

Corrected functionality and data-use guide

Revision of DOC-PRD-014 v1.0, approved 3 October 2026. Jordi Ferez Sansaloni approved this v1.1 guide and the four exact corrections on page 5 by written reply on 7 October 2026: “Sí, apruebo la guía y esas cuatro correcciones”. The approved source PDF SHA-256 is 06172318a5a74eae4bd6c62c7af75de7b06c5b4109180218815d3d9981e8093e. No signature has been added or copied. Publication is verified separately.

What SellerEngine does

SellerEngine is a web application for Amazon sellers operated by POLARSTAR OÜ. It presents connected-account data in six modules: Sniper Hub, Sales Hub, PricePricer, Stock Control, TaxLedger and Listing Health. The service provides analysis, recommendations and selected write operations. An AI answer or exported file does not itself authorize an Amazon change.

Connection and permissions

The seller authorizes the Amazon connection and relevant API access. Features depend on the permissions actually granted, the marketplace, account configuration and available reports. A documented code path does not mean Amazon has granted a restricted role. Tax data and missing-FBA reports must not be described as available automatically when their required role is pending.

Synchronization and approvals

Sales Hub and Sniper Hub are designed for approximately 30-minute background refreshes with a daily catch-up. API limits, upstream report preparation and failed jobs can delay a refresh. Other modules refresh on use or on their schedule. Read synchronization does not authorize writes. Supported writes require the seller to review and approve the specific action.

Evidence basis and limits

This revision uses the approved 3 October feature inventory, current source at b89f499f03d2971160feae00d6a2b405fba339b1 and public captures at 20:36 UTC on 7 October. It is not a new end-to-end test of every feature. Stock Control required sign-in during the UI check. iOS implementation references do not establish current App Store/TestFlight availability. No availability, certification or compliance claim is added on that basis.

Support: support@sellerengine.app. Public references: /tools, /terms, /privacy and /security. This document does not replace those live terms or remove their notice obligations.

Advertising, sales and pricing

Sniper Hub

Purpose: review advertising performance and propose search-term harvesting, negative keywords, bid adjustments and target changes. It uses the seller's Amazon Advertising API campaigns, keywords, targets and search-term reports, with SP-API price context. Optional semantic review uses OpenRouter to assess relevance of terms to the product.

User flow: connect the relevant account, wait for synchronized data, inspect the recommendation and its calculation, then approve an individual supported change. Amazon responses and cooldowns are displayed/tracked by the implementation. It is not permission for autonomous PPC writes. Sponsored Products/Brands/Display separation is present in the historical source inventory; complete UI validation of each type is not asserted here.

Sales Hub

Purpose: show revenue, units, estimated profit, product performance and marketplace mix. Inputs include SP-API orders/items, settlement and financial information, returns, catalog/inventory context and Amazon Ads spend; the seller supplies product costs. Currency conversion supports consolidated reporting.

Sales Hub is read-only with respect to Amazon. Estimates depend on source completeness, fees, returns and seller-entered costs. A dashboard is not a filed accounting or tax record and does not guarantee that every current Amazon adjustment is already synchronized.

PricePricer

Purpose: calculate margin-aware price suggestions using seller costs and SP-API catalog, offer-price and fee data. The seller reviews the proposed prices. Exporting a CSV is only an export; it does not send an Amazon price update. A separate approved publish action invokes the supported price-write path.

Evidence distinction

The initial v1.0 wording “when the seller exports/approves them” could confuse export with publication. This revision separates them. Current source contains a dedicated price_publish backend job. No production price or advertising change was executed for this documentation review.

Inventory, tax and listings

Stock Control

Purpose: calculate inventory coverage, replenishment timing and suggested quantities; review inbound shipments and potential missing-FBA/reimbursement cases. It uses SP-API inventory, orders, inbound and adjustment/reimbursement information where the required permissions are granted. The implementation provides filtered inventory and supplier-order CSV exports.

Shipment tracking sends seller-entered carrier tracking numbers to 17TRACK. It does not place supplier orders or write stock changes to Amazon. Missing-FBA automatic checking is explicitly disabled in the reviewed source while the Amazon Fulfillment role is pending; a seller-uploaded ledger CSV is the documented fallback. Purchase-scenario simulation is not treated as a verified feature.

TaxLedger

Purpose: prepare VAT/invoice exports and accountant-facing workbooks, including country and OSS draft tabs. Amazon VAT/tax reports require the restricted Tax role where applicable; the manual CSV route is a fallback. Buyer name/address may be processed only where needed for the disclosed tax/legal purpose and authorized access, not for advertising, cross-selling or AI requests.

TaxLedger does not file a return, make a tax payment or replace the seller/accountant's validation. Having an implementation for restricted reports does not establish that Amazon has granted the role.

Listing Health

Purpose: inspect listing content/assets/issues, prioritize fixes and compare marketplace listings, with keyword research, AI suggestions and Listing Copilot. Inputs include SP-API listing/catalog, inventory, order and pricing context. AI/provider flows are described on page 4.

Supported listing edits, create/delete operations and publication require the seller's explicit approval of the specific action. A draft, suggestion or diagnostic result is not an Amazon update. Amazon may reject an approved write or require additional evidence.

Buyer-Seller Messaging

SellerEngine does not use Amazon's Buyer-Seller Messaging Service. Messaging/Solicitations templates are not a delivered feature. Seller support and account-notification emails are separate from buyer messaging.

External services and material limitations

AI and feature data

OpenAI supports Listing Health text proposals, Listing Copilot, keyword/competitor selection and the free listing report. OpenRouter supports optional Sniper relevance checks and listing semantic-review paths. Inputs can include listing/catalog text, product attributes, advertising search terms, keyword candidates and seller-typed instructions. The integration is designed to exclude buyer/order/credential fields; free text must not contain buyer information or secrets.

OpenAI requests set store:false. This is not Zero Data Retention. SellerEngine's no-training rule, provider-side settings and provider contract evidence are separate controls. The deployed metadata audit wrapper does not by itself prove that every real provider call has been observed. OpenRouter's final model host and account-specific assurances remain evidence gaps.

MerchantWords and Mangools provide keyword/research inputs. MerchantWords receives ASIN/country or keyword/country queries; derived keywords can feed the described AI features and public research tools. A public provider statement is not evidence of Amazon permission. MerchantWords remains active on the owner's instruction while a provider declaration is requested. 17TRACK receives carrier tracking numbers; FX-rate lookups use currency codes and dates.

Infrastructure, communications and analytics

Cloudflare provides edge/application services, databases and object storage; Hetzner provides backend compute; Backblaze stores encrypted off-provider copies; Stripe handles billing. Namecheap Private Email handles service/support/outreach email. Google Fonts receives browser requests; historical Gmail API outreach processing must remain in the data-flow assessment. Amazon is the source/API counterparty; AWS SQS and Apple are documented for optional mobile notifications, subject to actual enabled configuration.

PostHog has historical identified analytics records, including seller email and application events. The 7 October static releases preserved their prior tracking behavior and did not activate a new loader. An executed PostHog DPA is on file (completion certificate 7 October 2026, 15:31:28 UTC). That does not establish the other providers' acceptance records or cure the live analytics/cookie wording.

No blanket EU-only or universal application-layer-encryption claim is made. This is a functionality/data-use description, not a completed provider-contract, international-transfer, retention or deletion attestation. The current provider register and remaining evidence must be reconciled before complete public disclosure is claimed.

Approved website correction text

The owner approved this v1.1 guide and the following four corrections on 7 October 2026. No change to fees, liability, customer rights, retention controls or analytics is included. Publication dates must be actual; approval does not establish that a customer notice was sent.

1. Home PPC heading

Replace “Automate PPC from the daily signal.” with:

Review PPC recommendations and approve each change.

2. Stock Control block 08

Replace the unverified Simulation / Preview purchase scenarios block with:

Reorder planning

Review purchase recommendations

Review suggested quantities and reorder timing, then export the supplier order queue as CSV. SellerEngine does not place supplier orders.

3. Terms §3.1 and the read-sync phrase in §3.2

Add to the analysis description: “Some listing, keyword and relevance features use external AI providers as described in the Privacy Policy. AI output is a suggestion, not authorization to change your Amazon account.”

Replace the write-actions bullet with: “Execute supported write actions on Amazon, including bid, negative-keyword, harvested-keyword, product-target, price and listing changes, only after you explicitly approve the specific action through the UI.”

Replace the once-per-day sync bullet with: “Run background read synchronization for Sales Hub and Sniper Hub, normally around every 30 minutes with a daily catch-up. Availability and completion depend on Amazon permissions, API limits and report readiness; refreshes can be delayed.” Replace “The daily Sales Hub sync” in §3.2 with “Background data synchronization”.

4. Security: Backups & disaster recovery paragraph

“SellerEngine creates encrypted backup copies and replicates them to a separate provider in an EU region. The off-provider copies use additional application-layer encryption. Backup retention and deletion vary by data category and lifecycle rule; these copies are not described as an immutable or universally append-only archive. Provider locations and data-processing limits are described in the Privacy Policy.”

Approval/release gate

Owner approval: **RECORDED, 7 October 2026**. The Terms notice/effective-date requirement in existing §12 remains a separate release check; no customer notice is claimed. The complete provider table, analytics/cookie notice, retention reconciliation and prior notification gap remain out of scope for these four corrections.