Amazon Communication Guidelines: Optional Suppression of Shipping Notifications (E-mails From the Shop System) by magnalister

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Frage (öffentlich)

Since November 2020, Amazon prohibits, among other things, the sending of shipping notifications
to the buyer by e-mail. This also includes shipping notifications generated from the shop system.

How can magnalister prevent that the e-mails forwarded to the buyer via Amazon reach the buyer
and where can I find the setting in the plugin?

Lösung (öffentlich)

Due to Amazon communication guidelines (see: [1]here), Amazon sellers may not send shipping
notifications (e-mails) directly to buyers. Amazon can track the communication with the buyer
because the e-mail is sent via an encrypted buyer e-mail address provided by Amazon.

magnalister offers the option to blacklist e-mails sent from the shopping system for orders
imported via magnalister. This means that they will not reach the Amazon buyer. The setting for
this can be found in the magnalister Amazon configuration under "Order Import" -> "Order Status
Synchronization" -> "Amazon Communication Guidelines" -> "Blacklist Amazon's customer e-mail
address". Blacklisting is activated by default. If you cannot find the setting in the magnalister
plugin, please update it to the latest version.

By blacklisting the e-mail generated from the shopping system, the merchant receives a mailer
daemon (information from the mail server that the e-mail could not be delivered). Unfortunately, it
is not possible to block the e-mail address generated by Amazon from the start and thus prevent
the e-mail from being sent because the shopping system needs this e-mail address to create an
order.

Important note: If you want to enable sending e-mails to buyers despite Amazon's communication
guidelines, uncheck the box "Blacklist Amazon's customer e-mail address". This may result in you
being blocked by Amazon. We therefore strongly advise against this and do not accept any liability
for any damage that may occur.

How can I still use the Amazon buyer email address?

magnalister only puts the prefix "blacklisted-" in front of the Amazon e-mail address (e.g.
blacklisted-12345@amazon.de). If you still want to contact the Amazon buyer, simply remove the
prefix "blacklisted-".

Can I still use the magnalister function "e-mail to buyer"?

Amazon does not generally prohibit e-mail communication with the buyer. For example, you may
continue to ask the buyer for a review:

In the magnalister Amazon configuration in the tab "E-Mail to buyer" an e-mail template can be set
up to send information to Amazon buyers.

You can use this function even if you blacklist Amazon customer e-mail addresses. The addition
"blacklisted-" will be removed automatically when sending. However, please make sure that you do
not use the magnalister e-mail template to communicate order and shipping status information and
that you follow all other guidelines.

[1] https://m.media-amazon.com/images/G/01/SellerCentral/CommunicationGuidelines/en_US_Communication_Guidelines.pdf