

Prohibited Seller Activities and Actions

Qizaa Seller Rules are established to maintain a selling service that is safe for buyers, fair for sellers, and beneficial for the environment. Failure to comply with the terms of the Seller Rules can result in cancellation of listings, suspension from use of Qizaa's tools and reports, or the removal of selling privileges.

Note: Qizaa Seller Rules are in addition to, and in no way limit, other seller obligations under the agreement or otherwise.

General Guidelines

Attempts to divert transactions or buyers;

Any attempt to circumvent the established Qizaa sales process or to divert Qizaa users to another website or sales process is prohibited. Specifically, any advertisements, marketing messages (special offers), or "calls to action" that lead, prompt, or encourage Qizaa users to leave the Qizaa website are prohibited. Prohibited activities include the following:

- The use of email to divert customers away from the Qizaa sales process.
- The inclusion of hyperlinks, URLs, and/or web addresses within any seller generated confirmation email messages or any product/listing description fields that are intended to divert customers away from the Qizaa sales process.

Unauthorised and improper business names:

Your business name (identifying your business entity on Qizaa) must be a name that: accurately identifies you; is not misleading; and that you have the right to use (that is, the name cannot include the trademark of, or otherwise infringe on, any trademark or other intellectual property right of any person and/or entity). Furthermore, you cannot use a business name that contains an email suffix such as .com, .net, .biz, and so on.

Unauthorised and improper invoicing:

Sellers must ensure that the tax invoice is raised in the name of the end customer who has placed an order with them through the Qizaa marketplace. The tax invoice should not mention Qizaa as either a seller or a customer or buyer. Please note that all products listed on Qizaa are sold by the respective sellers to the end customers and Qizaa is neither a buyer nor a seller in the transaction. Sellers need to include the VAT/CST registration number (if based in/registered and/or supplying from India) of the shipping state in the invoice.

Inappropriate email communications:

All seller email communications with buyers must be courteous, relevant, and appropriate. Unsolicited email communications with Qizaa users, email communications other than as necessary for order fulfilment, related customer service, and emails containing marketing communications of any kind (including within otherwise permitted communications) **are prohibited**.

Appropriate treatment of customer phone numbers:

Qizaa provides sellers access to customer phone numbers so that they can comply with carrier label requirements. If you receive this customer information, you are required to adhere to Qizaa's customer personal information policy, which can be found in our Seller Agreement.

Please review the policy there and the guidance below to make sure that you are using customers' phone numbers correctly.

- **Proper treatment of customer phone numbers:**
 - Print on labels to comply with carrier requirements.
 - Dispose of any customer phone number data that you retain after you have processed the customers' orders.
 - Monitor who in your organisation has access to customer phone numbers—protecting this data is your responsibility.
- **Improper treatment of customer phone numbers:**
 - Never contact a customer using their phone number. To contact a customer about their order, only use the Buyer-Seller Messaging functionality which is made available to both parties.
 - Never share customer phone information with an external party.
 - Never pass along customer information of any kind, including phone numbers, outside of Buyer-Seller Messaging.

Direct email addresses:

Buyers and sellers may communicate with one another via the Buyer-Seller Messaging Service. Sellers are prohibited from providing or soliciting direct, personal/company email addresses on the Qizaa website or in correspondence through the Buyer-Seller Messaging Service.

Filing Infringement Notices as an Agent or Brand Protection Agency:

Qizaa understands that many brands may choose to have brand protection agencies or agents report intellectual property infringement on their behalf and accepts submissions from authorised agents. However, Qizaa does not permit individuals with active selling accounts to file infringement notices as an agent of a brand when the filing of those notices could benefit their own selling account (through removing competing listings, for example). Any person filing notices as an agent that benefits their own status as a seller may have their selling account terminated.

Misuse of Qizaa selling services:

All sellers can access and use the Qizaa selling service. If a seller uploads excessive amounts of data repeatedly, or otherwise uses the service excessively or unreasonably, it can create a disproportional load and impair the ability of other sellers to easily access and use the service. If a seller is misusing or making excessive or unreasonable use of the Qizaa selling service, Qizaa may, in its sole discretion, restrict or block the seller's access to product feeds or any other functions that are being misused until you no longer misuse them.

Misuse of ratings, feedback, or reviews:

Sellers cannot submit abusive or inappropriate feedback entries, coerce or threaten buyers into submitting feedback, submit transaction feedback regarding themselves or include personal information about a transaction partner within a feedback entry. Furthermore, any attempt to manipulate the ratings of any seller is prohibited. Any attempt to manipulate ratings, feedback, or product reviews is prohibited.

- **Ratings and feedback:** The rating and feedback features allow buyers to evaluate the overall performance of a seller, helping sellers to develop a reputation within the Qizaa Marketplace. You may not post abusive or inappropriate feedback or include personal information about a transaction partner. Please note that this also includes posting ratings or feedback to your own account. You may request feedback from the buyer. However, you may not pay or offer any incentive to the buyer for either providing or removing the feedback.
- **Product reviews:** Reviews are important to the Qizaa Marketplace, providing a forum for feedback about product and service details, and reviewers' experiences with products and services - positive or negative. You may not write reviews for products or services that you have a financial interest in, including reviews for products or services that you or your competitors sell. Additionally, you may not provide compensation (including free or discounted products) for a review. Review solicitations that ask for only positive reviews or that offer compensation are prohibited. You may not ask buyers to modify or remove reviews.

Misuse of sales ranks:

The best seller rank feature allows buyers to evaluate the popularity of a product. Any attempt to manipulate sales rank is prohibited. You may not solicit or knowingly accept fake or fraudulent orders, including placing orders for your own products. You may not provide compensation to buyers for purchasing your products or provide claim codes to buyers to inflate sales rank. Additionally, you may not make claims regarding a product's best seller rank in the product detail page information, including the title and description.

Post-transaction price manipulation and excessive shipping fees

Any attempt to increase the selling price of an item after a transaction has been completed is prohibited. Additionally, sellers cannot set excessive order fulfilment and shipping costs.

Accurate descriptions of product information

When listing items for sale using a product detail page, the product being offered must be listed on a product detail page that accurately describes the product in all respects. The seller must use images and may use videos that may be informative and fulfil the purpose of better describing the product to Qizaa customers.

Misuse of Search and Browse

When customers use Qizaa's search engine and browse structure, they expect to see relevant and accurate results. Any attempt to manipulate the Search and Browse experience is therefore prohibited. Prohibited behaviours include, but are not limited to:

- Artificially simulating customer traffic (through Internet bots, paying for clicks on organic search results, etc.).
- Providing misleading or irrelevant catalogue information (title, bullet points, description, variations, keywords, etc.).
- Adding product identifiers (brand names, product names, and so on), even if they are your own, to hidden keyword attributes.

Branded packaging materials

Do not use packaging material that contains the branding of any other online marketplace or e-commerce company. You can use packaging material with your own brand.

Creating duplicate product detail pages.

Creating a duplicate product detail page for a product you have already created a product detail page for is prohibited.

Creating separate listings

Sellers may not create separate listings for identical copies of the same item. Individually listing the same item several times is confusing for buyers and frustrating for other sellers. Sellers must use the quantity field to offer multiple copies of the same item, and only list separately if offering the same item in different conditions.