

WhatsApp Business Platform

Commerce Policy

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Commerce Policy Guidelines

- When you offer goods or services for sale, we consider all messages and media related to your goods or services, including any descriptions, prices, fees, taxes and/or any required legal disclosures, to constitute transactions. Transactions must comply with the policies listed below, and applicable terms, laws and regulations.
- You are solely responsible for your transactions and providing any sales terms, privacy terms or other terms applicable to your interactions with users.
- We are not responsible for processing, paying for, or fulfilling any sales relating to your transactions.
- You are solely responsible for determining, collecting, withholding, reporting, and remitting all applicable taxes, duties, fees and additional charges for sales relating to your transactions.
- Examples listed below are representative, but not exhaustive.
- Offers to sell and sales of the following are prohibited:
- **Illegal products or services**
 - Policy: Businesses may not transact in the operations or exchange of illegal products or services
- **Drugs, whether prescription, recreational, or otherwise**
 - Policy: Businesses may not transact in the sale of illegal, prescription, or recreational drugs. Manufacturers and healthcare services who do not engage in direct sale are allowed.
 - Examples: Not Allowed: Drugs, including marijuana and marijuana products
 - Not Allowed: Drug paraphernalia, including pipes and bongs
 - Not Allowed: Prescription drugs
- **Tobacco items and related paraphernalia**
 - Policy: Businesses may not transact in the sale of tobacco products or tobacco paraphernalia.
 - Examples: Allowed: Apparel featuring a tobacco brand logo
 - Not Allowed: Cigarettes, cigars, and chewing tobacco
 - Not Allowed: Tobacco pipes and paraphernalia
 - Not Allowed: Tobacco rolling machines, Hookahs, Bongs, Rolling papers, Electronic cigarettes (E-cigarettes) or tobacco devices
- **Alcohol**
 - Policy: Businesses may not transact in the sale of alcohol.

- Examples: Allowed: Books or DVDs about alcohol
 - Allowed: Alcohol-related items, including glasses, coolers, and wine bottle holders
 - Not Allowed: Alcoholic beverages
 - Not Allowed: Kits for producing alcohol
- **Unsafe ingestible supplements**
 - Policy: Businesses may not transact in the sale of unsafe ingestible supplements, as determined by WhatsApp in its sole discretion.
 - Examples: Not Allowed: Anabolic steroids, Chitosan, Comfrey, Dehydroepiandrosterone, Ephedra, Human growth hormones
- **Weapons, ammunition, or explosives**
 - Policy: Businesses may not transact in the sale or use of weapons, ammunition, or explosives.
 - Examples: Allowed: Promoting safety training or licenses for legal weapons
 - Not Allowed: Firearms and firearm parts, Paintball guns, BB Guns, Fireworks, Pepper spray, Tasers, Gun ranges, Gun shows
- **Animals**
 - Policy: Businesses may not transact in the sale of any animals.
 - Examples: Allowed: Animal cages, Products for animals (toys, collars, etc.), Veterinary services, Grooming services, Boarding services, Pet adoption services
 - Not Allowed: Live animals, Livestock
 - Not Allowed: Prohibited animal parts, including but not limited to bone, teeth, horn, ivory, taxidermy, organs, external limbs, secretions, or carcasses
 - Not Allowed: Any product or part, including but not limited to leather, skin, hide, fur, wool, or hair from any dogs, cats, and endangered or threatened animals
- **Adult products or services**
 - Policy: Businesses may not transact in the sale or use of adult products or services.
 - Examples: Allowed: Products promoting family planning and contraception, which focus on the contraceptive features of the product, and not on sexual pleasure or sexual enhancement
 - Not Allowed: Sex toys, Videos or live shows for adult entertainment, Sexual enhancement products, Sexually suggestive services
- **Body parts and fluids**

- Policy: Businesses may not transact in the sale of human body parts or fluids.
- Examples: Allowed: Blood donation centers
- Not Allowed: Blood, Hair extensions and wigs, Urine, Body parts, Organs, Human tissue, Teeth
- **Medical and healthcare products**
 - Policy: Businesses may not transact in certain healthcare products, including medical devices, and smoking cessation products containing nicotine. Manufacturers and healthcare services who do not engage in direct sale are allowed.
 - Medical Devices - Examples: Allowed: Lifestyle and fitness accessories
 - Not Allowed: Contact lenses, Bandages and braces for physical injuries, Thermometers, Testing kits for medical conditions or diseases, Breast pumps, First-aid kits
 - Smoking Cessation Products - Examples: Not Allowed: Nicotine patches, Nicotine gum
- **Items or products with overtly sexualized positioning**
 - Policy: Businesses may not position products or services in a sexually suggestive manner.
 - Examples: Not Allowed: Implied nudity, Implied sexual acts, Zoomed-in sexual images
- **Real money gambling services**
 - Policy: Businesses may not transact in or facilitate gambling, games of skill, or lotteries, including online casinos, sports books, bingo, or poker if it costs money.
- **Dating services**
 - Policy: Businesses may not transact in or facilitate online dating services.
- **Products or items that facilitate or encourage unauthorized access to digital media**
 - Policy: Businesses may not transact in the sale of devices that facilitate or encourage streaming digital content in an unauthorized manner or interfering with the functionality of electronic devices.
 - Examples: Allowed: Add-on equipment for streaming devices such as keyboards and remotes
 - Not Allowed: Sale of streaming devices loaded with software that facilitates unauthorized access to content

- Not Allowed: Jailbroken or loaded devices, Jamming or descrambling devices, Wiretapping devices
- **Digital and subscription services, including links to or processing of any subscription sales, renewals, or upgrades**
 - Policy: Businesses may not transact in the sale, including renewals and upgrades, etc., of digital content, digital subscriptions, or digital accounts.
 - Examples: Allowed: Authentic audio or video CDs, DVDs, and Blu Ray, Digital devices, including Smartphones, video game consoles, and TVs
 - Not Allowed: Downloadable content, including PDFs, music, games, movies, etc.
 - Not Allowed: Digital accounts, including games accounts, Digital subscriptions and internet streaming services, including TV, Mobile, etc.
 - Not Allowed: Digital coupons
- **Business models, goods, items, or services that we determine may be or are fraudulent, misleading, offensive, or deceptive, or may be or are exploitative, inappropriate, or exert undue pressure on targeted groups**
 - Policy: Businesses may not transact in deceptive, false, misleading, or offensive offers or products.
 - Examples: Not Allowed: Multi Level marketing, Penny auctions, ICOs and binary options, Payday loans, paycheck advances, P2P lending, debt collection, and bail bonds
 - Not Allowed: Diet, weight loss, or other health related products that imply or attempt to generate negative self-perception
- **Real, virtual, or fake currency**
 - Policy: Businesses may not transact in the sale of real, virtual, or fake currency.
 - Examples: Not Allowed: Real money (cash or cash equivalent instruments and coins), Replica or prop money, Digital or cryptocurrency, Active bank credit or debit cards, Store credit cards or coupons, Pre-paid credit or debit cards, Checks or checkbooks, Equipment to create counterfeit currency or financial instruments
- **Third-Party Infringement**

- **Policy:** Transactions may not contain content that infringes upon or violates the intellectual property rights of any third party, including copyright or trademark. This includes, but is not limited to, the sale of counterfeit products, such as goods that copy the trademark (name or logo) and/or distinctive features of another company's products to imitate a genuine product.
- **Examples:**Not Allowed: Counterfeits, knockoffs, or replicas of branded goods, or posts offering goods that are likely to confuse consumers about the source, sponsorship or affiliation of those goods.
- **Not Allowed:** Unauthorized or pirated copies of copyrighted works, such as videos, movies, TV shows and broadcasts, video games, CDs or other musical works, books, etc.