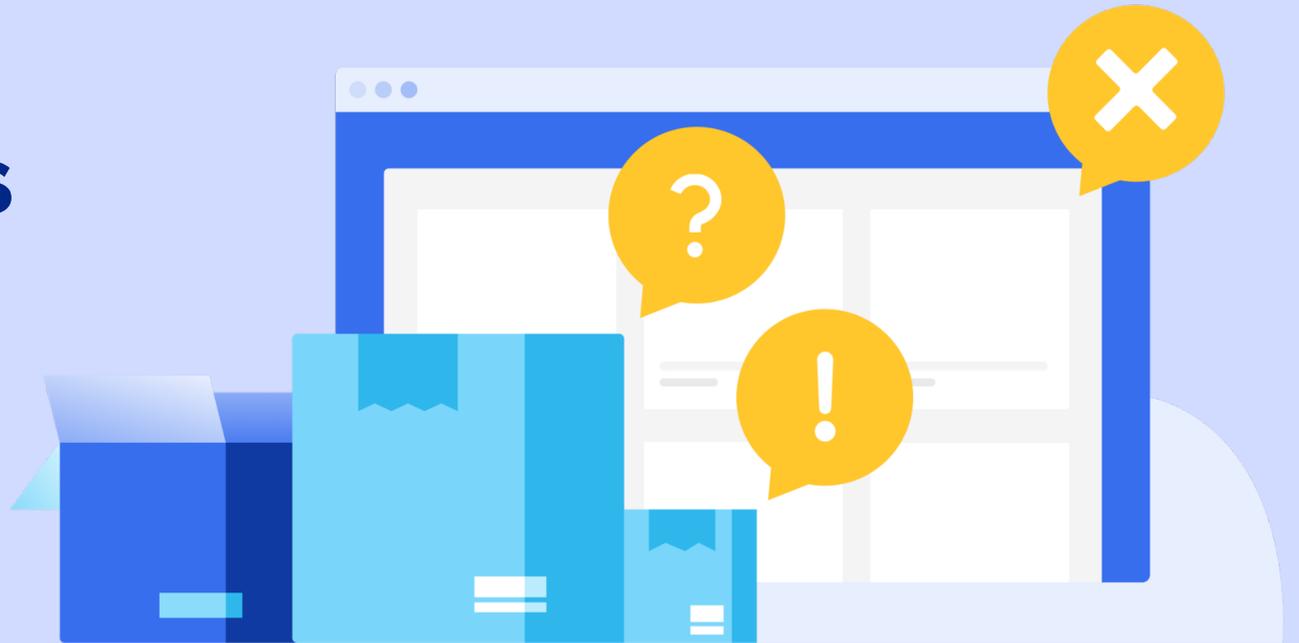
While infractions can seem daunting or worrisome, we're here to help.

Some infractions are due to a simple mistake or misunderstanding. Many can be easily resolved through straightforward communication.

We will provide detailed information about how to handle infractions [later in this presentation](#).



Proactively avoiding infractions



Set Yourself Up For Success



Before you upload products to Wish, follow these **best practices** to help avoid infractions:

Be Authorized

Take proactive steps to have your merchant account pre-authorized.

1. [Validate your store](#)
2. [Upload Product Authorizations](#)
3. [Become an Authentic Brand Seller](#)
4. [Add brand authorizations](#)
5. [Return the Blanket Brand Agreement \(BBA\) to your Wish Account Manager](#)

Be Accurate

Ensure that your product listings always contain complete, accurate, and truthful information, including:

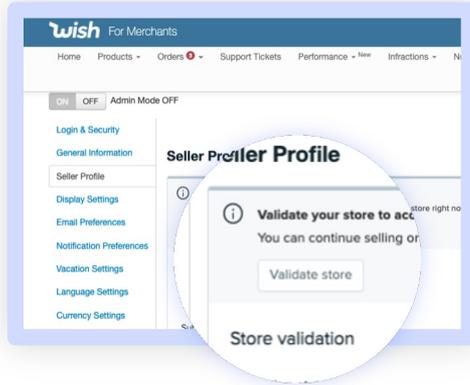
- Descriptions
- Photos
- Product categorization

Be Authentic

[Do not upload counterfeit products to Wish.](#)

Read, understand, and comply with Wish's [Prohibited Products policy](#); understand [which items are prohibited](#) and learn [details about those prohibitions](#).

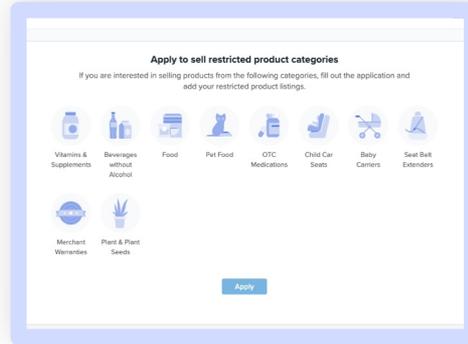
Proactive Steps



1. Validate Your Store

This helps ensure account security and unlocks features like Product Authorizations.

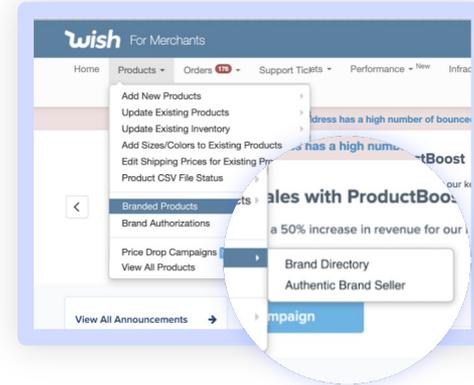
From the Merchant Dashboard, go to [Settings → Seller Profile → Validate my store.](#)



2. Product Authorizations

Sell certain restricted products on Wish (vitamins, supplements, pet food, food & beverages, and more).

From the Merchant Dashboard, go to [Products → Product Authorizations.](#)



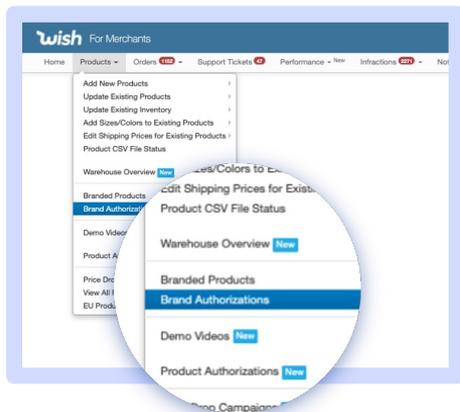
3. Become an Authentic Brand Seller

Help avoid intellectual property infractions. You'll receive "Authentic Brand Product" badges, which can increase your impressions.

From the Merchant Dashboard, go to [Products → Branded Products → Brand Directory page.](#)

Click a brand name and select "Become an Authentic Brand Seller". You'll be asked for brand trademark registration information.

Proactive Steps



4. Brand Authorizations

Allows a store to provide proof that they are authorized to list and sell a product without infringing on intellectual property.

From the Merchant Dashboard, go to [Products → Brand Authorizations](#)

Accepted Carrier	External Link	Suggested Usage (Origin Country/Region to Destination Country/Region)
AsendiaGermany	View	DE to international
AsendiaHK	View	HK to international
AsendiaUK	View	UK to international
AsendiaUSA	View	US to international
DHL	View	International to international
DHLCommerce	View	US, Europe, IN and Asia Pacific to international
DHLFreightSweden	View	SE to international
DHLGermany	View	DE to international

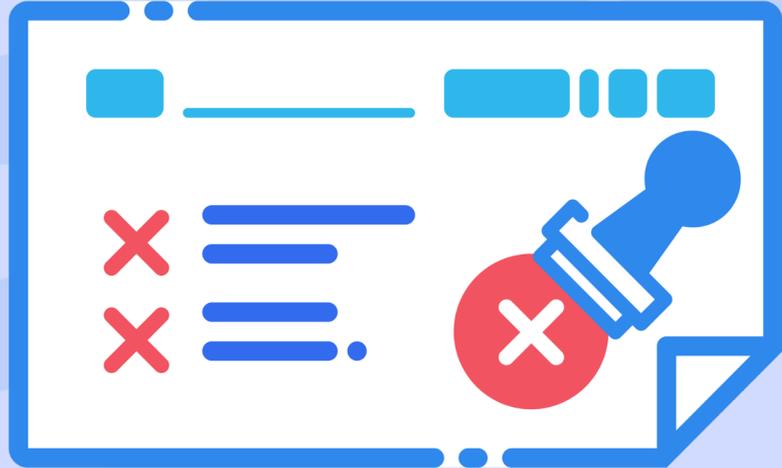
5. Confirm shipping carriers by order destination

To avoid delayed payments, ensure you're shipping products via an appropriate carrier for the order's destination country or region.

Orders that fall under Wish's [Confirmed Delivery Policy](#) must be shipped using one of our [Confirmed Delivery carriers](#) with last mile tracking. Read more about [Confirmed Delivery orders here](#).

Even if an order doesn't qualify for the Confirmed Delivery Policy, we still [require merchants to utilize specific carriers when shipping to certain countries or regions](#).

Types of infractions



Infraction categories

Wish holds its merchants to high standards. Infraction categories include:

1. **Product/Listing infractions** applied to individual products or listings on Wish.

Examples include:

- Inappropriate products such as prohibited/restricted products or items with hateful images, graphic sexual content, etc.
- Modified products such as products whose content (image, description) was changed after the merchant initially uploaded it
- Misleading/ambiguous listings that intentionally mislead customers or lead to confusion about what is for sale
- False advertising listings such as an unverified free shipping claims or conflicting price tags

1. **Store infractions** applied to merchant stores on Wish.

Examples include:

- Stores that are suspected of operating fraudulently
- Stores with high refund ratios or high late confirmed fulfillment rates

Infraction categories (continued)

Wish holds its merchants to high standards. Infraction categories include:

3. Order infractions applied to individual orders on Wish.

Examples include:

- Orders that are not marked “fulfilled” within 5 calendar days
- Orders for which merchants do not add valid tracking information within 7 calendar days
- Inputting unconfirmed or misleading tracking numbers for orders

4. Intellectual property infractions which occur when intellectual property rights are violated.

Examples include:

- Products that showcase unauthorized reproduction of patented processes or designs
- Unauthorized use of Copyrighted or Trademarked material
- Listings which show counterfeit products for sale
- Branded products with the brand hidden from view in photos

Product/listing-level infractions: prohibited products

Be careful not to upload prohibited products to Wish.

As a Wish merchant, **you are responsible** for ensuring the legal compliance of your products.

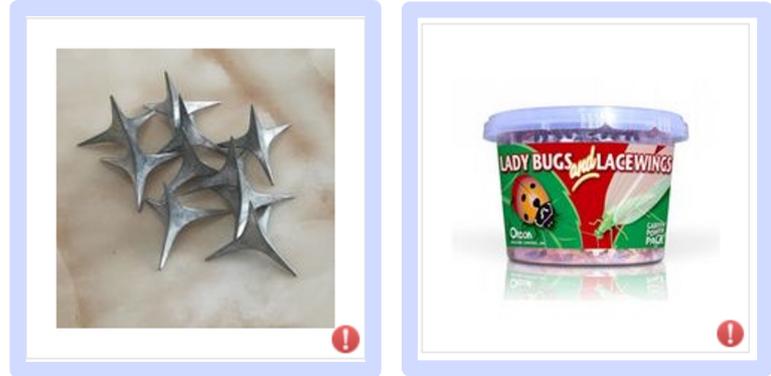
General restrictions

Certain products are prohibited on Wish. [View a comprehensive list of general product restrictions here.](#)

Regional restrictions

Wish also prohibits sale of products that do not comply with applicable laws and regulations in certain countries or regions. Understand where the sale of certain items is prohibited or permitted only under special conditions.

[View a comprehensive list of regional restrictions here.](#)



Hazardous materials and animal products - two examples of prohibited products on Wish

*

TIP: Make sure you're adhering to all of Wish's policies outlined in the Merchant Terms of Service, including all policies pertaining to prohibited products and prohibited listing practices.

Product/listing-level infractions: false advertising

The term “false advertising” can encompass a number of concerns:

- Watermarks, Logos, or Trademarks from other E-Commerce Sites
- Projected Shipping Times or Costs
- Unauthorized use of Wish-Owned Trademarks
- Unverified Price Information
- Unsubstantiated Warranties or Guarantees
- Logos, Seals, Insignias, Credentials, ID cards, Badges, Trade Dress, or Branding of Accredited Agencies or Organizations – e.g.,
 - U.S. government agencies such as military branches, U.S. Coast Guard, and U.S. Customs and Border Protection
 - Federal, state, and local law-enforcement agencies
 - Ride-sharing entities, such as Uber, Lyft, Gett, Via, Curb, Didi Chuxing, Grab, and Ola
- Merchant Contact or Referral Information



Unverified price information - these products show price tags in the photos that are not verifiable by Wish

* **TIP: Do not make unsubstantiated or exaggerated statements in product listings. Unverified claims, details, guarantees or endorsements in titles, images, and/or descriptions are considered to be false advertisement.**

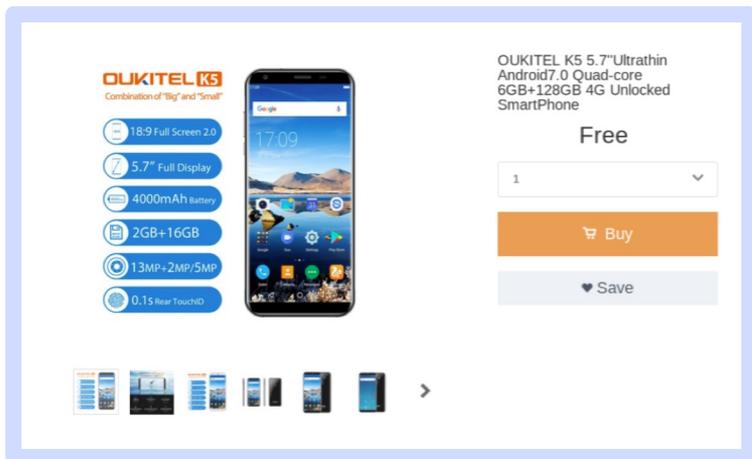
Product/listing-level infractions: misleading or ambiguous listings

Set appropriate expectations for your products.

Product listings that misrepresent the product that is being sold or set false expectations may incur infractions.

Read our [Help Center article on this topic here](#).

*** TIP: If you need to edit a product listing, don't drastically change the product's photo or description. Whenever a product listing image or text is edited after it is posted on Wish, our in-house team reviews the listing to confirm it is not a "product change" in violation of our policies.**



Unreasonable price point - "free" is not a reasonable market price for a smartphone



VS.



Conflicting customer feedback - this product listing is for "wireless headphones", but customer images show wires

Order-level infractions: misleading tracking information

Don't add misleading tracking information.

Misleading tracking information is intentionally inaccurate. It misleads Wish customers and the Wish platform into believing that an order has been shipped or delivered in a certain way, when in fact it has not.

Examples include:

- Shipping an order and entering an invalid or inaccurate shipping carrier and/or tracking number
- Failing to ship an order and entering an illegitimate tracking number

*

TIP: This infraction is considered serious on Wish. If a merchant uses misleading tracking numbers, their account is at risk of account suspension or other penalties.

Penalties for this infraction are serious, and may include a reduced Wish Standards score or removal from the Wish platform.

This type of penalty can only be disputed and approved within 90 calendar days from when the penalty was created.

Store-level infractions: order not marked fulfilled within 5 days (unfulfilled)

Always fulfill your orders within 5 calendar days

Prioritize prompt and accurate fulfillment of orders.

If an order is not marked fulfilled 5 calendar days after it is released to you:

- The customer will receive an automatic refund
- The associated product may be disabled on Wish
- You will receive an infraction with a penalty of \$50.00 per auto-refunded order

Read Wish's [policies related to order fulfillment requirements here](#).

*** TIP: Keep an eye on your fulfillment and auto-refund rates.**

Fulfillment rate =

The number of orders you have fulfilled

÷

The number of orders you have received

If this rate falls too low, your Wish account will be suspended.

Auto-refund ratio =

The number of orders automatically refunded due to [Merchant Policy 5.1](#)

÷

The number of orders you have received

If this ratio is extremely high, your Wish account will be suspended.

Order-level infractions: order not fulfilled with appropriate TTD (Time To Door)

Ensure you're shipping products in alignment with your chosen max delivery days.

You can [set max delivery days](#) for your products (in [Primary or Secondary warehouses](#) if you are based outside of Mainland China). We ask that you adhere to your chosen number of max delivery days.

If orders are not received by customers within your max delivery days, you may receive an infraction. You'll be responsible for any customer refunds on orders that are confirmed delivered later than your set max delivery days.

If merchants do not individually dispute each infraction or cannot achieve an acceptable [Warehouse Late Delivery Rate](#) within 24 weeks after a withheld payment due to this type of infraction, affected orders will no longer be eligible for payment.

Please see [this Help Center article for full details about our Warehouse Fulfillment Policy](#).

* **TIP: Merchant payments may be withheld for certain types of orders arriving later than the merchant-set max delivery days.**

Merchants may dispute payment withholding within 30 calendar days from the date of withheld payment.

Intellectual property infractions: unauthorized seller

You must be authorized to sell the authentic brands that you list for sale on Wish.

It is your responsibility to provide proof that you are authorized to sell each product you list on Wish.

Intellectual property is a work or invention that results from human creativity or creations of the mind.

Intellectual property rights are legal rights that grant their owners certain benefits from and control over the use of their intellectual property. The most common intellectual property rights are copyrights, trademarks, patents, registered designs, and rights of publicity.

Wish has a strict [policy against intellectual property infringement](#).

* **TIP: You should only list authentic brands that are registered in our [Brand Directory](#) and which you're legally authorized to sell on Wish.**

Become an [Authentic Brand Seller](#) in order to help avoid infractions.

How Wish prevents intellectual property infringement:

- We remove items reported for intellectual property infringement by [Brand Owners or Brand Partners](#) or through other means
- We respond to reports of suspicious or potentially infringing products from our customers

Intellectual property infractions - counterfeit products

Counterfeit products are strictly prohibited on Wish.

Wish has a strict policy against the listing or sale of products that violate the intellectual property rights of others. This includes the sale of counterfeit, fake, or “knockoff” goods, and products which mimic or allude to the intellectual properties of others.

*

TIP: read our [Intellectual Property “Dos and Dont’s](#) and [“How to avoid intellectual Property violations on Wish”](#) articles for an overview of expected behavior related to Intellectual Property on Wish.



Inauthentic items that directly copy a brand or logo



Items that use brands or logos that are substantially indistinguishable from actual brands or logos



Items that have been visually altered to conceal a brand or logo

Intellectual property infractions - counterfeit products (continued)

Items that have a misspelling of the brand name on the product are considered knockoffs



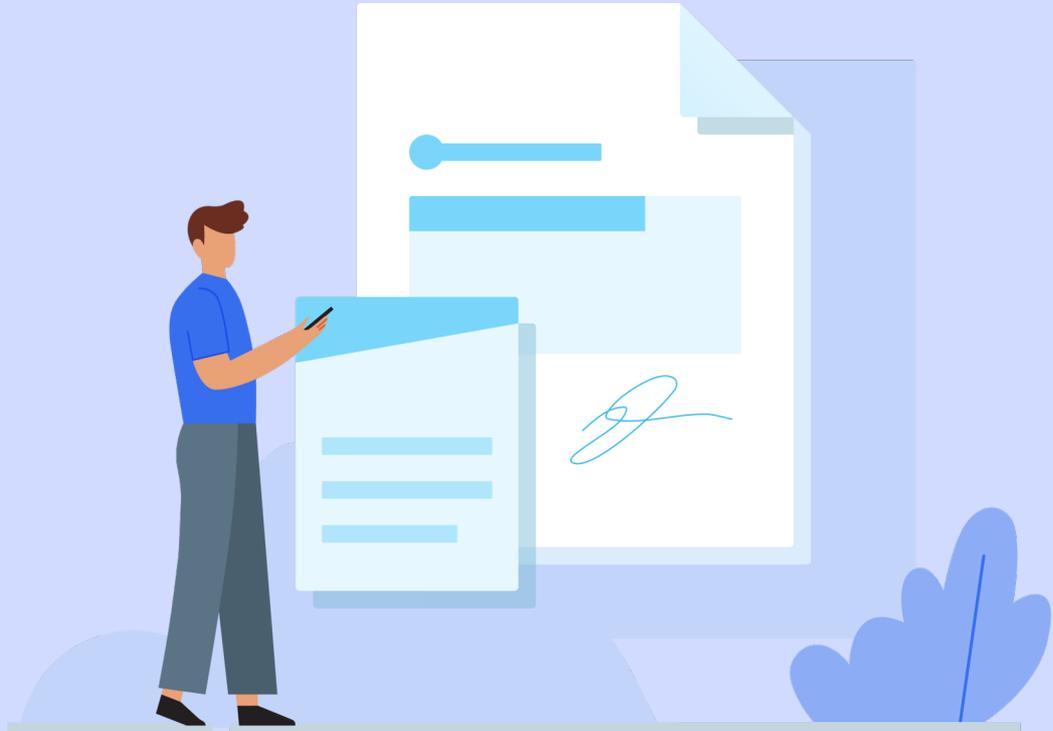
Items that mimic certain designs or patterns can constitute counterfeits, fakes, or knockoffs



Items that display brand names in product photos (e.g., on hangers, in non-affixed product tags, etc.) might still violate a third party's rights, even if it may or may not be related to a specific product.



Addressing an infraction



Infraction notifications

If an infraction is applied on Wish, you'll receive an email notification and message in the “Infractions” section of your Merchant Dashboard, containing:

1. **Reason for violation:** a high-level description of why the action violates Wish's policies.
2. **Message:** additional details about the violation, including a link to the relevant policy on Wish's Merchant Policies page.
3. **Proofs:** order IDs, product IDs, or store IDs that serve as evidence of the violation.
4. **Penalties:** the penalty incurred. Examples of penalties include product removals, withheld payments, and [account suspension](#).
5. **Options for disputing the infraction:** in most cases, merchants may dispute the infraction by providing evidence that Wish has made a mistake in judgment.

Wish's API also documents some infractions instances; for more information, check out this [API documentation](#).

Viewing infractions: the Infractions Action Required page

The [Infractions > Actions Required](#) page within your Wish Merchant Dashboard shows a summary of actionable Wish infractions. You may also sort this page by infraction type.

The amount of time you have to address an infraction on Wish varies depending on the infraction itself.

- Home
- Products
- Orders 73
- Support Tickets 39
- Performance
- Advertising 43
- Promotions
- Payments
- Infractions 42
- Disputes
- Fulfillment Services

INFRACTIONS

- Infractions 41
- Intellectual Property 1
- Temporary Restraining Order

Policy Infractions

If your account violates Wish's policies, then you will receive an infraction. You can dispute these infractions below. [Learn more.](#)

Action Required Awaiting Admin History

Starting [Month DD,YYYY], fulfillment-related policy violations will result in infractions instead of penalties. Some of these infractions may impact your [Wish Standards](#) tier, so address them as soon as possible to improve your store's metrics and move up tiers.

Search by ID:

1 - 1 of 1 10 Filter

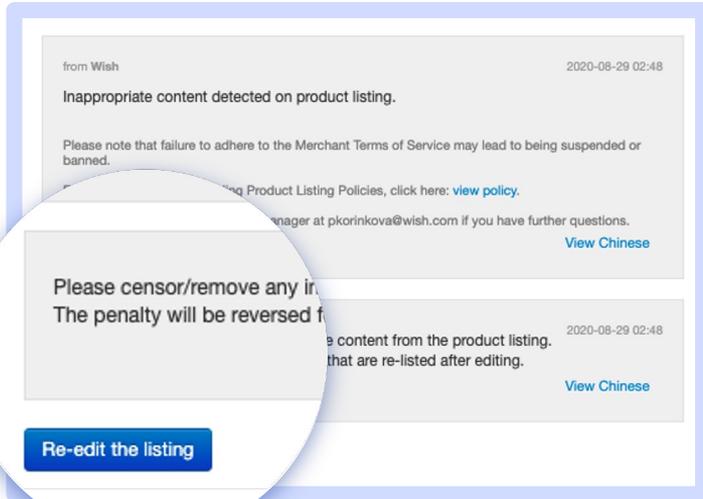
ID	Created ↓	Last Update	Reason	Dispute Status	Action
...6cb92	10/14/2021 1:32 PM PDT	10/14/2021 1:32 PM PST	Late confirmed fulfillment	Not created	View
...6cb92	10/14/2021 1:32 PM PDT	10/14/2021 1:32 PM PST	Order cancellation	Not created	View
...6cb92	10/14/2021 1:32 PM PDT	10/14/2021 1:32 PM PST	Misleading tracking	Not created	View
...6cb92	10/14/2021 1:32 PM PDT	10/14/2021 1:32 PM PST	Unfulfilled order	Not created	View

Potential options for addressing an infraction: Edit your listing

You might be able to change your product listing to correct a problem - if so, you'll see a button or link to "Edit the listing" or "Re-edit the listing".

Inappropriate content at a product level cannot be edited to reactivate a listing, but inappropriate content at a listing level can be.
For example: A weapon will always be a weapon, and will never comply with Wish policies. However, if the product itself is compliant, false advertising content may be removed to reactivate the listing.

Scenario : Inappropriate content detected



from Wish 2020-08-29 02:48

Inappropriate content detected on product listing.

Please note that failure to adhere to the Merchant Terms of Service may lead to being suspended or banned.

For more information regarding Product Listing Policies, click here: [view policy](#).

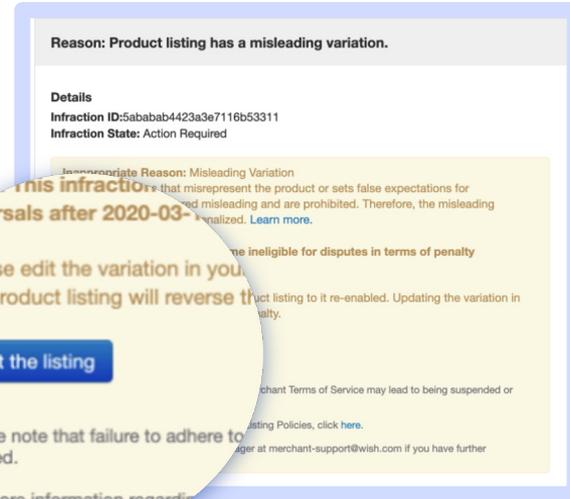
Contact our support manager at pkorinkova@wish.com if you have further questions. [View Chinese](#)

Please censor/remove any inappropriate content from the product listing. The penalty will be reversed if you remove the content from the product listing. [View Chinese](#)

2020-08-29 02:48

[Re-edit the listing](#)

Scenario : Listing has a misleading variation



Reason: Product listing has a misleading variation.

Details
 Infraction ID:5ababab4423a3e7116b53311
 Infraction State: Action Required

Inappropriate Reason: Misleading Variation
 This infraction is a variation that misrepresent the product or sets false expectations for consumers. Misleading variations are prohibited. Therefore, the misleading variation is penalized. [Learn more](#).

Product listings that are ineligible for disputes in terms of penalty

Please edit the variation in your product listing to it re-enabled. Updating the variation in your product listing will reverse the penalty.

[Edit the listing](#)

Merchant Terms of Service may lead to being suspended or banned. For more information regarding Product Listing Policies, click here. [View Chinese](#)

Contact our support manager at merchant-support@wish.com if you have further questions.

Please note that failure to adhere to the Merchant Terms of Service may lead to being suspended or banned. For more information regarding Product Listing Policies, click here. [View Chinese](#)

For more information regarding Product Listing Policies, click here. [View Chinese](#)

Potential options for addressing an infraction: Dispute the infraction

You can file a dispute for certain infractions on Wish. If it's possible dispute an infraction, there will be a button or link showing "Dispute Infraction" or "File a dispute" in the email notification.



Scenario : Wish detects that an existing product listing was modified to show a different product



Scenario : Item falls within a product category the merchant is not authorized to sell

Message Details

from Wish 2021-06-11 11:20

This product listing was modified into a new product. This is a violation of policy 2.6. The product listing has been taken down and this account has been penalized ¥0 CNY.

For more information regarding Product Listing Policies, click here: [view policy](#).

Feel free to contact your account manager at ddong@wish.com if you have further questions.

[View Chinese](#)

Feel free to contact your account manager at ddong@wish.com if you have further questions.

To dispute the infraction and re-enable your product: Please dispute the infraction and tell us how you will rectify this violation and adhere to our merchant terms of service moving forward.

Dispute Infraction

Message Details

from Wish 2021-06-11 14:07

The product category of your listing has been identified as Materials for Consumption - Pet Food. In order to list this product for sale on Wish, you will need to apply for Product Authorization. To apply for Product Authorization please click [here](#).

Please note that failure to adhere to the Merchant Terms of Service may lead to being suspended or banned.

For more information regarding Product Listing Policies, click here: [view policy](#).

Feel free to contact your account manager at merchant_support@wish.com if you have further questions.

Was this listing incorrectly identified as "Prohibited"?

For more information regarding Product Listing Policies, click here: [view policy](#).

Feel free to contact your account manager at merchant_support@wish.com if you have further questions.

File a dispute here

Potential options for addressing an intellectual property infraction

Intellectual property infractions are slightly different than other infractions on Wish.
Merchants usually have several options to address them.

1. If you **do not have legal authorization** to sell the product, you may **delete or edit your listing** to address the issues noted in the infraction (remove all unauthorized use of intellectual property)
2. If you have legal authorization to sell a product you may dispute the infraction in a few ways:
 - Provide Wish with a [brand authorization](#) proving that you are authorized to sell the product
 - Dispute the infraction using [Authentic Brand Seller program](#)

How to fix this issue

To re-list your product, please take one of the following actions:

<p>Provide brand authorization</p> <ol style="list-style-type: none">1. Contact brand owner to receive authorization2. Provide proof of authorization to sell Benefit Cosmetics LLC_Benefit products on Wish3. If the authorization is successful, the penalty will be rescinded. <p>Learn more</p> <p>Provide authorization</p>	OR	<p>Edit your product listing</p> <ul style="list-style-type: none">• Edit your product listing with original content to be compliant. Remove all unauthorized use of IP.• Updating the product listing will not reverse the penalty. <p>Read more</p> <p>Edit the listing</p>	OR	<p>Dispute using Authentic Brand Seller</p> <p>If you are the IP owner or have direct permission from the IP owner to sell for Benefit Cosmetics LLC_Benefit, you can dispute this infraction using the Authentic Brand Seller program.</p> <p>Apply here</p>
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Potential options for addressing an infraction: contact your Wish Account Manager

If you don't see an option within a notification to dispute or otherwise address the infraction, please reach out to your Wish Account Manager.

i Scenario : Product listing is regionally restricted

Message Details

from Wish

2021-02-04 21:25

The product in your listing has been flagged for violating Wish's "Regional Restrictions" Policies. The product has been regionally restricted from sale in BE,FR,BG,DK,HR,DE,IT,HU,CZ,CY,AR,AT,FI,IE,ES,GR,SK,NL,PT,MT,SI,LV,EE,LT,LU,SE,RO,PL,GB. This product may not be relisted.

From this time on, please disable shipping in regions where the product is prohibited before publishing the listing on Wish. Please note that failure to list products that comply with Wish's Product Listing Policies may lead to suspension.

For more information regarding regionally restricted products please visit:
<https://merchant.wish.com/policy/inappropriate-reasons/42>

Feel free to contact your account manager at pkorinkova@wish.com if you have further questions.

[View Chinese](#)

i Scenario : Order not fulfilled within 5 days

from Wish

2021-01-06 14:35

A large number of orders for this product were not fulfilled. This product is disabled to prevent unfulfilled orders in the future.

Please note that stores that do not fulfill orders within 5 days may be subject to suspension or may be banned.
For more information regarding expected order fulfillment times, click here: [view document](#).

Feel free to contact your account manager at pkorinkova@wish.com if you have further questions.

[View Chinese](#)

Please fulfill all orders within 5 days.

2021-01-06 14:35

[View Chinese](#)



Thank You

If you require further information or have additional questions, please reach out to your **Wish Account Manager**.

We are happy to assist you!

