

# Reselling Policy

## Radio Systems PetSafe Europe Limited (The Supplier)

This document is part of the Selective Distribution Agreement and the below criteria may change from time to time. The Supplier maintains complete discretion over acceptance at all times.

### Online Reselling Policy:

- Retailers may only sell on Amazon Marketplace or EBay within the EU provided they have a website that fully meets the below criteria.
- Retailers may only sell the Supplier's products supplied either directly by the Supplier or from one of its authorised distributors. A list of authorised distributors can be obtained from: [intlema@petsafe.net](mailto:intlema@petsafe.net).
- Retailers may sell online provided they meet the following website criteria:

<b>Website Basics</b>	<p>Must have own stand alone website</p> <p>Webstore name must not refer to 'discount', 'budget' etc.</p> <p>Clearly be animal or pet related or have pet department</p> <p>Mobile Friendly – i.e. adaptive</p> <p>Have a search Function</p> <p>Full physical address shown - not PO Box</p> <p>Shown return address</p> <p>Contact phone number (not premium rate)</p> <p>Secure data capture and order processing</p> <p>Company details – VAT, Company Number etc.</p>
<b>Experience</b>	<p>Good user experience</p> <p>Professional appearance</p> <p>Items in stock</p> <p>Feedback - reviews</p> <p>Use Social Media</p> <p>Show accessories with product</p> <p>Show carriage costs clearly</p>
<b>Content</b>	<p>Support multiple high res images</p> <p>Support video</p> <p>Support customer reviews</p> <p>Good Range of products</p> <p>Advertised links lead to the advertised product</p> <p>Comprehensive product information</p>
<b>Support</b>	<p>Understand the products</p> <p>Knowledgeable staff</p> <p>Links to other websites</p> <p>Good after Sales service &amp; Return process</p>
<b>Marketing</b>	<p>Able to market to segmented database</p>

The following websites are authorised: