

# Building Your Book for Kindle

*for Mac*



amazonkindle

## **Building Your Book for Kindle Using Microsoft Word 2011 (Mac version)**

We are excited you've decided to design, format, and prepare your book for Kindle! We'll walk you through the necessary steps in creating a professional digital file of your book for quick upload to Kindle Direct Publishing. These are the topics we'll discuss:

- Before You Write
- Building the Front Matter of Your Book
- Building Your Table of Contents
- Preparing a Cover
- Finishing Your Book
- Uploading and Checking the Quality of Your Book
- Just Before Publishing Your Book
- Making Changes After Publishing Your Book

We've written this guide with you in mind. We'll walk you through the key steps for every part of the process, and while it may seem repetitive at times, we want to make sure you have exactly the information you need, when you need it.

And don't forget - this is a process! Publishing on Kindle is easy and takes only 5 minutes of your time—but correctly preparing your book for success on Kindle takes time and effort. Don't worry; if you follow the steps we outline here, you should feel confident you'll end up with a successfully designed and formatted book and one you will be proud to see for sale on Amazon. You will even be able to verify this with our Previewer!

Let's get started!

## Before You Write

If you have already written your book, you can skip ahead to the next section for help preparing your book for Kindle. If you haven't written it yet (or think you might write another book later), this section offers tips for consideration during the writing process to ease the conversion process later.

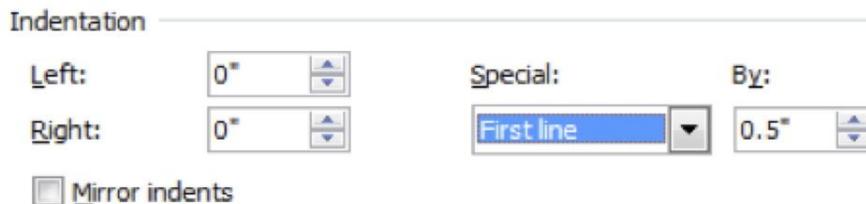
To publish on Kindle, authors generally write in Microsoft Word processing software and convert the file to Kindle's format after completion. Suggestions here are specific to Microsoft Word 2011 for Mac, though the steps are the same in nearly all versions of Word. If the content you would like to edit is not in Word format, we suggest seeking professional formatting help.

If you're unable to use Microsoft Word, you can also try OpenOffice or LibreOffice. You can read more about OpenOffice and download it here: <http://www.openoffice.org/download/index.html> and see more about LibreOffice and download it here: <http://www.libreoffice.org/download/>. Be sure to check the Help or Support sections of each website if you have further questions about using these products. Also, if your book is more elaborate than this, for example with many graphics, tables or images, or is larger than 50 megabytes, we suggest referring instead to [Amazon's Kindle Publishing Guidelines](#).

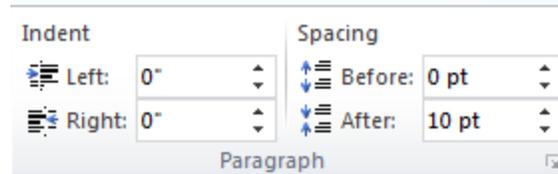
### Tips for Formatting

The most common mistake new digital publishers make is assuming formatted material will translate to Kindle as "what you see is what you get." These tips will help avoid common mistakes in the conversion process.

- **Insert indents at the beginning of paragraphs:** Avoid using tabs and spaces to indent paragraphs and icons. To set "first line" indents (for paragraphs) in Word:
  - Click on the "Format" dropdown menu at the top of the screen in Word and select "Paragraph"
  - In the dialogue screen, locate the "Indentation" section, and set "Special" to "First line" and "By" to your preferred indent (in the example below 0.5", which is the setting we recommend, if you want your first line to be indented).



- **Insert empty space between paragraphs:** If you insert a “return” (or carriage return) between two paragraphs you cannot be ensured that the space between paragraphs will appear correctly on all Kindle platforms. Instead, set your paragraph spacing in Word as follows:
  - Click on the Format drop down menu at the top of the screen and select “Paragraph”
  - In the “Paragraph” section of this tab, locate the section entitled “Indent”
  - Next to the word “After”, you can enter a value for your preferred space after a paragraph (in the example below, Word will allow a 10 point space after a paragraph, before the next paragraph).

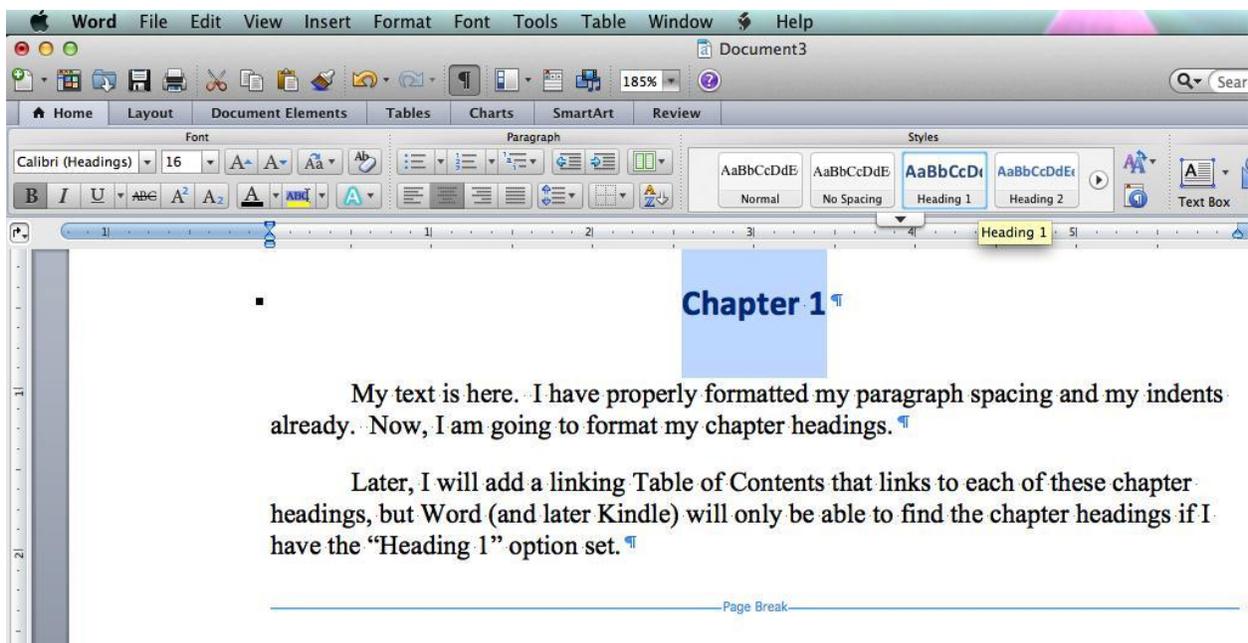


- **Insert page breaks between chapters:** Enter a page break at the end of every chapter to prevent the text from running together on Kindle. To insert a page break in Word:
  - In your document, position your cursor where you would like the page break
  - Click on the “Insert” dropdown menu at the top of the screen in Word
  - In the dropdown menu, hover your mouse pointer over the word “Break”
  - From the flyout that appears to the right of the word “Break” click on “Page Break”
- **Show/Hide:** Clicking the Show/Hide [¶] button in Word will toggle on and off a Word feature that shows you paragraph marks and other formatting symbols. These symbols will not be visible on the Kindle, but you can use them to see where you have inserted page breaks, paragraph breaks, etc., all of which will help you understand how your book will look on kindle. For example, if you set empty spaces between paragraphs as described above, those spaces will appear after each of the ¶ marks in your document. To toggle “Show/Hide” in Word:
  - The Show/Hide [¶] button in Word on a Mac is on the Standard toolbar.
  - If you do not see the Show/Hide [¶] button at the top of the screen in Word, you may have to turn on the Standard toolbar.
  - To turn on the Standard toolbar, click on the “View” dropdown menu at the top of the screen in Word
  - Click on the word “Toolbars” in the dropdown
  - In the flyout that appears next to the word “Toolbars”, if the word “Standard” does not have a check next to it, click on the word “Standard” so that it is now checked. This will display the Standard toolbar at the top of the screen in Word, and you should now be able to locate and click the ¶ button, revealing paragraph marks and other formatting symbols.

- **Avoid pasting in images:** Images should be inserted in JPEG (or .jpg) format with center alignment (don't copy and paste from another source).
  - Click on the “Insert” dropdown menu at the top of the screen in Word
  - In the dropdown menu, hover your mouse pointer over the word “Photograph”
  - In the flyout that appears next to the word “Photograph”, click “Picture from File”
  - In the dialogue screen, locate and select the file

If your book has a lot of images, it can be viewed in color by readers using Kindle Fire or our free Kindle apps for PC, Mac, iPad, iPhone, and Android. Otherwise, remember that images on Kindle e-ink devices are displayed in 16 shades of gray for great contrast and clarity.

- **Do not use headers and footers:** Headers, such as title and chapter, and footers, such as page number, will not display on Kindle as intended; avoid using them.
- **Use Word’s “Heading1-6” formatting styles for chapter titles and other emphasized text:** Kindle will support easy navigation within your book for the reader if you highlight chapter titles (e.g., “Chapter 1”) and set them to a “Heading” value as shown below.
  - In your manuscript, highlight the chapter title with your mouse
  - Click on the “Home” tab
  - Click on the “Heading 1” button as shown below
  - Your text will be formatted differently. You can change the formatting values for “Heading 1” to anything you wish by right-clicking on the same button and selecting “Modify”
  - If you have already formatted your chapter headings the way you would like, you can highlight the heading, right-click on “Heading 1” and select “Update Heading 1 to Match Selection.” After this, anything you set to Heading 1 will match the settings you selected.

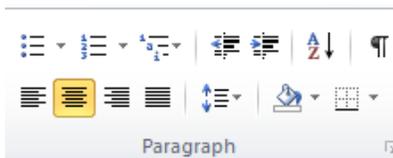


- ✓ **Font size:** Kindle readers can reconfigure the text size (i.e., font size) and margins while reading on Kindle. Because of this, you may wish to avoid utilizing font size to add emphasis.

## Building the Front Matter of Your Book

The front matter is everything between your book's cover and first chapter. Front matter may include a title page, copyright page, dedication, preface or prologue. At minimum, your front matter should include a title page. Below are some tips to help make your front matter look stylish and professional.

- ✓ **Title page:** The first page in your manuscript document should be your *title* page (you will upload your *cover* page, an image, separately when you publish your book). Your title page should be centered with the book title on top and the author name underneath.
  - *Center the text.* Avoid using spaces or tabs to center the text. Rather, from Word's "Home" tab, use Word's "center" function to center the text.



- *Insert a page break after the title.*
  - Click on the "Insert" dropdown menu at the top of the screen in Word
  - In the dropdown menu, hover your mouse pointer over the word "Break"
  - From the flyout that appears to the right of the word "Break" click on "Page Break"
- *Example:*

**The Adventures of Tom Sawyer**  
**By Mark Twain**

*- Insert Page Break Here -*

- ✓ **Copyright page:** The copyright Page normally follows the title page. It should also be centered with a page break after it, as shown here.

**Text copyright © 2012 John Q Smith**  
**All Rights Reserved**

*- Insert Page Break Here -*

- ✓ **Dedication:** If your book has a customized Dedication, it should follow the Copyright Page. It should also be centered with a page break after it, as shown here:

***To my wife and kids for their love and support***

*- Insert Page Break Here -*

- ✓ **Preface/Prologue:** If you have a Preface and/or Prologue, they should follow the Dedication. These can be formatted like any regular book chapter, and each of them should end with a page break. These should come after your table of contents, which is described in the next section.

By inserting a page break after each of these front matter elements, you will be giving each of them, in order, their own starting page, resulting in a professionally sequenced opening portion for your book.

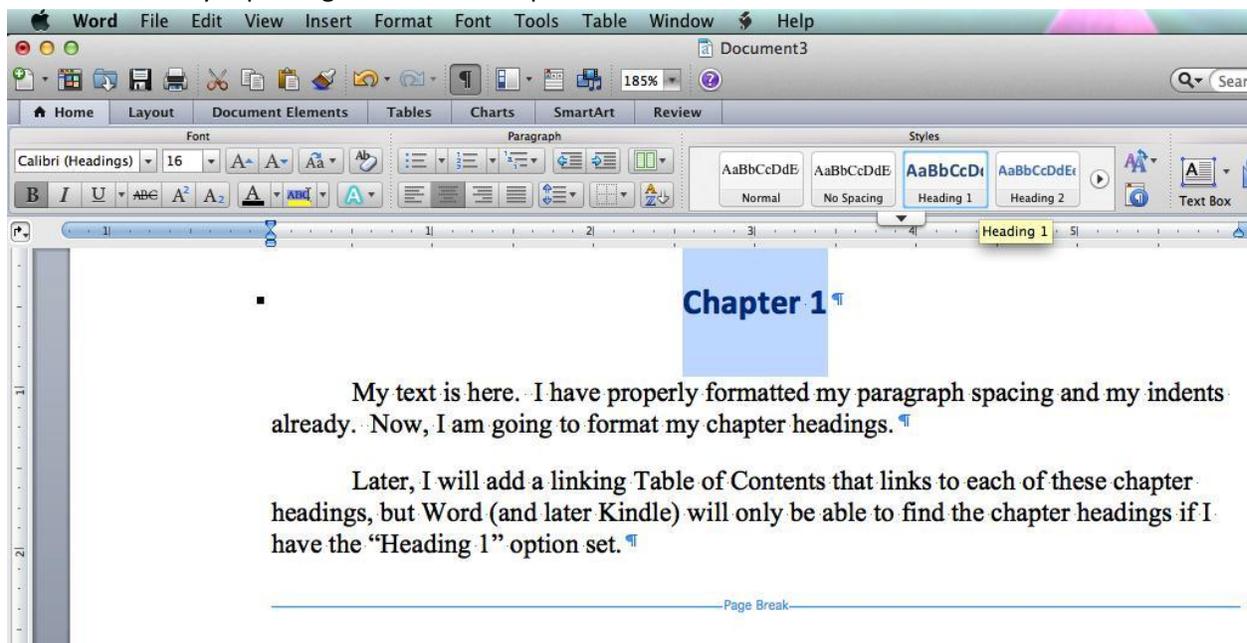
## Building Your Table of Contents

In a Kindle book, the Table of Contents allows readers to jump to pre-determined places in the book by simply clicking on links embedded in the text. As page numbers are not applicable in a Kindle book (page counts change with the text size a reader chooses), a functional Table of Contents is one of the features Kindle readers rely on and expect.

Kindle will recognize a properly implemented Table of Contents in Microsoft Word. If your book is in Word, follow the steps below to ensure your table of contents works properly on Kindle.

### 1. Identify your chapter headings and set your heading style:

- You may have done this in the “Before You Write” section; if so, feel free to skip ahead to number two below
- In your manuscript, highlight the first chapter title in your book with your mouse
- Click on the “Home” tab
- Click on the “Heading 1” button as shown below
- Your chapter title text will be formatted differently. You can change the formatting values for “Heading 1” to anything you wish by right-clicking on the same button and selecting “Modify”
- If you have already formatted your chapter headings how you would like them to look, you can highlight the first one, right-click on “Heading 1” and select “Update Heading 1 to Match Selection.”
- Once you have set your chapter heading style, identify the rest of the chapter headings by repeating the first two steps above for each one.



## **2. Insert your table of contents near the beginning of the Word document**

- You'll need to type out your Table of Contents by hand and then hyperlink each item to the correct place in your document. If you used Microsoft's "Heading" styles as described earlier, this will be straightforward.
- To create a hyperlink, highlight the text you want to be linked and go to Insert > Hyperlink, or press Command-K.
- In the "Insert Hyperlink" window, click on the "Document" tab, then "Locate" to select a place within your book to link to.
- Expand the "Headings" section to choose a location from the text you've formatted using Heading styles.
- Click OK twice and repeat for the remaining items in your Table of Contents.

## **3. Set a bookmark so Kindle can find your Table of Contents**

Kindle offers readers the option to "Go To" certain places in a book such as the table of contents, cover, or the opening passage (such as chapter 1), from anywhere within the book. These places are known as "Guide Items." To identify your table of contents as a guide item, follow these steps:

- Highlight the words "Table of Contents" in your document
- Click on the "Insert" drop down menu at that top of the screen in Word
- Select "Bookmark"
- In the "Bookmark name" box, type "toc" (without the quotes)
- Click "add"

## **4. Later revisions:**

If you add more chapters (or chapter headings) to your book after completing instructions 1-3, make sure you identify them as "Heading 1" (as you did in step 1 above). To make sure your table of contents updates, click anywhere in your table of contents and hit the F9 key; this will add any new chapter headings and delete any removed ones.

When you are done, you will have a professional quality table of contents that is properly created and situated within your document, correctly identified and linked to your chapter headings, and available for users to "Go To" on demand.

## Preparing a Cover

When you upload your book, you will be asked to upload an image for your book cover. Book covers influence sales, and we strongly recommend you give some consideration to the cover for your book. Below are some pointers to keep in mind as you prepare your cover.

### File Format / Dimension Requirements

- ✓ a .jpg or .tif(f) file
- ✓ at least 1000 pixels on the longest side
- ✓ ideal image height/width ratio is 1.6 (example: 1000 x 1600)

### Information to Include on Your Cover

- ✓ Title [title of the book]
- ✓ Author [author(s) of the book]
- ✓ Cover image [an image that captures the essence of the book and grabs customers' attention]

### Developing a Cover

- ✓ Professionally designed covers are available, usually at a cost. Several firms, including freelance artists, offer cover design services. A Google search for “ebook cover design” will yield a variety of different services. Amazon does not recommend any single service.
- ✓ You can design an image yourself. To do so, you will need:
  - A digital design application where you will create the .jpg file containing your cover [such as Seashore, which is specifically developed for use on Mac, available for free download at <http://seashore.sourceforge.net/>]
  - Access to artwork [you can use artwork that you own or public domain artwork]
  - Access to fonts [you can use public domain or purchased fonts]

### Other Considerations

- ✓ Share your cover with friends and colleagues for feedback.
- ✓ Make sure text is clearly legible, especially when zoomed out. Consider increasing font sizes and using contrasting colors to improve legibility.
- ✓ If you do not have an image you wish to use, consider making use of public domain images or images for which copyright allows use with accreditation.
- ✓ Select a font and color scheme appropriate for the tone and subject matter of your book. Rather than relying on default or frequently used fonts, consider websites offering free, commercially usable, downloadable fonts to create a more unique appearance for your cover.
- ✓ The Amazon Kindle Store features plenty of top-selling book covers you can review as examples.

**Finished Covers**

Save your JPG on your desktop but do not include it in your manuscript; you'll upload the files separately during the publishing process and we'll combine the two for you in the finished product.

## Finishing Your Book

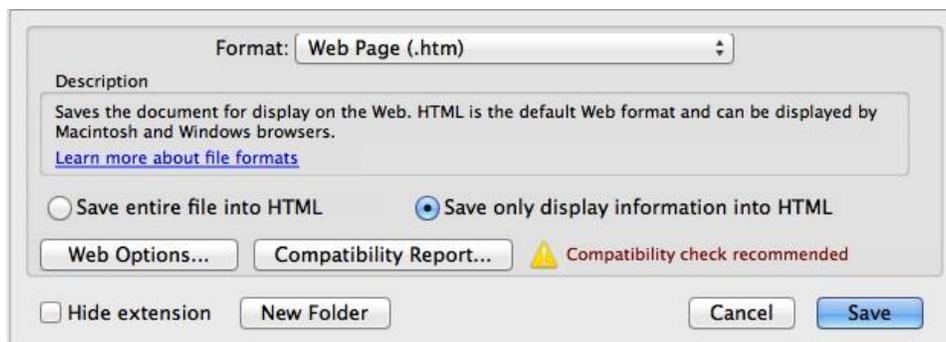
Once you have completed your book and edited it for Kindle, there are a few basic steps required before you can publish your book. These are outlined below:

### (1) Copyedit your manuscript

- ✓ Be sure to run a spell check on your manuscript. Kindle readers expect a professional book; a few misspelled words can make the difference between a four-star review and a two-star review.
- ✓ Re-review the formatting tips from this guide's "Before You Write" section and verify you have not made any of the common mistakes. Using the show/hide [¶] feature in Word is the best way to make sure there are no tabs, repetitive carriage returns, and other formatting errors that will impair the formatting of your Kindle book.
- ✓ If you have not done so already, have a friend proofread your manuscript. A fresh pair of eyes always helps, and it is easiest to fix any errors and make any required adjustments before proceeding to the next step.

### (2) Convert Your Manuscript to HTML

- ✓ Save your manuscript as an HTML document on your Mac someplace where you can easily find it (such as your Desktop). To do this, just follow these steps:
  - Click on the "File" dropdown menu at the top left hand corner of the screen in Word
  - Click on "Save As" from the drop down menu
  - In the Save As dialogue screen that appears, select a location on your Mac where you will be able to easily find the file (we suggest the Desktop, which is usually available as an option on the left hand side of the Save As dialogue screen)
  - In the Save As dialogue screen, click on the "Format" dropdown list
  - From the list of formats that appears next to the word "Format", scroll down and click on "Web Page (.htm)" (in this guide, htm and html/HTML are used interchangeably)
  - In the lower portion of the Save As dialogue screen, click on the radio button immediately left of "Save only display information into HTML"
  - The bottom half of your "Save As" dialogue screen should now appear as shown below.



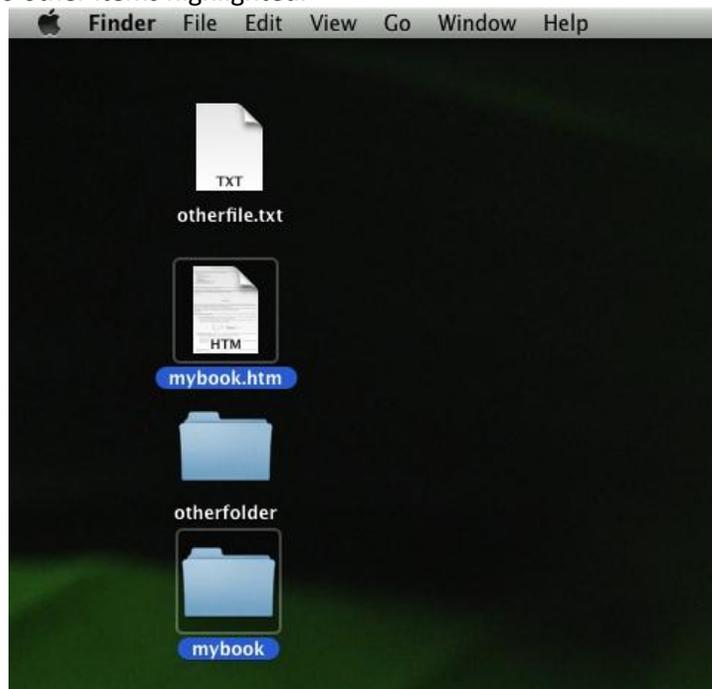
- Click “Save” to leave the Save As screen and save the html document
- Click the “File” dropdown menu in Word and click “Close”
- Locate the files you just saved (we suggested you save on your Desktop). There will be an htm file (we’ll call it mybook.htm in the next step). If your Word document included images / photographs, a newly created folder will automatically appear named similarly to the htm file (we’ll call it the mybook folder). If your book did not include images / photographs, there will not be a folder (only the htm file), and that is OK.

### (3) Books with Images: Creating a compressed (archive.zip) file of your book contents

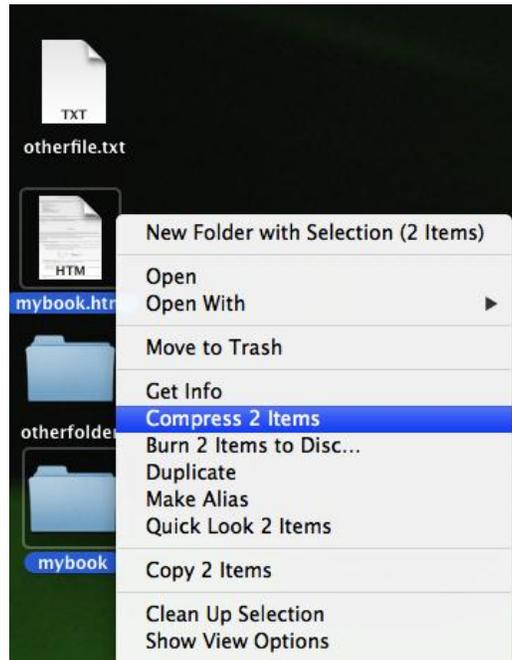
If you did not add pictures or images to your book, you can skip ahead to the next section of this guide (“Uploading and Checking the Quality of Your Book”).

If your book includes images, you have both an htm file and a folder from Step 2 (there we called these mybook.htm and the mybook folder, respectively). The steps below will walk you through creating what’s called a compressed file (also known as a zip, .zip file, or archive file), which will contain (in one file) both the htm file with your book’s text and the folder with all of the images.

- ✓ Go to the folder where you saved your book as a .htm file. Locate the mybook.htm file and mybook folder (where mybook is what you named your .htm file in Step 2; we will call it mybook below ).
- ✓ We want to highlight both the mybook.htm file and the mybook folder at the same time. To do this, left-click once on the mybook.htm file, which highlights the file. *Then, press down and hold the shift key* on your keyboard. With the shift key, left-click once on the mybook folder. If you are on your desktop, your screen should look something like this, with only the two items highlighted and no other items highlighted.



Right click on the file mybook.htm and left click on the words “Compress 2 Items”



- ✓ Your Mac will create an Archive.zip file in the same folder as mybook.htm (if you are on the Desktop, as shown in the images above, the new Archive.zip file will be on the Desktop). The file icon for Archive.zip will likely have what appears to be a zipper on it.



In the next section, you will upload this archive.zip file to Amazon KDP to publish your book.

## Uploading and Checking the Quality of Your Book

Now it's time to create your book on the KDP website. To do this, follow these steps:

### Entering Details About Your Book (screen #1: YOUR BOOK)

1. Log in at <http://kdp.amazon.com/>.
2. Click on the "Sign In" link.
3. You will be brought to the "Bookshelf" screen.
4. Click on "Add new title."

You should now be at the Book Details screen #1 (YOUR BOOK) for your book. Fill in each field, such as the title, description, categories, royalties, etc. Follow the on-screen instructions to input these details. You can rely on the "What's this?" pointers wherever you have questions.

Here are some tips to help you with these aspects:

- Your book's metadata—i.e., its title, description, keyword, categories and all the other descriptive information—can help it find an audience. If your book's metadata does not reflect what your book is about, readers might not be able to locate it on our store.
- Spend sufficient time on your "Description" under "Enter Your Book Details." Potential readers will very often read this description to determine if your book is something they are interested in reading.
- In the "Book Contributors" field, make sure you at least insert someone's name as "author." You may also insert other contributors, such as editors or illustrators.
- "Public domain" refers to classic works that were written by someone else but are no longer subject to anyone's copyright (i.e., "The Adventures of Sherlock Holmes").
- Be sure you fill out every item on both the "1. Your book" screen and the "2. Rights & Pricing" screen.

Once you have completed steps 1-4 on this page, you will be ready for...

### Uploading Your Book File(s)

Now let's upload your book content to KDP. Here's how to do that:

1. Scroll down to the heading labeled "5. Upload Your Book File."
2. Click on the button "Browse for Book..."
3. A pop-up window will appear. Click the button called "Browse."

4. Locate your book file on your computer, click “Open.” If your book does not have images, you will be uploading the HTML file you saved in step (2) of the last section. If your book does have images, you will be uploading the archive.zip file you created in step (3) of the last section.
5. Click the “Upload Book” button.
6. The message “*Upload and Conversion Successful!*” will appear on the page. This may take a few minutes, so please be patient – we are in the process of converting your book so that it looks great on Kindle!

If you are not ready to proceed with publishing your book, go ahead and click "Save as Draft." Your book will not be onsite, until you hit “Save and Publish.” You can return to this page when you're ready.

### ✓ **Downloading the Kindle Previewer for Mac**

It is very important that you preview your book before you publish on KDP. Amazon offers a Previewer tool for Mac that will help you do that. Here is how to download the Previewer to your computer:

1. Visit the following location on Amazon.com:  
<http://www.amazon.com/kindleformat/kindlepreviewer>.
2. You will need to agree to the “Terms of Use” by checking the “I agree” box
3. Click the Download Now button to the right of the words “Kindle Previewer...for Intel Mac”.
4. Follow the instructions to save the Previewer tool to your computer.
5. The name of the application on your Mac will be “Kindle Previewer” without the quotes. If you know how to find it and open it, do so now. If not, the next three steps will help you.
6. Click on Finder from your Dock (the Dock is the bar usually at the bottom of the screen showing icons for various applications).
7. Type “Kindle Previewer” without the quotes in the search box in the upper right, and press Enter.
8. The search results will populate. Click on the Kindle Previewer application; this will open the Previewer tool on your Mac.

### ✓ **Previewing Your Book**

Now that your book has been uploaded in KDP and you have the Previewer downloaded to your computer you can take a look at how your book will appear on Kindle devices. To view your book on Kindle, go to the KDP page where you uploaded your book content and click on “Download Book Preview File” in the “Enhanced Previewer” box under section six, Preview Your Book. The file will save to your “Downloads” folder. Once you open Kindle Previewer, select “Open” from the File menu, navigate to your Downloads folder and select your book.

1. Review your front matter (i.e., title page, dedication, copyright information, preface, etc.).
2. Ensure that your linking table of contents works (if applicable).

3. Don't be concerned if your cover doesn't appear – we will embed the cover when it is time to publish.
4. Proofread your Kindle book's contents:
  - a. Look for characters that may not have converted correctly.
  - b. If you need to make any changes, write them down (you will address them in the next section).
5. Check your book's presentation across various devices (recall that Kindle books can be read on multiple devices and applications, including Kindle, Kindle Fire, KindleDX, Kindle for iPad, and Kindle for iPhone, each one of which can be emulated in the Previewer).
  - a. In the Previewer, select "Devices" from the drop-down menu.
  - b. Select the device which you would like the Previewer to emulate.
  - c. The reading experience may be slightly different on each device, but if you followed the formatting tips provided, the differences will be minimal.
6. Close out of the Previewer.

#### ✓ **Making Changes and Uploading Your Revised File(s)**

This step is only applicable if you identified changes that you would like to make based on the proofreading of your book that you just completed. If no changes are required, you are done with uploading your book and are now ready for the "Before You Publish" section that follows next in this guide.

If you need to make edits, go to the HTML file of your book on your computer, right click, scroll over "Open with" and select Microsoft Word. If you have images in your book and created a zipped folder to upload to KDP, make sure to use the HTML file that is in this zipped folder. Make any edits or changes needed. Consider saving your drafts under different titles (e.g., v2 or 2<sup>nd</sup> Draft) for easier identification. Once you are done, click save as (adjust "save as type" field to: Web Page, Filtered) and close the file.

To re-upload your revised content:

1. Check the box at the left side of the book and then click on the "Actions" button at the top left.
2. Select 'Edit book details' in the menu.
3. Scroll down to the Book Content section and click 'Browse for Book.'
4. Browse to your updated book file. If you have images, this will be a zipped folder. If not, it will be an HTML file.
5. Select the appropriate file, click open, and click 'Upload Book.'
6. Click 'Save and Continue.'

You can repeat this process as many times as you like until you are satisfied with your book. Once you are satisfied with the draft of your book you are almost ready to publish!

## Just Before Publishing Your Book

You have already uploaded your book content and book details. Only one step remains before you can publish your book. When you hit “Save and Continue” in the previous section you were sent to the Book Details screen #2: RIGHTS & PRICING.

Follow the on-screen instructions to enter your rights and pricing information. Again, you can rely on the “What’s this?” pointers throughout the process wherever you have questions.

Once you’ve completed the “Your Book” and “Rights and Pricing” sections and are ready to publish your book, hit the “Save & Publish” button on the bottom of the screen and you’re done! Your book will appear on your KDP bookshef, but it will not be editable until it completes the publishing process (generally 24-72 hours). It will appear in the Kindle Store within the 12 hours if it’s an English language book, and within two days for all other languages.

Congratulations, you are now published!

## **Making Changes after Publishing Your Book**

You may want to make corrections after you have published your book. This section addresses how you can make any changes and how KDP can alert your customers that changes have taken place.

### **Making Changes to a Converted Text**

If you have modified your original manuscript (i.e., corrected some typos) and now you want to transfer those changes to your converted, published book you will need to follow these steps:

1. Check the box at the left side of the book and then click on the "Actions" button at the top left.
2. Select "Edit book details" in the menu
3. Scroll down to the "Upload Your Book File" section and click "Browse for Book"
4. Browse to the HTML file you wish to upload (the latest version of your book)
5. Click "Upload Book"
6. Click "Save and Continue"
7. Go to the 2<sup>nd</sup> page ("Rights & Pricing")
8. You'll need to reconfirm Content Rights and click "Save and Publish"

### **Changing Your Book's Details**

You may also want to make changes to your book's details (e.g., the title, description, categories, royalties, etc.) You can do so at any time by returning to the "Bookshelf" tab and following the steps below.

1. Select the "Actions" drop-down menu next to the book you wish to modify.
2. Click on either "Edit book details" or "Edit rights, royalty, and pricing."
3. Enter the changes you would like made.
4. Click "Save and Continue," then click "Save and Publish."

### **Alerting Customers of an Updated Version of Your Book**

If you make changes to your book and you want your customers to receive the updated version, we can assist with the process. We will need you to provide us with some information first.

In such a case, we will ask you to write to us using the "Contact Us" tool. You can find this in the bottom right-hand corner of any page on the KDP website.

When you send us a message regarding alerting customers of an update to your book, please provide details and specific examples of the corrections made to the book. The more details that you provide, the better we will be able to accurately categorize and message any update to your customers. When

we receive the details, we will perform a review of your book and take appropriate action within two weeks. The possible results of our review include:

- ✓ If the changes made to your content are considered **major**, we'll send an email to all customers who own the book to notify them that the update exists. These customers can choose to receive the update through their Manage Your Kindle page on Amazon.com.
- ✓ If the changes made to your content are considered **minor**, we won't be able to notify all customers by email, but we will enable them to update the book's content through the Manage Your Kindle page on Amazon.com.
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