

When buyers want to remove feedback

Buyers can remove ratings and feedback, but it is at their discretion. When they remove feedback, your average rating is updated. In general, Amazon will remove feedback when it meets the following criteria specified in our policy:

- The feedback contains obscene language.
- The feedback contains seller-specific personally identifiable information.
- The feedback is entirely a product review.

If you believe that feedback you received meets any of the criteria above for removal, you can do the following:

1. Go to [Feedback Manager](#).
2. In the **Recent Feedback** table, next to the **Order ID** you want to request feedback removal, select **Request removal** under the **Actions** column.

For more information, see [Can Amazon remove buyer feedback?](#)

Note: The Request removal option will not be available for star-only rating feedback because you do not need to manage star-only feedback via Feedback Manager. Amazon will automatically assess star-only feedback for removal upon submission.

To address a buyer's concern about an order or customer service, you can contact the buyer using one of the following options:

Use Feedback Manager

1. Go to [Feedback](#) under the **Performance** tab.
2. In the **Recent Feedback** table, select **Contact Customer** under the **Actions** column next to the designated Order ID.

Use [Buyer-Seller Messaging templates](#)

For more information, see [Email templates for Buyer-Seller Messaging](#).

Note: You can only use the Buyer-Seller Messaging templates to contact a buyer about an order or a customer service question. You are not permitted to ask the buyer to remove their negative feedback.

Note: *You cannot offer compensation or other incentives to a buyer to either give positive feedback or remove negative feedback. For more information, see [Prohibited seller activities and actions](#).*

See also

- [About the Feedback Manager](#)
- [Post a public reply](#)
- [Download a report of buyer feedback](#)