



AWS MARKETPLACE

Know Your Customer (KYC)

Documentation Upload Best Practices & Support (English Version)

Korean Translation [Here](#)

Information Required To Become KYC Compliant

Hyperlinks To Specific Best Practices:

- [Basic Seller Details & Business Information](#)
- [Primary Contact Verification](#)
- [Beneficiary Owner or Senior Manager Verification](#)
- [Additional Business Document\(s\) Required](#)

Important Follow Up Actions Once KYC Compliant

- [Bank Account Verification](#)
- [Secondary Users Verification](#)

Important Compliance Communications

KYC Notifications & Submission Feedback:

Locate your root email address in 'settings' tab and under 'notifications' – ***It is the main email address listed.***

After submitting documents this is where the KYC team will provide updates to and they can only accept replies from this same email address.

Important KYC emails will be sent from : seller-verification-enquiry-aws@amazon.co.uk or account-confirmation-eu@amazon.co.uk

The screenshot displays the AWS Marketplace user interface. At the top, a navigation bar includes links for Home, Products, Requests, Offers, Agreements, Assets, Insights, Support, Partners, and Settings. Below this, a secondary navigation bar shows tabs for Public profile, Payment information, Service-linked roles, Notifications (which is highlighted), and Tags. The main content area is titled 'Notifications Info' and contains the following text: 'Make sure your contact information is up to date. AWS Marketplace will notify you about updates and information.' Underneath, the 'Email address' field is highlighted in yellow and contains the text 'MPUFinquiries@amazon.com'. A button labeled 'Change email address' with an external link icon is positioned below the email address. Further down, the section 'Email for custom notifications' is shown, with the text 'The email addresses that will receive notifications about specified events' above a list containing 'ojtanaya@amazon.com, aiwenw@amazon.com'. At the bottom of this section is an 'Update email address' button.

Locating KYC In Your Management Portal

Settings → Know Your Customer → Update KYC Compliance

Settings [Info](#)

Account summary [Info](#)

Legal business name MPCustdesk Test Account	Business location Info United States	Account status ✔ Publish paid and free products ⚠ KYC information required	Status description You can publish free or paid (including BYOL) products for customers where you collect charges. Learn more ↗ Achieving KYC verification will impact which AWS Marketplace operators facilitate your transactions. Click seller guide ↗ to learn more.
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Public profile | Payment information | **Know your customer (KYC) 1** | Service-linked roles | Notifications | Tags

Know Your Customer (KYC) information [Info](#)

KYC compliance
⚠ KYC information required

[Update KYC compliance](#) [↗](#)

⚠ Know Your Customer (KYC) information required
After review, you are requested to provide information to verify your KYC compliance. Update KYC compliance to provide the requested information.



Basic Details

Basic details

Business location

United States

Your business location is captured from billing console. To change your business location, [go to billing console](#).

Please ensure your business location is up to date in AWS Billing console.
An incorrect business location will result in failed KYC compliance. [Learn more about how to change your business location.](#)

Business type

Select an entity type

Select an entity type

Privately-owned business

Publicly-listed business

Sole Proprietor

State-owned business

Business Name, used to register with your state or federal government

Test company

Please ensure your business name is correct.
Make sure your business name matches with name you provided while registering in AWS Marketplace as a seller. Incorrect business name will result in to failed KYC compliance.

I confirm that my business location and type are correct and I understand that this information cannot be changed later.

[Amazon Payment Europe Terms & Conditions](#)

Back

Agree and continue

Basic Details

- If the registered seller account name is not publicly listed on a stock exchange, please select 'privately -owned business'
- Important to ensure the business name you enter matches your AWS Marketplace seller account name – as this is the company being verified
- Please input your business details exactly as it is shown in official registration documents (country of incorporation, entity type, name, registration number, etc.)
- Any discrepancies or mismatched information may delay the verification process

Business Information

Business information

Business name, used to register with your state or federal government

Company Registration Number ⓘ

Registration Extract

boarding-pass-1.pdf

Change

Registered business address ⓘ

US, 98101, washington, Seattle, AWS terry avenue

[View all saved addresses](#)

[+ Add a new address](#)

Proof of Address

Rent Receipt ▾

boarding-pass-1.pdf

Change

Next

Business Information

- Registration Extract is your Company Registration or Incorporation Document
- For US companies, if the Registration Extract provided/Incorporation Document is older than 180 days, please additionally provide a certificate of good standing, certificate of (account) status, or valid (not expired) business license.

Proof of Address Accepted

Utility Bill (i.e. water, gas electric)
Internet Bill
Rent Receipt
Telephone Bill
Bank Statement

- *The document must be dated within 180 days*
- *The document must not be a screenshot*
- *Ensure the information in the document matches the information in your AWS Marketplace account*

Primary Contact Information

The Primary Contact person is the person who manages the AWS Marketplace account on behalf of the company, and where possible the root user for the seller account.

This person must have legal capacity to represent the company; otherwise, a Letter of Authorization (LOA) is required to be uploaded in the 'Additional documents' section (Further explanation on this [page](#))

Enter Primary Contact Information

Back to Settings

Basic details ✓ Business information ✓ **Point of contact information** Beneficial owner Legal representative Additional documents Review and submit

Primary contact information

Primary contact person information

First name: Ashutosh Middle name(s): Last name: Garg

Enter your complete name, as it appears on the passport or ID

Country of citizenship: India

Country of birth: India Date of birth: 28 May 1989

Identity proof: Passport

Passport number: 12321332 Date of expiry: 04 Month Year

Passport document

Drag and drop Or Upload Passport

Residential address

View all saved addresses

United States ZIP / Postal code

Address Line 1 Address Line 2

City / Town State / Region

Proof of Address

TV Bill Upload Document

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Frequently Asked Questions (FAQ)

Why does a primary contact person need to provide their personal information? ▶

Who is the legal representative of a business? ▶

What should I do if I am the primary contact person but not legal representative? ▶

Identity Documents Accepted

- 1.Full Name (as it appears in official identity document)
- 2.Date of Birth (DOB)
- 3.Full address (street number and name, postal code, city, country)
- 4.Country of citizenship
- 5.Place of birth (city and country)
- 6.Official government issued identity document and expiration date (Passport or National ID)
- 7.Upload passport file
- 8.Upload proof of address document

Proof of Address Documents Accepted

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Beneficiary Owner or Senior Manager Verification

If privately owned company (beneficiary owner required): Individual who directly or indirectly owns more than 25% of the shares or voting rights in your business must be registered on the account. If this is not applicable, please register an individual (senior managing official) who controls the company through other means (chief executive officer, chief financial officer, managing or executive director, or president)

If publicly listed company (senior manager always required): Any individual who holds the position of senior managing official, such as a chief executive officer, chief financial officer, managing or executive director, or president.

(Please enter a Senior Manager Official details and document uploads in the beneficiary owner section)

Beneficial owner

Point of contact is a beneficial owner of the business

Yes No

ⓘ If you are a Publicly Listed Company, it is not mandatory to add Beneficial Owners and hence click yes to the above. Please note that we would be validating your business type as a part of the KYC process.

Beneficial owner 1 Remove

First name First name	Middle name(s) Middle name(s)	Last name Last name
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Enter your complete name, as it appears on the passport or ID

Country of citizenship
Select country

Country of birth
Select country

Identity proof
National ID

National-ID number
National-ID number

Residential address
[View all saved addresses](#)

United Kingdom

Building

City / Town

Proof of Address
Electricity Bill

Date of birth
Day Month Year

Date of expiry
Day Month Year

ZIP / Postal code

Street Name

Locality

image (14).png
Change

[Click For Identity Documents Accepted](#)

[Click For Proof of Address Documents Accepted](#)

Personal Verification : Summary

Primary Contact (POC)

This information is **always** required

The primary contact person is the person who has access to the AWS Marketplace account and disbursement actions. The primary contact provides the KYC information on behalf of the account holder (the registered seller/root user). Actions taken by the Primary point of contact are deemed to be taken by the account holder/root user.

Beneficiary Owner or Senior Manager

This information is **always** required

If privately owned company (beneficiary owner required) : An individual who directly or indirectly owns more than 25% of the shares or voting rights in your business. If cannot identify beneficial owners via shareholding/voting rights above it is deemed an individual who controls the company (i.e. chief executive officer, managing director)

If publicly listed company (senior manager required): Any individual who holds the position of senior managing official, such as a chief executive officer, chief financial officer, managing or executive director, or president.

Secondary Users

This information **may** be required

This information is required for each additional user (via their own portal login) who wishes to access financial functions such as banking information or perform refunds in the AWS Marketplace Management Portal

*Legal Representative

This information **may** be required

The legal representative will only need to be verified if the nominated beneficiary owner or primary contact is not a legal representative of the company

Additional Documents

(Statute Document & Letter of Authority)

Additional documents

Letter of Authorization

Letter of Authorisation should be on a business letter head containing business name and Point of Contact name as provided while registering. A sample can be found on the [help page](#).

Document should be signed by legal representative of business.

Document should have been issued on or after [REDACTED]

[Upload Document](#)

Statute Document

Business name on submitted Statutes should be TEST Phil

Submitted Statutes should contain Articles of Association and a most recent share allotment document (statement of Capital/ Annual return/ share register).

Baxter_18_04.pdf

[Change](#)

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Letter of Authority (LOA)

- This is required to confirm the primary contact is authorized to act on behalf of the company
- Please provide this letter using the recommended [template](#)

Statute Document

- This document should contain Articles of Association, bylaws and/or a most recent share allotment document (statement of capital/ annual return/ share register). It is the governing document of a company.
- For privately owned companies, the statute document should include the full names of each beneficial owner who directly or indirectly owns more than 25% shareholding.
- If the above data point is missing, you would be required to provide an organization chart showing the entire structure of the registered business (see [organizational chart template](#)).
- The exact requirements for statute documents vary by country and legal entity type; therefore, please provide a document that most closely aligns with the descriptions.
- Please ensure all submitted documents are signed by a legal representative, are on letterhead/stamped and dated within 180 days
- **If further documents are required the KYC verification team will contact you via [main/root email address](#) and where possible provide an example template**



Secondary User Verification

Required Once Seller Account Is KYC Verified

The screenshot displays the AWS Marketplace Management Portal interface. At the top, the header includes the AWS logo, the text 'aws marketplace management portal', and a user greeting 'Hello, assumed-role/admin/selchang-lsengard'. Below the header is a navigation menu with options like Home, Products, Requests, Offers, Agreements, Assets, Reports, Support, Partners, and Settings. The main content area is titled 'Settings' and contains several sections:

- Secondary user information required:** A warning message stating 'Due to information mismatch, you are requested to provide information to verify your secondary user. Go to the Know your customer (KYC) tab to do so.' with a 'Go to KYC tab' button.
- Account summary:** A table with four columns: Legal business name (awsmp-ssp-kyc-integ-bar-su-non-prod), Business location (United Kingdom), Account status (Incomplete, KYC Verified), and Status description (Your public profile is incomplete. Select Add public profile to continue. Your account is KYC verified, your funds will be transacted through AWS EMEA SARL).
- Navigation tabs:** Public profile, Payment information, Know your customer (KYC) (highlighted in red with a notification icon), and Notifications.
- Know Your Customer (KYC) information:** A section with a 'KYC compliance' status of 'Verified' and an 'Update KYC information' button. Below this is a blue informational box: 'Keep your information up to date. Any updates made to your business location in the AWS Tax Settings page will require a re-verification of KYC details. If anything has changed, use Update KYC information to keep previously provided data up-to-date.'
- Secondary user information:** A section with a 'Complete secondary user information' button highlighted in red. Below this is another warning message: 'Secondary user information required. Due to information mismatch, you are requested to provide information to verify your secondary user.'

- After KYC verification, the root user will be able to access financial functions such as refunds, changing bank details and disbursement frequency options.

All other users will need to verify themselves using their own login details to access these functions

- The specific user navigates to KYC tab via their access and clicks on 'Complete Secondary User Information'
- User will then be asked to verify their details (same as [Primary Contact](#) information requirements)
- Verification should take 24 hours and upon completion the user can access finance related functions

Bank Account Verification

Required Once Seller Account Is KYC Verified

The screenshot shows the AWS Marketplace Management Portal interface. At the top, there is a navigation bar with links for Home, Products, Requests, Offers, Agreements, Assets, Reports, Support, Partners, and Settings. Below this, the breadcrumb trail reads 'Home > Settings > Banking information'. The main heading is 'Banking information'. A warning icon and text state: 'Bank account verification required. Due to KYC compliance requirements, your bank accounts needs to be verified. Verify your bank account by providing a recent statement in order for disbursements to go through Amazon Payments Europe (APE)'. Under the heading 'U.S. bank account', there is a sub-heading 'Bank account information for receiving payments' and a note: 'We have found the following bank account information registered under your AWS account, Select an account or add a new account to be the disbursement account.' Below this, there is a section 'Accounts on file' with another note: 'We have found the following bank accounts registered under your AWS account. Select an account or add a new account to be the disbursement account.' A table lists 'Account 1' with details: 'Name on account: Second Account', 'Account number: **** *123', 'Disbursement account: Yes', and 'Verification status: Not Verified'. A 'Verify' button is next to the account name. At the bottom left, there is an 'Add New Account' button. At the bottom right, there are 'Cancel' and 'Submit' buttons.

- Once the seller account is KYC verified you will just need to verify that your disbursement bank account name matches your verified seller name
 - Please navigate to 'settings' and 'banking information' where you will be prompted to click 'verify'
- In the next screen you will be prompted to upload a bank document which matches your verified seller account name
 - Verification should take 24 hours

Accepted Identity Documents (ID)

Acceptable Identity Document (ID)

- ✓ Passport
- ✓ National identity card
- ✓ US passport card
- ✓ Driving license*
- ✓ Residence permit*

Requirements:

- ✓ Document copy/image must be high quality, in color, unobstructed, and legible
- ✓ Document size should be less than 10MB
- ✓ Accepted formats include: *.png, *.tiff, *.tif, *.jpg, *.jpeg, and *.pdf
- ✓ The document must be a copy of a government-issued ID document containing a photo and personal information
- ✓ The document must contain full name, date of birth, place of birth, and country of citizenship (if a standalone ID document does not contain all the data points, please provide two ID documents in combination e.g.: Driving license + birth certificate)
- ✓ The document must not be expired
- ✓ If the identity document has two sides, both sides must be uploaded
- ✓ The signature page of the document should be provided, where applicable



Accepted Proof of Address Documents

Acceptable Proof of Address:

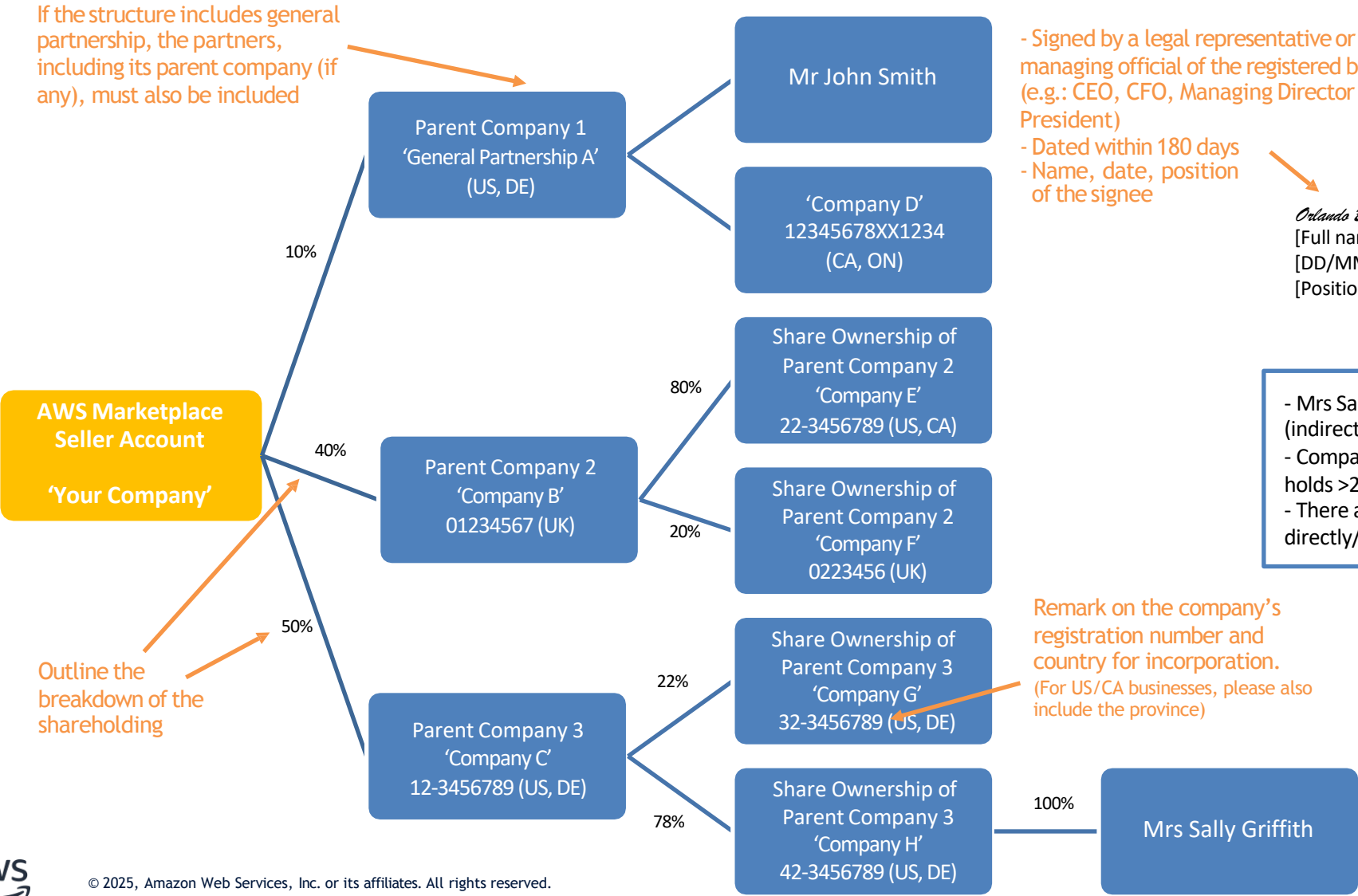
- ✓ Utility bill (gas, water, electricity, TV, Internet, mobile phone, or landline)
- ✓ Bank statement (Documents issued by a financial services provider, other than a bank, e.g.: third-party providers or online digital banks, are not acceptable as a proof of address)
- ✓ Credit union or building society statement
- ✓ Credit card statement or bill
- ✓ Mortgage statement
- ✓ Rent receipt from a local council or letting agent

Requirements:

- ✓ The proof of address must show the provider's logo
- ✓ The proof of address must be addressed to the corresponding person or legal entity (names should match the ID/legal document provided)
- ✓ The full name and country of residence must be visible on the document. (Other sensitive information such as account balance or card number can be covered)
- ✓ The document must not be a screenshot
- ✓ The document must be dated within 180 days

Organizational Chart Requirements

As part of the statute document, you may be required to provide an organization chart showing the entire structure of the registered business.
 Example below:



If the structure includes general partnership, the partners, including its parent company (if any), must also be included

AWS Marketplace Seller Account
'Your Company'

Outline the breakdown of the shareholding

- Signed by a legal representative or senior managing official of the registered business (e.g.: CEO, CFO, Managing Director or President)
- Dated within 180 days
- Name, date, position of the signee



Orlando Bloom
 [Full name]
 [DD/MM/YYYY]
 [Position]

Printed on registered company letterhead or stamped with a registered company stamp.

- Mrs Sally Griffith is the in-scope beneficial owner (indirectly owns 39% of 'Your Company')

- Company E is owned by multiple shareholders, none holds >25% of Company E.

- There are no other beneficiary owner who directly/indirectly owns >25% shares of 'Your Company'

Remark on the company's registration number and country for incorporation.
 (For US/CA businesses, please also include the province)

- Include a summary that confirms all the in-scope beneficial owner(s) (BO)
- Full name and shareholding % of the BO must be included (in-scope = directly/indirectly owns >25% of shares or voting rights in your business or control the company through other means)
- Other information/further clarification may be included in order to facilitate the kyc process



Letter of Authority Template

- Contains statement that authorizes the Primary Contact person to act on behalf of the company.
- Ensure that the name of the Primary Contact person matches its official document.
- The name, date of birth and function of the signatory must be included in the letter.
- The letter must be signed by a beneficial owner (or CEO/CFO/MD/President), trustee, director, legal representative (person with legal capacity to represent the company) and dated within 180 days.
- The letter should be written on the company letterhead or be stamped.

Letterhead of the company

POWER TO ACT ON BEHALF OF THE COMPANY

The undersigned ****Enter Company name here**** (herein after, the "Company"), duly represented by (name, date of birth, and function) ****add full name, date of birth, and function of the signatory here****, confirms that ****add full name of the Person of Contact here**** is authorized to open a Amazon Web Services Marketplace account with Amazon Payments, accept the User Agreement and other Policies, have access to the Amazon Web Services Marketplace account, initiate transactions in the name and on behalf of the Company and approve new Secondary users added to the account and if required, grant them access to update listings, respond to buyers and initiate refunds.

Dated this:

Signed By: -----



Requesting Additional KYC Support

Support Request Link : <https://aws.amazon.com/marketplace/management/contact-us/>

Submit a support request

Primary email address

Additional email addresses - *optional*
Use comma separation when entering multiple email addresses

10 email addresses maximum

Is your question about your listing(s) in the Commercial Marketplace (including AWS Data Exchange) or Intelligence Community Marketplace?

Commercial Marketplace

What do you need help with? Pick a category that best applies.

Know Your Customer (KYC)

Select a subcategory

General Inquiry

Popular helpful links for this topic:
[Completing KYC Process](#)

Provide more details about your request

How Do We Handle This Information?

[Amazon Payments Europe Privacy Notice](#)

[AWS Privacy Notice](#)