



CHAPTER 66
ARTICLE 50 - REGULATION OF HIGH-VOLUME THIRD-PARTY SELLERS OPERATING ON ONLINE MARKETPLACES

N.C.G.S. § 66-492.

Verification of high-volume third-party seller information by online marketplace.

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General Statutes of North Carolina, as published by the General Assembly	No amendment history on record	21 September 2026, 03:35 UTC	8fc4fe9685653547ecff722b - 6be7023253b94228b9d6d711 - 2a7bede13e6bcb8

- § 66-492(a) No more than 10 days after a seller becomes a high-volume third-party seller on an online marketplace platform, the online marketplace shall require the high-volume third-party seller to provide all of the following information:
- (1) A bank account number or, if the high-volume third-party seller does not have a bank account, the name of the payee for payments issued by the online marketplace to the high-volume third-party seller. This information may be provided by the high-volume third-party seller to the online marketplace or to a third party contracted by the online marketplace to maintain the required information; provided, however, that the online marketplace ensures that it can obtain the required information from the third party on demand.
 - (2) Contact information for the high-volume third-party seller, including one of the following:
 - a.If the high-volume third-party seller is an individual, the individual's name.
 - b.If the high-volume third-party seller is not an individual, one of the following:
 - 1.A copy of a valid government-issued identification for an individual acting on behalf of the seller that includes the individual's name.
 - 2.A copy of a valid government-issued record or tax document that includes the business name and physical address of the seller.

- (3) A business tax identification number, or if the high-volume third-party seller does not have a business tax identification number, a taxpayer identification number.
- (4) A current email address and telephone number for the high-volume third-party seller.

§ 66-492(b)

An online marketplace shall do all of the following:

- (1) Periodically, but not less than annually, notify each high-volume third-party seller on its platform of the requirement to keep current the information required pursuant to subsection (a) of this section.
- (2) Require each high-volume third-party seller on its platform to, no later than 10 days after receiving the notice issued pursuant to subdivision (1) of this subsection, electronically certify one of the following statements regarding the information required pursuant to subsection (a) of this section:

a. That the information previously provided is current and correct.

b. That any changes to the required information have been provided.

§ 66-492(c)

If an online marketplace provides notice to a high-volume third-party seller as required by this section and the seller does not provide the information or certification required within 10 days of the issuance of the notice, the online marketplace shall immediately suspend any future sales activity of that seller until the seller provides the required information or certification.

§ 66-492(d)

Within 10 days of receipt of any information and documents collected pursuant to subsection (a) of this section or any changes to information or documents submitted pursuant to subsection (b) of this section, an online marketplace shall verify the information and documents received.

§ 66-492(e)

If a high-volume third-party seller provides a copy of a valid government issued tax document, any information contained within that document shall be presumed to be verified as of the date the document was issued. (2022-30, s. 6.)

APPARATUS III

Citation

FULL SECTION

N.C. Gen. Stat. § 66-492 (2026).

PINPOINT

N.C. Gen. Stat. § 66-492(a) (2026).

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