

Outlaw Thrush Stuff and Blacksmith Shop

E-commerce Policy for Retailers: Adherence to MAP Policies

Introduction:

This policy outlines the Minimum Advertised Price (MAP) guidelines that all retailers must adhere to when selling products through e-commerce platforms. Our objective is to maintain fair competition and preserve brand value across all sales channels.

Scope:

This policy applies to all retailers, distributors, and resellers who sell products on e-commerce platforms, including but not limited to websites, mobile applications, and third-party marketplaces.

Minimum Advertised Price (MAP) Guidelines:

- Retailers must not advertise any product below the established MAP.
- The MAP applies to all forms of advertising, including online and offline channels.
- Promotional programs involving discounts below MAP must be pre-approved by

Outlaw Thrush Stuff/ Blacksmith Shop

Advertising Standards:

All advertised prices must comply with current MAP policies. This includes, but is not limited to, search engines, affiliate advertising, and social media platforms.

Promotional Offers:

- Retailers may offer promotions only if these do not result in a final advertised price lower than the MAP.
- Discount codes and coupon offers must be structured to maintain compliance with MAP guidelines.

Enforcement:

Non-compliance with MAP policies will result in corrective actions, which may include termination of supply agreements, withdrawal of sales privileges, or other penalties. Refer to MAP Policy's

Monitoring:

Retailers must provide information about their advertising strategies and retail practices upon request. Regular monitoring will be conducted to ensure adherence to MAP guidelines.

Review and Amendments:

This policy is subject to periodic review and may be amended as deemed necessary to reflect changes in business practices or legal requirements.

Acknowledgement:

By selling our product, you acknowledge acceptance and understanding of our terms. This indicates agreement to adhere to **Outlaw Thrush Stuff/ Blacksmith Shop** MAP specified guidelines.