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## ***On-line Shopping Merchant Guidelines***

EtechGlobal's goal is to provide online shoppers with the ultimate shopping experience. This means offering a wide selection of your products at great prices, but it also means ensuring outstanding customer service.

The first step toward this goal is to establish a set of merchant standards. We developed the following Merchant Guidelines to help you offer the best possible customer service. Please review them carefully and make sure that your store complies with each guideline. All transactions conducted on EtechGlobal Shopping must be consistent with any applicable legal rules, the EtechGlobal Store Merchant Service Agreement the EtechGlobal Terms of Service, and these Guidelines. Failure to comply with these guidelines may result in removal from EtechGlobal Shopping. Thank you for your continued support.

### **General Rules**

1. **Fraud.** You may not use or manipulate this service for any fraudulent activity or purpose, including collecting payment from customers and not providing the item purchased.
2. **Interference.** You may not spam our system and/or impose an unreasonably or disproportionately large load on our system. You may not put any material on EtechGlobal Shopping that contains any viruses, trojan horses, worms, time bombs, cancelbots, or other computer programming routines that may damage, interfere with, surreptitiously intercept, or expropriate any system, data, or personal information.
3. **Passwords.** You are solely responsible for actions taken under your password and should not disclose it to anyone else. You cannot use your password for any unauthorized purpose.

### **Merchant Guidelines**

EtechGlobal Shopping Merchants must:

1. **Comply with applicable laws.** You may not offer for sale or sell an item to any customer in a jurisdiction where the item violates applicable laws or regulations. You also may not offer for sale any item that violates EtechGlobal's policies as described below in "Items that are prohibited by EtechGlobal."
2. **Provide accurate information.** You must accurately describe your store and the items you are selling. You may not include any language in your product or store descriptions, including the name, which may confuse potential customers or cause your products or store to be included in search results that don't accurately describe your products or store.

3. Provide accurate contact information. You must provide an accurate company address, phone number, email address, and return policy in the information section of your store.
4. Maintain a Privacy Policy. Every EtechGlobal Shopping Merchant must post, maintain, and adhere to a privacy policy. The privacy policy must inform customers what personal information is collected and how it is used. For more information about adding a privacy policy to your store please see our privacy policy information page.
5. Engage in ethical marketing practices. EtechGlobal Shopping Merchants must not engage in practices that are in any way connected with the transmission of "junk mail," "spam," "chain letters," unsolicited advertising, or other unsolicited mass distribution of email. Please see the Spam Policy detailed below for more information.
6. Avoid listing any items in EtechGlobal Shopping that are "adult oriented" in nature or marketed in an objectionable manner, as determined in EtechGlobal's sole discretion.
7. Refrain from posting any type of link to any third party payment service or commerce Web site.
8. Refrain from misrepresenting the condition or price of an item.

### **Items that are prohibited by EtechGlobal**

It is the responsibility of the Merchant to ensure that the items listed for sale on EtechGlobal Shopping are appropriate for sale under all applicable laws and regulations. In addition, every item listed for sale on EtechGlobal Shopping must be consistent with EtechGlobal's policies, as determined in EtechGlobal's sole discretion. EtechGlobal, expressly reserves the right to, but has no duty to, reject or remove any item or listing in EtechGlobal's sole discretion.

### **You may not sell the following items under any circumstances:**

1. Any item that is harmful to minors, obscene, or otherwise objectionable.
2. Illegal or restricted weapons and related accessories, including the following:
  - Firearms and firearm accessories, including ammunition, scopes, and silencers (Note: EtechGlobal allows the posting of antique firearms made before 1898 and replicas of antique firearms that have matchlock, flintlock, percussion cap or similar ignition systems, subject to removal in EtechGlobal's sole discretion. All other firearms are prohibited.)
  - Switchblade knives.
  - Any concealed weapon.
  - Any explosive device.
  - Martial arts weapons.
3. Cigarettes, illegal drugs, drug paraphernalia (including items to grow, manufacture, or distribute the same), prescription drugs, and medical devices, including any medical device that requires fitting by a certified practitioner or licensed seller
4. Any item that violates any U.S. export law or regulation, including any items subject to the terms of the U.S. embargoes against Afghanistan, Cuba, Iran, Iraq, Libya, North Korea, and Sudan.
5. Any item that infringes the rights of a third party, including items that violate copyrights, trademarks, publicity, or privacy rights of third parties. Examples include, but are not limited to:
  - Unauthorized copies of software, music, video games, movies, photos, or other media.
  - Bootleg recordings of concerts, movies, or other performances.
  - Sale of back-up copies of software.
6. Any item that is counterfeit or stolen, including items that are:
  - "Replicas," "knock-offs," in the same "style" as, or "fake" versions of a name brand product.

- Counterfeit, or for the purpose of producing counterfeit, currency, stamps, government identification.
  - Inauthentic sports collectibles, celebrity autographs, or otherwise inauthentic versions of memorabilia or other items with inauthentic signatures.
  - Any item for gaining unauthorized entry to a place or vehicle including lock-picking devices, vehicle master keys, and other devices.
7. Any item that promotes, glorifies, or is directly associated with groups or individuals known principally for hateful or violent positions or acts, such as Nazis or the Ku Klux Klan. Official government-issue stamps and coins are not prohibited under this policy. Expressive media, such as books and films, may be subject to more permissive standards as determined by EtechGlobal in its sole discretion.
  8. Any animal items that are subject to regulations or laws for the protection of live animals, including endangered species and domesticated animals, as well as any products made from or including any parts of an animal protected by law or regulation.
  9. Any item that has been the subject of a product recall by the U.S. Consumer Product Safety Commission, other government agency, or product manufacturer.
  10. Any item used for hacking, intercepting, jamming, descrambling, or otherwise obtaining unauthorized access to wire, electronic, or other types of communications.
  11. Bodies, body parts, bodily fluids. For example: cadavers, organs, "clean" urine for drug tests, sperm, eggs, blood, breast milk.
  12. Fireworks, explosives, or any hazardous material or restricted chemical.
  13. Government-issued identification documents, whether authentic or counterfeit (e.g., fake IDs for age verification, fake government credentials, passports, green cards, birth certificates), police badges or insignia, and any other law enforcement items (e.g., FBI identification cards, badges, uniforms, flashing lights/sirens, etc.) generally restricted for sale under federal and state law.
  14. Stocks and securities.
  15. Gambling items (lottery tickets, sweepstakes, pyramid schemes, grab bags, raffles, slot machines, etc.).
  16. Individual contracts, services, and any item that is non-transferable.
  17. Event Tickets may only be sold in accordance with applicable state and local law. All Event Ticket descriptions must contain the location of the event (venue, city and state), date of the event, and face value of the ticket(s). EtechGlobal may restrict the sale to the face value of the ticket(s) and require that merchants enter the face value of the ticket(s) as the "Price" for the item.
  18. Non-packaged food items and other food or beverage items sold in a manner inconsistent with federal, state, or legal regulations.
  19. Any used goods not appropriate for resale for safety, health, or other reasons, including any clothing items that have not been appropriately cleaned (e.g., used underwear).
  20. Any other item that violates any applicable federal, state, or local law or regulation or which EtechGlobal determines, in its sole discretion, is inappropriate for sale through the services provided by EtechGlobal.

## **Spam Policy**

EtechGlobal explicitly forbids spamming. Prohibited spam or otherwise impermissible marketing activities through EtechGlobal Shopping may include, but are not limited to, the following:

- Sending mass email to recipients who haven't requested email from you, and/or sending email with a fake return address
- Promoting a store with inappropriate links, titles, descriptions, or use of any content for which you do not have the appropriate rights.
- Promoting your store by posting multiple submissions in public forums that are identical.

If you're not sure if something constitutes spam, please exercise caution. EtechGlobal may take action, at our discretion, if we believe your store has engaged in impermissible marketing

activities, spamming, or other violations of these Guidelines, the Merchant Service Agreement, or the EtechGlobal Terms of Service.

### **Other Important Rules**

Additional Rules and Guidelines for EtechGlobal Shopping. Please see the EtechGlobal Store Merchant Service Agreement for more information.

### **EtechGlobal's Right to Terminate**

EtechGlobal, in its sole discretion, may terminate or otherwise remove any item, listing, Store, or your EtechGlobal ID immediately and without notice if (a) EtechGlobal believes that you have acted inconsistently with the spirit or the letter of the EtechGlobal Store Merchant Service Agreement, EtechGlobal Terms of Service, or these Guidelines, or (b) EtechGlobal believes you have violated or tried to violate the rights of others. We reserve the right to change or modify these guidelines at any time.

Please help us keep EtechGlobal Shopping an enjoyable and positive experience. If you see a listing, item or Store that violates our rules, please let us know by contacting [support@EtechGlobal.com](mailto:support@EtechGlobal.com).