PURE Help Centre

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Why do I need to sign into Amazon?

Pure Support-UK - 2019-06-03 - <u>Using Alexa</u>

Your Amazon account is used to sign you into Alexa. It's how Alexa distinguishes you from someone else and how your information is protected from others. Each time you make a voice request, Alexa will retrieve the most relevant information based on your Amazon account information.