

Hurtta Authorized Reseller Requirements

To qualify and remain a Hurtta Authorized Reseller, your business must adhere to this Hurtta Authorized Reseller Policy at all times

1. Maintain Current Business Information & Disclose All Locations That Carry Hurtta

Maintain accurate and up-to-date company information and disclose all retail locations that carry Hurtta throughout the term of your reseller relationship with Hurtta.

Qualifying retail locations can only be one of the following: your physical brick & mortar store(s), your commerce-enabled website(s), or temporary storefronts (events, trade shows, pop up stores, etc.).

2. Report Sell-Thru for Physical Retail Location(s) and E-Commerce Sites

Reseller must provide sell-thru information by SKU and approved retail location upon request. Hurtta reserves the right to perform an audit of financial statements pertaining to Hurtta sales or the business operations (conduct) to ensure compliance with this policy.

3. Hurtta's Trademarks & Brand Policy

Reseller must comply with Hurtta's Trademark & Brand Policy and represent yourself as a Hurtta Authorized Reseller in all online advertising & sales collateral.

Setting up businesses, registering domain names, or social media usernames that contain any of Hurtta's trademarks is strictly prohibited. To ensure compliance with Hurtta's Authorized Reseller Policy, you must only use approved marketing materials for all Hurtta products.

You can read the entirety of Hurtta's Trademark & Brand Policy here:

<http://HurttaAmerica.com/authorized-reseller-program/us/trademark-policy/>

4. Sell to Retail Consumers Only

Reseller may not sell in bulk to B2B accounts, wholesalers, or freight forwarders/drop shippers for other retailers. Reseller may only sell to your end consumers only.

5. Only Purchase Hurtta Products Directly From Assigned & Authorized Distributor

Reseller must not buy Hurtta products from other retailers, or from other sources not explicitly endorsed by Hurtta within your sales territory.

6. Only Sell Hurtta Products in Original Packaging

Reseller may not alter original Hurtta packaging in any way prior to reselling Hurtta products. Removing Hurtta products from packaging and reselling Hurtta products in a different packaging or under a different name is strictly prohibited.

7. Use Hurtta Supplied Core Product Data in Feeds

Reseller must be able to use standard set of Hurtta supplied data in product data feeds that you distributor to 3rd party advertising venues unless prior written permission is obtained from Hurtta.

8. No Bundling Hurtta Products Without Obtaining Permission

Reseller must not re-SKU or bundle Hurtta products in your online assortments & data feeds without receiving prior written permission from Hurtta.

9. Exportation Sales

Reseller agrees to cooperate with Hurtta in preventing unauthorized exportation of Hurtta® Products. Reseller shall endeavor to request the following information from customers that buy in bulk (10 or more units): customer name, customer address, customer phone, and dates of transaction. The customer information is not required to be transferred to Hurtta, however it should be used to identify suspicious purchase patterns. In the event the customer refuses to provide such information, Reseller should reduce the transaction quantity to below the Bulk Products threshold.

10. Customer Confusion

Reseller will not advertise, market, display, or demonstrate non-Hurtta products together with Hurtta products in a manner that would create the impression that the non-Hurtta products are made by, endorsed by, or associated with Hurtta.

11. Sell on Approved Retail Website(s) Only

Reseller must only take orders via publicly accessible ecommerce enabled web pages hosted on approved websites owned and operated by your company.

Selling on 3rd party sites (eBay, Amazon, Alibaba, etc.), drop-ship accounts (Buy.com, Jet.com, Newegg.com, Overstock.com, etc.), classified sites (Craigslist.com, Facebook Marketplace, etc.) or direct messages on forums is strictly prohibited.

12. Sell to Customer(s) Within an Assigned Geographic Territory

Reseller must restrict customer order shipments to shipping addresses located within your assigned country or designated territory. This includes selling or shipping Hurtta products to end consumers online if your territory does not include the online channel. Reseller must restrict customer order shipments to shipping addresses located within your assigned country or designated territory. This includes selling or shipping Hurtta products to end consumers online if your territory does not include the online channel.

13. Ensure PCI Compliance

Reseller must ensure PCI compliance for all approved commerce-enabled websites owned & operated by your company.

14. Maintain Updated Privacy Policy

Reseller must publish and maintain a publicly accessible privacy policy.

15. Operate Ecommerce Business Separately from Offline Retail Businesss

Reseller must plan inventory for your ecommerce business separately from inventory planned for your physical store's business & provide accurate sell-thru numbers for each.

16. Security Measures from E-Commerce Sites and Fraud Protection

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, authorized territory shipping restrictions, and customer fraud resolution procedures.

17. Additional Reseller Obligations for Hurtta Dealer Locator

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, authorized territory shipping restrictions, and customer fraud resolution procedures.

18. Obey the Law, Abide by Policy Rules & Serve Customer Needs

Reseller must ensure industry-standard e-commerce security and fraud protection measures are in place, including two-factor authentication, authorized territory shipping restrictions, and customer fraud resolution procedures.

Failure to comply with all of the terms in Hurtta's Authorized Reseller Policy will result in suspension or termination of your account.