



**Seller Services
Private Limited**

CIN: U51900KA2010PTC053234

19th February 2026

To

Shri. Anupam Mishra,
Joint Secretary,
Department of Consumer Affairs
Krishi Bhawan, New Delhi - 110001

Kind Attn: Shri. Anupam Mishra

Sub: Self-assessment and declaration for dark patterns.

Dear Sir / Madam,

This is pursuant to the advisory dated June 5, 2025 ("**Advisory**") issued by Central Consumer Protection Authority ("**CCPA**") advising all e-commerce platforms to voluntarily submit a self-declaration as per the Advisory in connection with and under the Guidelines for Prevention and Regulation of Dark Patterns, 2023 ("**Guidelines**").

At the outset, for us at Amazon Seller Services Private Limited (hereinafter, also referred to as "**Amazon**" "**we**" / "**our**"), customer trust is our most important asset, and we reaffirm our unwavering commitment to becoming Earth's most customer-centric company and to upholding the highest standards of consumer protection. This commitment is reflected in every aspect of the customer experience, from user interface to delivery and returns.

We have on a best effort basis, undertaken an assessment of our marketplace and submit this letter to state our substantial-conformity with the principles outlined in the Consumer Protection Act, 2019 ("**CPA**") and the Guidelines.

Given the scale and complexity of our marketplace, we have invested significant time and effort to assess, monitor and review our user interface and user experience. The required assessment was complex, manpower and resource intensive, due to the continuously evolving nature of our digital properties and rapidly expanding parameters, with features being continuously deployed across multiple touchpoints. This fluid environment required meticulous and often repetitive examination of the same customer journeys, as changes occurred in real-time.

To ensure continued compliance in this dynamic and ever evolving ecosystem, we believe our processes will allow for proactively monitoring our user interface and user experience. Our commitment to refining such processes and enhancing review mechanisms remains unwavering, allowing us to consistently adapt and uphold the highest standards of user experience and compliance. Further, we are actively fostering awareness of the Guidelines within Amazon through regular, proactive outreach. This includes implementing systematic measures to ensure ongoing understanding and integration across teams in relation to the Guidelines.

Therefore, we believe that our marketplace processes are fair, simple, transparent and therefore consistent with principles underlying the Guidelines, which safeguard and protect consumer interests. We remain committed to consistently improving and adapting to maintain a customer environment that is safe, transparent, fair, reliable and based on consumer trust.

As a law abiding responsible corporate citizens, we assure you of our complete cooperation and commitment to ensure protection of the rights of consumers.

Thank you for your understanding.

Yours sincerely,

For Amazon Seller Services Private Limited

Richa Bakshi

(Authorized Signatory)



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