

# About smile.amazon.co.uk

## Get Started

### **What is AmazonSmile?**

AmazonSmile is a simple and automatic way for you to support a charity of your choice every time you shop, at no cost to you. AmazonSmile is available at [smile.amazon.co.uk](https://smile.amazon.co.uk) on your web browser and can be activated in the Amazon Shopping App for iOS and Android phones. When you shop with AmazonSmile, you'll find the exact same low prices, vast selection and convenient shopping experience as amazon.co.uk, with the added bonus that AmazonSmile will donate a portion of the purchase price to your selected charity.

### **How do I shop with AmazonSmile?**

To use AmazonSmile, simply go to [smile.amazon.co.uk](https://smile.amazon.co.uk) on your web browser or activate AmazonSmile in the Amazon Shopping app on your iOS or Android phone within the Settings or Programmes & Features menu. On your web browser, you can add a bookmark to [smile.amazon.co.uk](https://smile.amazon.co.uk) to make it even easier to return and start your shopping at with AmazonSmile.

### **How do I activate AmazonSmile in the Amazon Shopping app?**

AmazonSmile is available for Amazon customers with the latest version of the Amazon Shopping app on their mobile phone, including Android devices with version 7.0+ or iOS devices with version 12+. To activate AmazonSmile in the Amazon Shopping app, simply tap on "AmazonSmile" within the Programmes & Features menu or Settings and follow the on-screen instructions.

### **Do I need to renew AmazonSmile?**

AmazonSmile renewals happen twice a year to help keep AmazonSmile on mobile app. AmazonSmile will notify you of these renewals via push notifications and through in-app notifications. If you miss a renewal, you can reactivate at any time by repeating the steps to 'turn on' AmazonSmile on your mobile device. There is no renewal period for browser shopping on AmazonSmile, which you can use any time by typing '[smile.amazon.co.uk](https://smile.amazon.co.uk)' into your browser.

### **Which products on AmazonSmile are eligible for charitable donations?**

Millions of products on AmazonSmile are eligible for donations to charities by Amazon. You will see eligible products marked "Eligible for smile.amazon.co.uk donation" on their product detail pages. Recurring Subscribe-and-Save purchases and subscription renewals are not currently eligible.

### **Can I use my existing Amazon.co.uk account on AmazonSmile?**

Yes, you use the same account on amazon.co.uk and AmazonSmile. Your shopping cart, Wish List, wedding or baby registry, and other account settings are also the same.

### **How do I select a charitable organisation to support with AmazonSmile?**

On your first visit to AmazonSmile, you will be prompted to select a charitable organisation to receive donations from your future eligible AmazonSmile purchases. We will remember your selected charity whenever you shop at [smile.amazon.co.uk](https://smile.amazon.co.uk) or with AmazonSmile activated in the Amazon Shopping app, and then every eligible purchase you make through AmazonSmile will result in a donation for your selected charity. AmazonSmile will occasionally contact you about donation amounts disbursed to your chosen charity or about the programme.

### **Can I change my charity?**

Yes, you can change your charity at any time. Simply visit [smile.amazon.co.uk/change](https://smile.amazon.co.uk/change), or tap "AmazonSmile" within the Programmes and Features menu in the Amazon Shopping app on your phone and select "Change your charity". Your AmazonSmile purchases made after changing your charity will count towards your newly selected charity.

### **What charities can I choose from?**

Customers can select from a list of charities that are registered with the Charity Commission of either England and Wales, Scotland, or Northern Ireland and have enrolled in the AmazonSmile programme.

### **If I represent a charitable organisation, how can I learn more about enrolling my organisation for AmazonSmile?**

Go to [org.amazon.co.uk](https://org.amazon.co.uk) to learn how to register your organisation to receive donations.

**How much of my purchase does Amazon.co.uk donate?**

AmazonSmile will donate 0.5% of the net purchase price (excluding VAT, returns and shipping fees) of your eligible AmazonSmile purchases. The purchase price is the amount paid for the item minus any rebates and excluding shipping & handling, gift-wrapping fees, VAT, and service charges, and less any rebates, returns, and bad debt. As a special, limited time offer during Prime Day (from 00:01 BST on July 12 2022 to 23:59 BST on July 13 2022), Amazon will apply an increased donation amount of 1% on all eligible AmazonSmile purchases. This represents 2x the usual donation made within AmazonSmile.

**Can I receive a tax deduction for amounts donated from my purchases on AmazonSmile?**

Donations are made by AmazonSmile and are not tax deductible by you.