

SELLERS CODE OF CONDUCT

when listing products, all sellers are mandated to comply with the following policies with Plura Choice. If we find that offences and prohibited content are being used or created or continued to access by you, then your Plura Choice account as a Seller will be subjected to suspension and may be followed by termination.

OVERVIEW

Our policy is that all Sellers act fairly and honestly on Plura Choice to ensure a safe buying and selling experience. Therefore, all sellers must:

- At all times you must provide accurate information to Plura Choice and to our users
- Use Plura Choice's features or services fairly and should not be misused at any given time
- Not make attempt to damage or abuse another Seller on Plura Choice, or their listings or ratings
- Not make any attempt to influence Buyers' ratings, feedback, and reviews
- Not send any inappropriate, unsolicited or abusive communications in any form
- Not make attempt to contact the Buyers except through Buyer-Seller Messaging
- Not make attempt to circumvent the sales process of Plura Choice
- Operate a single Seller account on Plura Choice and should not operate multiple Seller accounts without a legitimate business registration and or a need, violating the Code of Conduct or any other Plura Choice policies. Carrying on this act will result in Plura Choice taking actions against your account(s), inclusive and not limited to listing cancellation, suspension and or forfeiture of any payments processed through your accounts and taking away the privileges of selling on Plura Choice. More details about these policies are stated below.

ACCURATE INFORMATION

Plura Choice and our Buyers need accurate information and it is your responsibility to provide that and make any updates when there are changes. This means and includes matters such as accurate and updated business name(s), always listing your products in the correct category, providing updated contact information, pricing, delivery services when provided, and other specialized services such as custom manufacturing, packaging, deliveries, etc.

ACTING FAIRLY

You not misusing any service provided by Plura Choice and also acting fairly and lawfully at all times is a mandatory requirement. For your ease of understanding some examples of unfair activities include the following:

- Submitting false, expired, misleading or inappropriate information to Plura Choice and or our Buyers, which include and is not limited to acts such as creating multiple pages for the same product detail, or posting offensive and or illegal and or unclear product images.
- You or a person connected to you making attempts to manipulate your product(s) and or business(s) sales rank (for example use of fake orders or orders through an internal or known party payment scheme) or making false or misleading claims about your sales rank in descriptions or product titles.
- Any attempt to increase the product price after a confirmed order has been placed.
- Artificially and or illegally inflating web traffic (ex: using bots or paying for clicks).
- Any attempt to damage the reputation and or product line of another Seller not limited to their listings or ratings.
- In your agreement with Plura Choice and its policies, you allow other people to act on your behalf.

RATINGS, FEEDBACK, AND REVIEWS

You should never make any attempts to influence or to get Buyers' ratings, feedback, and reviews inflated. Plura Choice accepts that you desire your product is valued by the Buyer, and you may request feedback and reviews in a positive but decent manner, but may at any given moment or time prevent yourself or your staff from engaging in the following:

- In exchange for providing or removing feedback or reviews, never offer payments for or any kind of incentives (which include coupons, free products, items disguised as promotional material, etc.)
- Asking a Buyer(s) to only write positive reviews or ask Buyer(s) to change or remove a review already posted.
- Seeking reviews only from Buyer(s) who had a positive transaction experience.
- Reviewing your own store or products or engaging in reviewing other Sellers' products for competitive purposes.

COMMUNICATIONS

Kindly refrain from sending or getting others to dispatch for your behalf of any unsolicited or inappropriate messages. All and every communication to Buyer(s) must be sent through Buyer-Seller Messaging portal and should be done only for the purpose of fulfilling the order(s) and or as part of providing customer services. Never use the said service for Marketing purposes as all such communications are strictly prohibited and we will take action against you.

CUSTOMER INFORMATION

When you receive Buyer information for the purpose of fulfilment of orders such as but not limited to addresses, phone numbers, etc., you hereby agree that you will only use that information for that purpose alone and will not use it in any other manner and will delete same at the end of the processing the order for which the said information is received, unless such is marked as a recurring order, for which you may store the said information which is necessary for the purposes of continued supply through the period of supply and no more. You at no time shall not use any Buyer information to contact them (except through Buyer-Seller Messaging) or share it with any third-party.

SALES PROCESS CIRCUMVENTION BY A SELLER

At any given time, you shall not attempt to circumvent Plura Choice's sales process or to solicit or divert any of Plura Choice Sellers and or Buyers to website(s). You cannot provide any links, messages, or images of any links through Barcodes and or QR Codes that prompt users to visit any other external website(s) and or make attempt to finalize or complete a transaction(s) which is initiated through Plura Choice platform.

MULTIPLE SELLING ACCOUNTS BEING PLACED ON PLURA CHOICE

You shall only maintain one Seller account for each region in which you are selling through Plura Choice platform, unless you have clearly demonstrated to us that you are having a legitimate business requirement to initiate and create a subsequent account(s) along with the fact that all of your Seller accounts are operational, in good order and standing. In the event of any of your accounts being not in good standing nor operational order, Plura Choice has the right to delist or deactivate all of your selling accounts until all accounts are in good standing and in good order. Certain examples of such legitimate business requirements shall include:

- You are now manufacturing or growing your sale product(s) through two or more distinct and separate legal entities or regions which does not overlap in sales.
- Having multiple brands and your legal or desired requirements to maintain separate businesses for each of the brands.
- As a part of certain a Plura Choice programmes, you need to have separate accounts.

FILING INFRINGEMENT NOTICES AS AN AGENT OR BRAND PROTECTION AGENCY

We are aware that brands have brand protection agencies and or agents reporting intellectual property infringement on their behalf, and we accept such submissions from all authorized agents. Plura Choice does not allow any individuals or businesses with active selling accounts on Plura Choice to tender notices on any infringement activities in the capacity of an agent of a particular brand because some of those notices filed could cause benefit their own selling account at Plura Choice by making illegal attempts to remove competing listing(s). Therefore, any act of violation of this policy where any registered Sellers who file a such notice(s) in the capacity of an agent for the purpose of benefiting his or her business's own status as a Plura Choice Seller, shall be subjected to have their account(s) suspended and terminated and de-platformed.

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